REEMS:
Renewable Energy Management System

One smart platform to manage solar energy and storage systems of any brand, old or new — so SMEs save and earn more, without replacing their equipment

THE PROBLEM

SMEs have no time or staff to manage solar with batteries on factory settings and separate apps — and lose savings

01. Energy loss

Businesses with 30 kW+ solar:

- 7,100 sites in Portugal
- 61% of all self-consumption power

Every sunny day they lose unused energy

02. Earnings loss

- Businesses buy power at €0.17/kWh, sell unused solar for only €0.05.
- 57% of that surplus energy went to the Portuguese grid unpaid in 2024.
- On factory settings, businesses miss up to 70% of battery savings

03. Control loss

Brand apps manage only their own hardware. As businesses add renewables over time, they mix equipment from different providers and end up with fragmented and disconnected systems

- *Sources: ERSE 2024; Eurostat H2 2025; Portal Energia 2026. 70% = 100 kWh battery: factory settings vs optimal control, ERSE 2026 tariffs*

THE SOLUTION

REEMS is a smart energy platform for SMEs that runs solar plants, storage and EV of any brand from the cloud — *letting old and new equipment work as a unified, effective system*

1 Lower bills

REEMS optimizes energy usage and storage, making your produced solar profitable instead of selling it for cents

2 Hands-free

REEMS runs 24/7 on weather forecasts and market prices, reports your savings automatically, and lets your plant earn from the grid

3 Every brand, one system

Inverters, panels, batteries and EV chargers added over the years finally work smoothly together — in one app

HOW IT WORKS

1

Step 1 · Connect

We link REEMS to the cloud of your plant — any brand, set up remotely

2

Step 2 · Analyze

Every day REEMS reads the weather forecast, prices and your usage, then decides when to use or store energy

3

Step 3 · Optimize

See your savings in euros and the best times to use energy. Get alerts, including power outage warnings

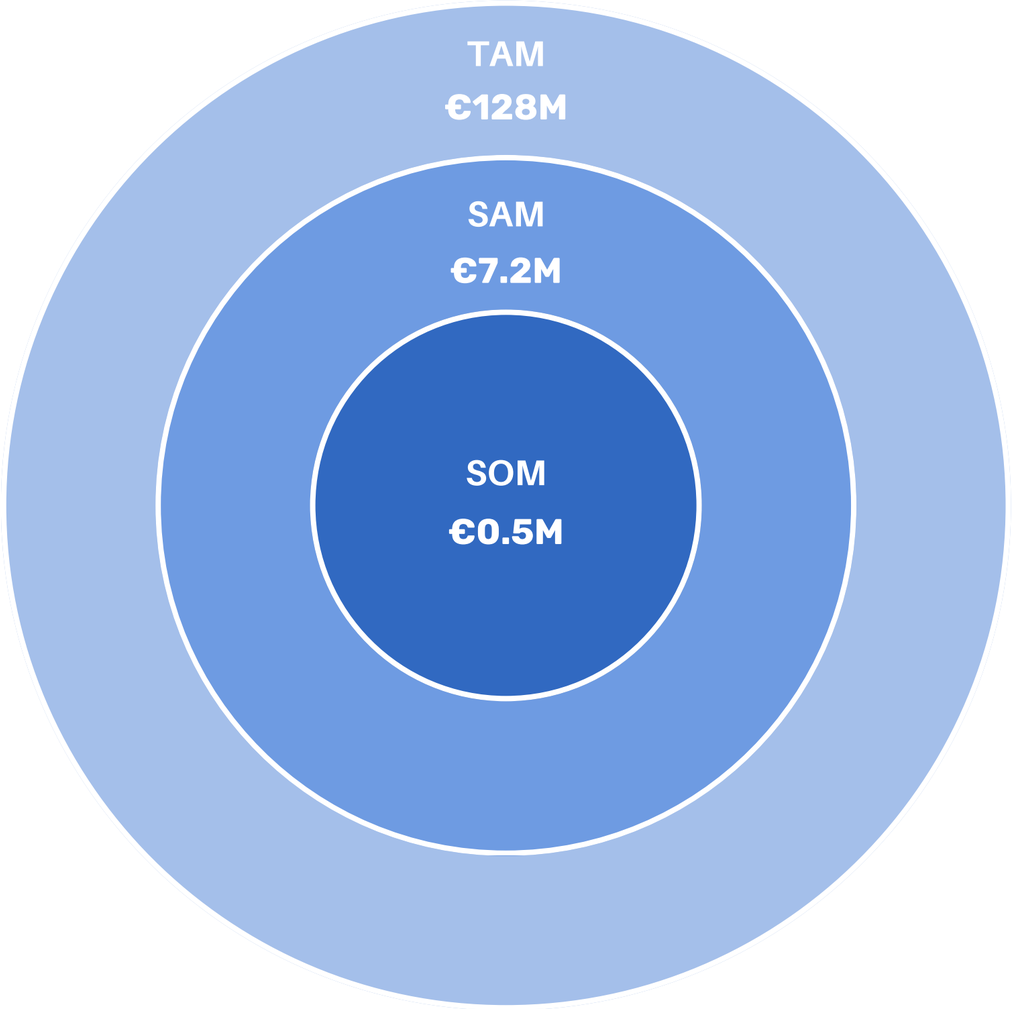
Next Step:

