

Positive Energy

IoT | Turkey | Founded: 2014 | Launching | positivenerji.com



Positive Energy offers a software plus beacon system that helps analyze energy usage and recommend ways to consume energy more efficiently

Positive Energy uses its beacon technology, which has humidity, heat, light and carbon dioxide sensors, together with its cloud-based software system to analyze energy usage based on human behavior. Users can then use recommendations from the system to increase energy efficiency. Through partnerships with energy companies and energy automation companies, Positive Energy will have an effective distribution channel to both businesses and end-consumers.

Business model

- **Target customers:** Commercial chains with a focus on supermarkets, mid-to-high end buildings with apartments >100 sq. meters
- **Customer acquisition strategy:** distribution through energy companies and automation companies, promotion through Turk Telecom
- **Revenue model:** Leasing program for ~\$2-6 / device / month

Market info

- **TAM:** \$10 billion B2B energy management market; \$15 billion B2C energy management market
- **Competitors:** No close competitors in Turkey
 - o Nest: focus on heating automation rather than overall energy usage
 - o BuildingIQ: software only, no hardware

KPIs

- 4 paying customers in Turkey with 5 sites (software only)
- 2 pilot projects (software + beacon)

Fundraising info

- Received \$100k from the government and previously raised \$200k in funding
- Seeking \$1 million for expansion in Europe and the Middle East

Team details

- 7 person team
- **SonerHacıhaliloğlu: Co-Founder**
 - o Background in software engineering; 8+ years of experience at energy companies including Siemens
- **FatihKilic: Co-Founder**
 - o Background in electrical engineering; 8+ years of experience at energy companies including Armador Technologies
- **CemAybar: Co-Founder**
 - o Background in electrical engineering; 8+ years of experience at energy companies including Power Elektrik