

ROAD MAP*

Step 1 – Grow to 150,000 subscribers

Give Green Energy is based on the simple idea of collective action: many people, making small contributions, having a large impact. Because our subscriptions are priced at relatively modest amounts, and electricity infrastructure is expensive, we need to scale to a critical mass before we can start to take meaningful action.

Our first goal is to grow to 150,000 subscribers. Subscriber funds will primarily be directed towards marketing and increasing awareness of our goals during this step. We will also undertake preparatory work for a pilot project and potentially carry out ‘micro projects’ (such as small-scale batteries to store green energy) to prove out our business model.

Step 2 – Build a pilot project

Once we reach 150,000 subscribers, we will build a pilot green energy project. We expect this will be a 1MWh grid-connected battery. This battery will charge with green energy during the day at low prices (or even negative prices) and sell that energy back to the grid during the evening at high prices. This will displace carbon-intensive sources of electricity such as coal and gas. It will further demonstrate Give Green Energy’s business model and show that small contributions can have exponential impacts over time. Subscriber funds will be directed towards building the pilot project during this step, however marketing and awareness projects will continue.

Step 3 – Build a large green energy project

Once we have completed a pilot project, we will look to expand that project by adding more batteries along with solar panels to charge those batteries with our own green electricity. This will increase the green energy and revenue generated by the project, which will in turn generate further revenue to further our goals. The speed with which we can achieve this goal will depend on how quickly we can grow the subscriber base. Subscriber funds will primarily be split between expanding green energy projects, as well as expanding our community and subscriber benefits during this step.

Step 4 – Expand as fast as possible

Time is of the essence in reducing the impacts of climate change. The faster we grow, the bigger impact we will have. We want to expand our community by making joining as attractive as possible, including by offering subscribers benefits like exclusive deals with partner companies. Watch this space! If you are interested in engaging with our community, please get in touch at contact@givegreenenergy.com

Indicative use of funds*