your solar plant can profit from optimized sales to the grid — open to small sites since 2025

First brands we'll connect — the ones our clients use:

HUAWEI solis SUNGROW solaredge Deye

MARKET



SOM — Initial Market: Portugal, 150-500 kW

€0.5M a year: ~2.5k business solar sites. €2M by 2030 as batteries spread

SAM — Reachable Market: Portugal + Spain

€7.2M a year: 82k business solar sites. One electricity market (MIBEL)

TAM — Total Market: Europe

€128M a year: 1.5M business solar sites

We count only the subscription: €0.05 per kW of solar + €0.35 per kWh of battery a month

Sources: ERSE 2024; APPA 2024-25 (Spain); SolarPower Europe 2026 (battery outlook); SPE EU Solar Outlook 2024-28; TaiyangNews (C&I rooftop split)

BUSINESS MODEL

How we generate revenue

Subscription per site:
€0.05 per kW of solar + €0.35 per kWh of battery a month — plus €400 remote setup fee for battery sites

Later:
10% of the extra income REEMS earns for clients by selling flexibility to the grid

€83/mo
Average battery site (250 kW + 200 kWh)

≤€1,000
CAC target, partner program included

€4.9k
LTV target: 7 years, 70% margin

Why it is sustainable

- **Recurring revenue:** grows with new sites and varies based on clients' solar and battery capacity
- **Existing solar installations:** installers sell REEMS to clients they already serve and earn a share of every subscription
- **Scalability:** we grow through partners without a big sales team

