

Resumen Ejecutivo de One Roof No Ceiling “ORNC”

Ignacio Ardizone
Jaime Delgado
Pablo González
Raúl Ortiz

In Spain we have one of the most developed electrical systems in the world and we are a leading reference in the development of renewable energy. Transport of primary energy to consumption centers, that is, households, companies and SMEs, local shops, is one of the things we pay the most for in the electricity bill, it can be around 40-60%. What if we could avoid this payout percentage?

According to the latest research people are increasingly willing to convert to self-consumption, since there are fewer and fewer barriers that favor its installation. First there is an economic motivation in which in the medium-long term we save money, secondly there is another rational component such as caring for the environment. But it is true that self-consumption is not within everyone's reach. What about those who can not afford it but want to reap the benefits of consuming renewable energy? What about those who due to infrastructure can not install solar panels but also want to save money in their electricity bill? One Roof No Ceiling was born with the purpose of solving these problems. In doing so, this start-up will focus on informing people about the advantages of being a solar energy producer and sharing that energy with your neighbor, so you can both enjoy cleaner and cheaper energy.

How are we going to tackle this problem? Solar communities is the answer. By installing solar panels in the roofs we are going to be able to provide energy to the house. But also the excedent is going to be transferred to commercial areas or consumption points in a 500 meter ratio. The new RD244/2019 allows us to send this energy without having to pay any fee for it. This opens up the possibilities to important savings in the electricity bill. For the commercial contract (matcher) and for the one who gets the panels installed (roofer).

The disparity between the electricity consumption and production behaviour shown by the roofers, creates a gap of time where the electricity generated isn't being used immediately. Before ORNC was born, this excedent was sold into the grid at a ridiculously low price, or captured in expensive batteries. We have solved this problem. ORNC allows roofers to send energy to matchers, putting their roof to work, saving money with no risk involved. And we will show you how during the project.

The deployment of rooftop solar PV systems has increased significantly in recent years. Spain has Europe's best solar irradiation levels although is not optimizing its potential. Solar energy and the self-consumption market has suffered two positive effects. The decrease in the prices of Pv modules and a new regulation that boost the deployment of self-consumption after eliminating the “sun tax” reducing administrative barriers.

Spain is building a great scenario for self-consumption, in 2019 the sector has doubled its installed capacity reaching 459 MW. The sanitary crisis of Covid-19 has impacted the sector by slowing down PV system installations and creating an atmosphere of uncertainty from a client point of view. Nevertheless, relevant actors of the sector agree on the fact that this break will be just temporary and that there is going to be a fast recuperation of the industry.

For drawing the perfect marketing plan we first need to understand more about our situation in the photovoltaic house systems business. We have decided to go through different analysis tools. First, the swot analysis which is the perfect opportunity to first get in touch with our business proposal towards the market and find out if our start-up is really feasible from a technical and economical point of view. Then the PESTEL analysis is a tool, used to analyse and monitor the macro-environmental factors that may have a profound impact on an organisation's performance. This tool is especially useful in our case where we plan starting a new business. And last but not least, the Porter's 5 forces analysis, is a simple but powerful tool for understanding the competitiveness of our business environment, and for identifying our strategy's potential profitability.

Once we know at what point One Roof No Ceiling is, we will try to move forward with our business idea, enhancing our strengths and trying to overcome all the different threats we are likely to find in our path to succeed.

Nevertheless, we will need to fix another important matter concerning the marketing plan. What kind of approach towards the clients will we use? We will argue about the different kind of final approaches we have settled, basing all our results on different study cases, interviews to possible clients and final solutions (Web, App, etc...).

The Financial behaviour of this company is very investment oriented. The solar panels investment is shared between the client that wants to self consume green energy, and ORNC. The main decision that we, as a company, had to make was the percentage of investment that was assumed by us.

In order to have a profitable company while being competitive against the rest of the players in this game, we decided that a 30% participation in the initial investment is right about the correct number.

Assuming a Market Penetration of around 12,5%, we calculated that the savings that ORNC as a company will be able to provide in comparison to the other marketers is up to 8%. We are able to provide this service to the consumers without an extra cost for them.

The way we do that is by taxing the energy that is transferred with a fair fee. So the more energy that the roofer hasn't used for himself, the more we will earn.

The company has a solid revenues base, that adds up over the years as we keep installing more and more Solar panels. The return on investment for the company, assuming a realist growth is around 11%. Using this business model we are able to earn money in a stable way, providing savings for roofers and matchers.

To conclude, ORNC will achieve:

- Savings for matchers and roofers
- Cheaper solar panel systems (low initial investment)
- Profitability at a low risk for years to come

Want to know more about us? Read our full business plan! We detail exactly each steps and we analyze the market deeply, in order to provide the most reliable information possible.