

# Avotag Alternative Energy sarl

## Executive Summary

Opportunity: Become a Significant Part of Switzerland's Expanding Alternative Energy Industry

### **Objective**

To represent the exclusive interests of one favoured turbine and one favoured solar panel manufacturer at a Swiss level, provide project management and execution services, provide services to their customers and to act as a focal point of contact between clients and manufacturer.

### **Services and Mission**

The selected turbine/solar manufacturer would benefit by having a trusted presence in the Swiss market capable of exclusively promoting and supporting their products, providing technical specifications and pre-requisite technical requirements to interested parties. They would have a reliable conduit to feed back questions, technical issues and special requests that require 2<sup>nd</sup> level support. This would save the manufacturer time and money, and provide early warning of opportunities, local issues and any regulatory or legal developments. Full commercial confidentiality would be guaranteed.

### **Customers**

One favoured wind turbine manufacturer and one favoured solar panel manufacturer – representing their exclusive interests in the fast expanding market of a small but cash rich country.

Wind/solar farm investors, who in the process of specifying equipment or location require technical consulting services (e.g. wind/solar analysis, yield prediction, technical specifications etc.).

End users of turbines and panels (for the manufacturer we represent), who require maintenance contracts, equipment servicing and responses to technical and regulatory issues.

Government agencies requiring expert advice, second opinions or project appraisals.

### **Market Demand**

Alternative energy in Switzerland is undergoing a revolution in terms of investment, federal strategic support and public perception.

By 2030 the Swiss confederation aims to increase renewable production by 5400 GWh/yr from 2000 levels.

In wind energy alone, the aim is for 600 GWh/yr of energy production by 2030. This now looks likely to be achieved by 2020. Within 5 years it is reliably forecast that 300-500 wind turbines will be commissioned, with finance coming mainly from cash rich, state owned public utilities (e.g. SIG (300 million CHF), Romande Energie/EWZ (240 million CHF)).

Wind turbine opposition is largely being crushed through information campaigns directed at the communal and

cantonal level, up-front cash payments to landowners for land lease and the guarantee of a percentage of the revenue generated. State guaranteed feed-in tariffs increase the return on investment and the creation of local employment is a further inducement.

### **Business Strategy**

Within 6 months, the company intends to have set up strategic partnerships with one turbine and one solar PV manufacturer. Major customers for those products will be approached and made aware of our presence and services offered. Within 12 months, qualified service engineers would be hired, and trained in wind/solar farm technology.

### **Management Team**

The founding members, both from an engineering background, each has more than 25 years experience running their own consulting businesses, with competencies in project and executive management, quality assurance and regulatory affairs, information technology, engineering, fund raising, and coaching start-ups. Each has worked for large multi-nationals, midsize and young companies as well as governmental agencies. Between them they speak 5 languages and have Swiss and EU citizenship.

### **Partnership Proposal**

We are currently short-listing the market leading turbine and panel makers, comparing their products and services, reviewing the strength of their local presence and examining the potential to represent them in the Swiss market place. We will then immediately develop our existing contacts within the Swiss utility companies to position ourselves as a trusted local source of information, and start to provide reliable, customer orientated quality services.

Services to turbine/panel users (such as service contracts, maintenance engineers, troubleshooting) are envisaged within 1-2 years.

### **Competitors**

Some panel and turbine manufacturers already have a minor presence in Switzerland (e.g. GE Energy, Siemens), but the explosive pace of investment means that many manufacturers are not yet present in Switzerland to any satisfactory degree.

### **Contact Information**

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