TRACTION

4

Madeira homes in our first pilot pool — 2 ready to test now

3

Businesses (35-315 kW) asking us to add batteries to mixed-brand solar

6

Inverter and battery brands in those 3 projects. No brand app runs them all

All set

Portuguese dev team ready to build the MVP in 3 months

MILESTONES

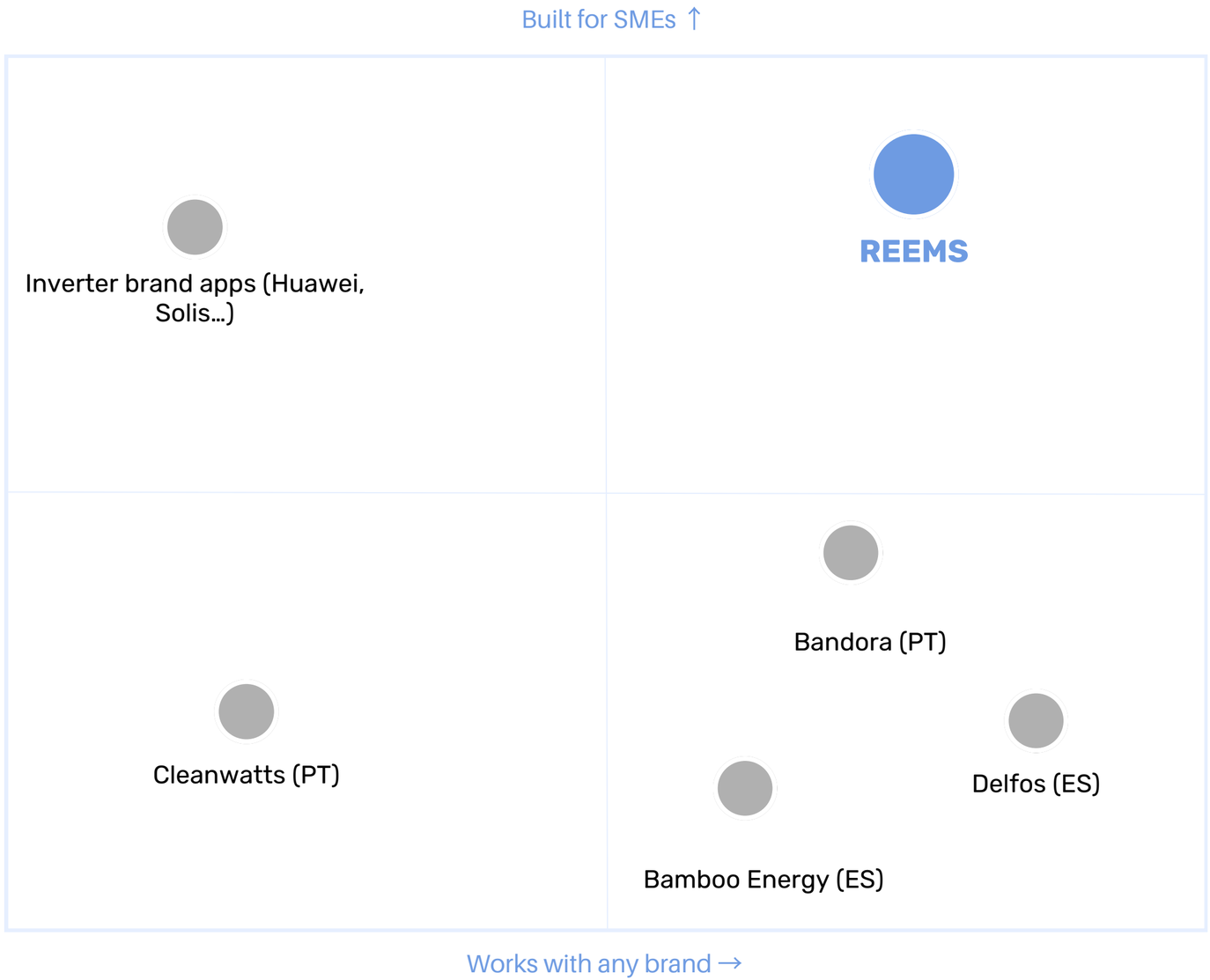
Apr 2026 — business model and customer value map done

Sep 2026 — product architecture and MVP scope ready

Oct 2026 — first pilot pool: 4 homes in Madeira

Next — MVP on 4 Madeira homes and our first business site

COMPETITION & DIFFERENTIATION



OUR COMPETITIVE MOAT

- **Automated energy decisions:** system works as an analyst and optimizer of the current energy flow instead of plain data reporting
- **Any brand:** brand apps only control their own equipment. REEMS controls the whole mix together
- **Mid-size sites:** remote setup, no hardware. So even a 150 kW business is worth it for us, while big platforms skip them
- **Installers sell it:** first to our own clients, then through partner installers who get a cut of every subscription

TEAM



MARYNA KUSHNIAREVICH
Founder & CEO

Sets the strategy and vision. Drives key business areas, including strategic partnerships and digital transformation. With expertise in international project leadership, digital transformation, and scaling businesses in renewable energy, she guides the team towards long-term objectives.



MAXIM ZHOGAL
Founder & CTO

Defines technical strategy and ensures project quality, managing technical aspects. With expertise in renewable energy and large-scale construction projects, he specializes in solar solutions, strategic business development, and technical operations in Renew Engineering.



MARYIA ZHOGAL
Project Manager

Coordinates project development and cross-functional communication across stakeholders. With expertise in international business management, she supports operational alignment, product and market development, and brings strong organizational and commercial structure to the project.



DANIEL DEDOV
Growth & Partnerships Consultant

Leads fundraising readiness, partnerships, and REEMS positioning as a credible investment opportunity. With a background in fundraising and current research in BESS, electricity markets, and storage economics, he brings commercial and analytical insight to project development.

THE ASK

We’re raising €150k pre-seed to launch in Portugal

MVP live in 3 months, tested on 4 Madeira homes and our first business site.
In 12 months: 10 paying business sites, proven savings and first partner installers signed.

Use of funds:

- MVP development & brand licensing €60k;
- First full-time engineer €45k;
- Partner program & sales €20k;
- Cloud, data & pilots €15k;
- Buffer €10k

Contact us

Maryia Zhogal & Daniel Dedov • geral@renewiberia.com • renewiberia.com