**Company data**

www.kinergyproject.com  
contactkinergy@gmail.com  
Crowdfunding Platform  
Founding year: 2019  
Number of employees: 4

**Team**

CEO: Jorge Nieto Palacio  
CTO: Jesús Mora Lario  
CCO: Mariana Aycart Ávila  
CMO: José Manuel Correa  
Mentor: Javier Martín

**Investors**

FFF  
Crowd

**Purpose of the investment**

Searched capital: 15,000€  
Development: 50%  
Internationalization: 50%

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- **Company name:**

  Kinergy. The name of the company comes from a composition of Nahuatl (Mayan tongue) and English. The word Kin means SUN in Nahuatl and Energy in English.

- **Description of the company activity:**

  The platform has been created with the aim of bringing access to electricity to more than 1,200 million people that currently do not have access to it all over the world, especially in Africa, Southeast Asia and some regions in Latin America. The vast majority of these people live in rural and remote areas in developing countries, where bringing the national grid closer to these households is too expensive. For their energy needs they rely on candles, kerosene lanterns, batteries and firewood. This results in a daily expense that is very costly in the long run. Furthermore, this type of indoor lighting causes indoor pollution and chronic lung problems.

  Small-scale, distributed solar home systems provide an effective and affordable way of bringing light to people without electricity in disperse areas. A basic system consists of a small solar panel, a battery, a charge controller, LED lights, and an universal outlet for charging cellphones or other small appliances. A basic system costs roughly $250. This amount of money can look relatively low for us, but for vulnerable people in developing countries it represents a high cost, similar to the cost that buying a brand-new car would represent for us. However, it could become affordable through microfinance options with the savings resulting from not having to buy candles, batteries or kerosene fuel.

  Minigrids are also a feasible option for people without electricity living in less dispersed areas. These systems are usually made of a generation unit consisting of solar panels with batteries and diesel generators, and a distribution grid. As this technology is incipient, the high costs associated to the infrastructure cannot rely only in the private sector. Therefore, the support of public agencies and governments is needed to the successful development of this kind of projects.

  To meet our objective, Kinergy will focus its activity on helping find funds for projects and companies willing to change the current scenario.

  Our understanding is that there are 2 large groups of people with no access to electricity: those who can afford to pay for the equipment and those who cannot. Hence, Kinergy will address the issue from two perspectives:

  1. **Online-debt:** After carrying out a meticulous due diligence process to local companies looking for funding, we will open the option of funding for projects on Kinergy's website where investors of all kind will be able to contribute with their funds. After a specified time, the
investors will receive their funds plus an agreed interest.

2. **Donations:** Create a section on our platform for those energy projects with a very high social impact trying to help vulnerable people incapable of paying loans back. These projects will be mainly carried out in collaboration with NGOs.

- **Description of the founding team:**

Four students, based on their knowledge about renewable energy and sustainable development, and with the common objective of making a positive social and environmental impact, created this energy projects’ crowdfunding platform.

- **Summary of the business model:**

Kinergy makes money through investment projects.
- We take **4.98%** commission every time a loan becomes fully founded. The energy company will pay Kinergy a one-time fee for arranging the loan.
- Kinergy also takes a **management fee**, which is a percentage of the total loan. The solar company pays this throughout the payback period to cover operational costs.
- NGOs will be charged with a **management fee** during their project’s fundraising time.

- **Problem that is being solved:**

1. Lack of access to electricity: more than 1.2 billion people around the world do not have access to electricity.
2. Funding and financial barriers: local companies working on clean energy projects have difficulties accessing traditional financial means.
3. High upfront costs: clean energy products have a high upfront cost for families with low resources.

- **Products or services offered:**

Kinergy offers:
- Profitability on people’s investment as well as creation of social and environmental impact.
- Visibility to those projects with a high social impact looking for donors.
- Funds to local companies or projects investing in renewable energy in remote, rural communities.

- **Market description:**

At the moment there are 1.2 billion people lacking access to electricity in the world. The biggest market is in Africa with 600 million people, followed by 520 million in Far East and 80 million in South America.

There is also a remarkable trend in the growth of energy companies looking for place their products in remote areas of developing countries as well as a trend in the increase of crowdfunding as financing method, since companies can collect funds in a more flexible and cheaper way than with traditional ways.
• Marketing strategy:

**Target definition**

- **Local Energy Companies**: companies looking for working capital out of the traditional ways in order to facilitate the placement and financing of their products in their home countries.
- **NGOs**: Non-profit organizations in need of capital to develop or implement their projects in developing countries or vulnerable communities. An example of these is Energía sin Fronteras.
- **Vulnerable communities**: people living in vulnerable conditions, mostly in developing countries, that are in need of financing or donation of electricity technologies in order to mitigate health afflictions (cooking with biomass or fuels / heating or cooling), increase security and boost human development.
- **Local and National Governments**: local or national authorities in need of international or private cooperation in order to reach their targets of poverty and social inequality mitigation.
- **Investors and Donors**: people willing to invest or donate in high impact social projects expecting a return or in a philanthropic way.

**SWOT**

- **Strengths**: Multilingual – Donation & Investment in one platform – Renewable energy projects High social impact & human development. Expertise in social media and multi-skilled team.
- **Weaknesses**: First crowdfunding platform created by the team. Multiple financial regulations in the targeted countries and lack of contacts in the industry.
- **Opportunities**: Market share in Spain. Fast growing market with a lot of potential and international agencies support.
- **Threats**: Existing competitors in the market, potential regulatory changes and lack of stability in many of the targeted countries.

**Marketing Mix**

- **Product**: After a creative process to understand what kind of product we wanted to develop, we created a Crowdfunding Platform (web page) that gives to people the option of investing (with a return) or donating (philanthropy) in high social impact projects that are related to clean energy technologies in developing countries.
- **Price**: Kinergy creates profit through the investment projects developed by third parties. The company charges 4.98% commission every time a loan becomes fully-founded. The energy company will pay Kinergy a one-time fee for arranging the loan. Kinergy also takes a management fee, which is a percentage of the total loan. The solar company pays this throughout the payback period to cover operational costs. Management fees may vary depending of the size and target of the project.
- **Place**: As Kinergy is an online platform, the location of our activity varies depending of the location of the customer. For us, the only commercial channel will be our web page, but the
social media networks will be our main promotional channels. On the other hand, we will implement different territorial strategies that will reach the places where our potential stakeholders are based, such as 3rd sector public events, sustainability or environmental events, among others.

- **Promotion:** The promotion strategy is divided in four sub-strategies: Digital communications (Social Media), Territorial and Community Incidence (participation in events related Kinergy’s activities), Public Relations and Strategic Alliances, and Press and Media (free press).

**● Competition:**

There are other companies already in the investment part of the business through crowdfunding like Trine (Sweden) and Lend a Hand (UK), and others more focused on microlending and donation projects such as M-Changa, GlobalGiving and Kiva. They are all increasing their numbers, especially in terms of amount of money raised and donors, however, there is still room for more as there is a huge marketplace in the world, especially in Spain, where there is not any other platform like Kinergy. We have found only one doing something similar, although the activity of the crowdfunding platform founded is based on equity crowdfunding for companies based just in Europe.

**● Competitive advantages:**

- Donation and investment options
- Multilingual platform
- Market share in Spain