

MADA Analytics is developing artificial intelligence (AI) software to optimize the financial returns on investments in renewable power plants with energy storage.

### **Problem**

Renewable Energy (RE) is on the rise around the globe, but:

- Energy storage, mandated by utility regulators to make RE reliable/controllable, is an unfamiliar game changer.
- Analytics are needed to evaluate the broad business cases for RE + storage to maximize IRR.

### Solution

- Accurate modeling & simulation of many storage technologies.
- Seamless integration of project finance, power market pricing and engineering knowlegde.
- Use of AI to pinpoint optimal wind, PV and storage combination for best operational efficiency with highest IRR.

# **Unique Selling Point**

The only SaaS financial software that uses AI to optimize design and operation of utility-scale hybrid (wind + solar PV) renewable generation projects with energy storage.

#### Market

Product Market

Project Development

Designer Equity Investing

MEPS Trader Energy Management & Trading

## **Target**

Project developers / IPP Engineering Procurement Construction Co (EPC)

Infrastructure Funds / PE Pension Funds

Management Software Co Trading / Hedge Funds

#### **Business Model**

SaaS license for software on either term or project-based fees.

Recurring revenue from long-term SaaS license for trading optimization software.

## **Market Size**

MADA's addressable market is \$5 Billion/yr for project design, within the \$300 Billion/yr in wind, solar and storage investments.\*

# Competition

HOMER Energy; EMD EnergyPro; Ascend Analytics BatterySimm; T-REX; Exceedence

# **Management Team**



Danny Gimpel
CEO & Founder.
Fintech & Energy
Storage Expertise



Eric Selmon COO & Co-founder. Utility Industry & Power Markets Expertise



Yossi Fisher CTO & Co-founder. Artificial Intelligence, Renewable Energy Expertise



**Leon Afremov**Head of Power
Engineering,
Renewable Energy
Expertise

### **Timeline**



2017 ——— 2018 ————

Al Prototype
SaaS product
Commercial Validation

2019

Initial Seed Funding ≈\$1MInvestment by Barclays &Techstars

Q3 2019

Functionality to optimize energy trading strategies using artificial intelligence