

Recommendation for cooperation between companies acting on market of smart energy

Recommendation to introduce the possible ways to find cooperation between a smart energy start-up and a company established on smart energy market.

Keywords: “Pitch”, Commercialization, smart energy, smart window, start-up, energy sustainability

Aims of this recommendation

The aim of this package is to introduce the possible ways to find cooperation between a smart energy start-up and a company established on smart energy market.

Target group of this recommendation package

- Small and medium sized enterprises (SMEs)
- Start-ups

Background to this recommendation package

General objective of the Ecolnn Danube project is to enhance cooperation of innovation actors in the field of eco-

innovations with special emphasis on development and application of ecotechnologies in the Danube Region. The project will focus mainly on field of renewable energy and energy saving (efficiency).

A recommendation is “a suggestion or proposal as to the best course of action, especially one put forward by an authoritative body”.

Recommendations in the context of the Ecolnn Danube project are useful suggestions and proposals on how to bring an eco-solution into commercial value, particularly through forms of knowledge transfer. Each recommendation relates to one or more of the following: a) specific eco-solutions, b) specific problems or issues, c) in specific areas within technology transfer, d) specific target groups.

A recommendation package is a set of detailed proposals and suggestions to the target audience. The packages include the recommendation document itself, detailing the

Quick read

Recommendation for SMEs and start-ups how to introduce the possible ways to find cooperation between a smart energy start-up and a company well established on smart energy market.

scenario and the actual recommendations that are given. The packages will also include templates, documents, books and topics that will be necessary to its realization and help the parties during their cooperation with other stakeholders in the eco-innovation environment.

The recommendation packages will be aimed at reinforcement of R&I results generation and their transfer into economy in a transnational context. The documented project result for the Ecolnn Danube project will therefore be improved conditions for cooperation among eco-innovation actors (SME, R&D institutions, universities, large technology companies). Thus, the recommendation packages will support generation and development of ecotechnologies based on environmental needs.

In total, the 65 recommendation packages developed in the Ecolnn Danube project (5 recommendation packages per partner) will help to develop new connections and strengthen the existing interaction networks among representatives of the eco-innovation environment. More specifically, the recommendation package will promote the transfer of knowledge between actors by providing information and frameworks.

Summary description

Start-up company Physee produces future-proof glass facade for next generation sustainable buildings. SmartSkin can autonomously power, sense and regulate building's climate. It intelligently creates a comfortable and sustainable environment tailored to company needs.

Start-up company Physee has asked BIC Brno to conduct a market research and try to find suitable potential partner from the Czech Republic, whose product is battery for energy storage.

Summary of eco-knowledge, eco-solution or eco-technology featured in recommendation package

Purpose

Start-up company Physee is changing the perspective of building façade - from conducting solar analysis to harnessing the power of the sun and gathering data from special sensors. Physee is transforming buildings into smart, powerful and sustainable eco-systems. The connected façade is called SmartSkin. Experience step-by-step how SmartSkin can create a smart, sustainable and comfortable building without impacting the architectural design. SmartSkin technology has been developed to tackle various challenges at the same time. We lower energy consumption whilst simultaneously generating electricity. Increasing comfort and productivity as we go. Learn more about our POWER technology below.

Product description

Physee has a patented technology that integrates solar cells into your glass and harnesses electricity from the sun. These PowerWindows are the first building blocks of your SmartSkin. Sensors upgrade PowerWindows to SmartWindows, which combine sensor data, weather conditions and user settings to reduce your building's energy consumption up to 20%. Everything is connected to EESY (Energy Efficient SYstem) which stores and distributes power, communicates data and calculates ideal room settings to increase your comfort levels. Together with 3rd party facade applications, company optimises your room settings and reduce energy consumption, turning your facade into the SKIN of a building. All our SmartSkin components is offered in the flavour you want. Together with their business partners, Physee can even make your building 100% energy neutral by installing additional solar panels and geothermal storage solutions.

Sector

Smart windows producing electricity

Achieved results

Physee has a patented technology that integrates solar cells into your glass and harnesses electricity from the sun.



About the Ecolnn Danube project

The objective of the Ecolnn Danube project is to increase the cooperation of innovation actors in the field of eco-innovations with special emphasis on development and application of eco-technologies in the Danube Region.

