



Light of Life (LoL)



Investment Teaser

Company Overview

Prozparity Energy is a climate startup combining smart hardware, AIoT x XR, and gamified software into a unique **Humanoid Interaction** platform. We create **modular greenhouses** designed for organizations and public. These kits provide **emotional & community value** and **engaging experience** while promoting **sustainability** and **SDG hacks**, creating a **fun & interesting environment** while performing green action.

We are currently active in **Hong Kong, Japan (Jetro-supported), Finland and Indonesia (Chamber of Commerce)**, and have been featured in **SusHi Tech Tokyo 2024, Economic Daily** and **JCI SDG award**. Our project has also drawn interest from educational and municipal partners across Asia and Europe.

Problems

Urban gardening, being a key rationale for climate education, fails due to **users time constraints, unengaging routines**, and **inaccessible knowledge**. This transforms a relaxing & meaningful action into a frustrating burden, causing user abandonment and limiting the adoption of sustainable living practices.

Solutions

LoL's product/service includes:

- **Smart Greenhouse Kit:** Climate-Adaptive AIoT, increasing plant **growth & survival** rate by 60%
- **AI-powered dashboard** for real-time ambient & carbon data tracking with **minimal manual involvement**
- **Gamified software** aligned with STEM, SDG targets & community exchange
- **Humanoid & Immersive Interaction:** AR/XR modules and 3D chatbot allows user to control by talking
- **Green carbon data utilization:** Green contributions will generate credits via blockchain, connecting to smart data platforms to effortlessly quantify & record daily green living, followed by redeeming rewards.

This combination delivers a dynamic, high-impact experience for users and supports public sector SDG goals.

Use Cases

- **Private Users:** family & household can use it for decoration, gardening aids and kids' education, depending on size of open space and settings #E-commerce #Subscription #Gamification
- **Education sector:** STEM and environmental science curriculum integration. #Greenhouse-product #Starter #Subscription #Gamification
- **NGO & Community Projects:** Climate awareness and environmental education for youth. #Greenhouse-product #Gamification
- **Municipal & Public Sector Programs:** Smart classroom and green campus initiatives. #Greenhouse-product #Subscription #Gamification
- **Supermarkets, Toy shops:** as secondary sellers/ partners #Greenhouse-product #Gamification

"Let's inspire climate actions together."

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🌐 <https://prozparity.com>

Market Opportunity

- **TAM:** HK\$88B EU Product & Gamification market by 2030 (HolonIQ, 2024)
- **SAM:** HK\$18B climate education segment (schools, 6 markets: FI, EE, SG, HK, PL, PT)
- **SOM:** HK\$440M achievable by Y5 (1% of SAM, 560 units, 561 subs, 140 XR clients)

Team

- **Hing** (Master) – Energy Industry Expert, 10+ years' experience in EU carbon markets and renewable project development.
- **William** (phD) – Software Engineer, expert in AI/ML and big data, with experience leading product development.
- **Brian** (Bachelor's) - Business Analyst, with work experience in Government projects such as Hospital Authority
- **Adam** (Bachelor's) – Muslim & ASEAN focus; Expert in e-commerce, SEO, SEM, and content optimization
- **Sun** (Bachelor's) – Implementation of multiple smart hardware projects, including smart greenhouse and home control systems

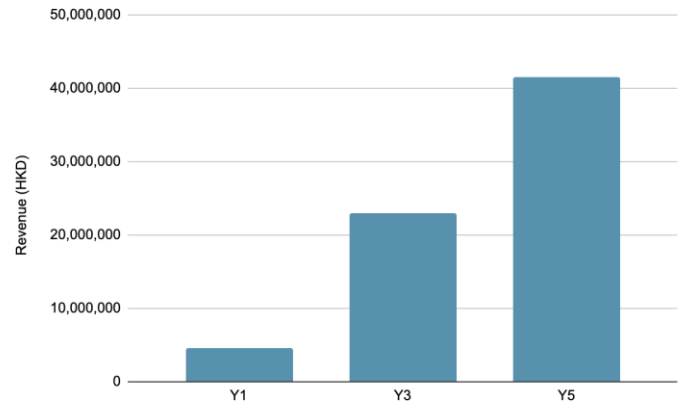
Traction

- Over HK\$1M in sales from 20+ clients within a year (HK, US, Japan, Indonesia etc.)
- Pilots in Käpylä Comprehensive School, Vantaa schools, Otaniemi Upper Secondary
- Collaboration discussions with: University of Helsinki, Metropolia, and other Finnish educators
- Existing market: HK, MO, CN, ID, MY, JP, CZ, FI, US etc.

Clients/ Partners

- Sold to individuals, educators and supermarkets
- Partnership in Japan, EU
- Public environmental education campaign

Financials



- **Y1 Revenue:** HKD \$4,600,000
- **Y3 Revenue:** HKD \$23,500,000
- **Y5 Revenue:** HKD \$41,500,000
- **Gross Margin:** 36% → 66%
- **Break-even:** 15 months (Neutral scenario)

Investment Ask

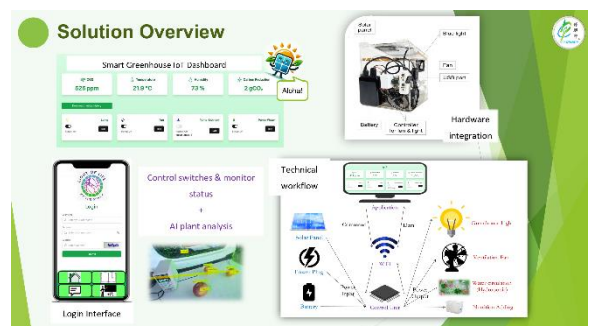
We are raising **HK\$4M–5M** pre-A funding to:

- Upgrade software and AR/ XR modules
- Scale pilot deployments across EU & Hong Kong
- Build public sector partnerships

Valuation: HK\$32M–35M

Competitive Analysis

- Hardware/software integration
- Flexible for public & educators
- Gamified AI dashboard + IoT sensors + XR add-ons
- Fully aligned with SDG education and-climate action goals



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