Summary of status of knowledge transfer or the needs

After the project event ECOInnovative Forum Krtiny that took place at the end of 2017 in Czech Republic the start-up Physee asked BIC Brno to conduct a market research and try to find a suitable potential partner from the Czech Republic, whose product is battery for energy storage.

Options and scenarios

a) Primary market research

First, we had to do a primary market research. We have performed the exploratory and specific research with the aim to collect as much of targeted and useful data as possible. Exploratory research helps to define a specific problem. It is all about unstructured interviews where a small group of respondents answers to open-ended questions. Specific research helps to define and narrow down an explicit problem. The method of unstructured interviews serves to gather both of the two types of information when conducting a primary market research – the exploratory and specific.

b) Secondary market research

Consequently, we continued with secondary market research. It uses outside information assembled by government agencies, industry and trade associations, labour unions, media sources, chambers of commerce, and the like. It is usually published in newsletters, trade publications, magazines, and newspapers. Secondary sources are the following: a) public - usually free, often offer a lot of valid information and include government departments, business departments of public libraries; b) commercial - valuable but usually involve cost factors such as subscription and association fees; c) educational institutions - frequently overlooked as valuable information sources even though more research is conducted in colleges,

universities and technical institutes than in any other sector of the business community.

c) Results evaluation

After deep and thorough execution of primary and secondary market research we have prepared the results evaluation. Specific company recommendation as a potential and suitable business partner is a direct output of this evaluation.

Summary of recommendation(s)

For quality market research the three following steps are advisable:

- primary market research
- secondary market research
- results evaluation

In-depth details / explanations of recommendations with links

Example of potentially suitable partner

We have conducted the market research as described by the steps mentioned above. We have evaluated a Czech company FitCraft Energy s.r.o. as a potentially suitable partner. This company is specialised into following battery energy storage technology:

a) Savebox Home - An all-in-one energy storage and power management device. It is a single phase energy storage and power management device consisting of a powerful LiFePO4 battery pack, control system, safety and communication electronics, DC/AC inverter/charger and PV charger. The device is primarily designed for domestic use.

b) Savebox Industry – it is an independent source of electric power for craftsmen and craftswomen, workers, construction sites etc. This is a device used for storing

About EcoInn Danube recommendation packages

Recommendations in the context of the EcoInn Danube project are useful suggestions and proposals on how to bring eco-solutions into commercial value, particularly through forms of knowledge transfer.

Recommendation packages relate to specific eco-solutions, specific problems or specific areas within technology transfer.

Partnership guidance recommendations aim to aid successful interaction between 2 or more specific demand and supply side stakeholders.

Pitch recommendations aim to aid successful knowledge transfer and/or commercialisation for a type of stakeholder.

Events, consultations and interactions recommendations aim to aid successful eco-knowledge transfer by focusing on a given issue, area or topic related to knowledge transfer.

electric power, and at the same time is a mobile accumulator – savebox. It can be charged up and then used to power electrical appliances in the same way as from the mains supply. The device has inputs for charging directly from the mains or from an electric generator.

c) Savebox city - the world we live in is getting smaller, and the unachievable is now within arm's reach. That's what we are doing with energy storage for you. Not only do we now have smart houses, but also interconnected smart houses supported by our Savebox solution. So that now whole 'smart' towns have become a reality. That's our view of the efficient use of electricity throughout the world. The Savebox solution is our most important contribution to the rapidly developing energy storage and saving industry. Smart homes are designed to provide users with the most convenient and sustainable means of energy consumption. Technical solutions in this respect are effectively controlling electrical appliances not only remotely and according to time of heating or cooling, but through the optimal run time; e.g. vacuum cleaning or ventilation as well. All this saves energy and the life of the appliances, because the whole house operates under precise electronic control.

We recommend FitCraft Energy s.r.o. because this company offers products that fit the requirements of our start-up

company Physee and mainly because this company also has large research experience in area of electricity storage.

Conclusions of recommendations

The start-up company Physee is looking for Czech company that has its own products for electricity storage. A strong research experience in the field of work would be a great advantage as well. After the described thorough market research, we would like to recommend FitCraft Energy s.r.o. company as suitable partner.

List of useful links

Useful links

- <https://www.physee.eu/>
- <https://fitcraftenergy.cz/en/>

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www.interreg-danube.eu/approved-projects/ecoinn-danube