

Pitch Deck

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# Roofit.Solar

For a Cooler Planet

Helen Anijalg (Co-founder)  
October 2024

Raising €6m for becoming the  
leading solar roof solution  
provider in Europe

# Roofit.Solar in Brief

- ✓ Award winning solar roof with proven traction
- ✓ Needed for the planet, required by the regulation
- ✓ Unique concept for scaling

Roofit.Solar





# The Problem



# Buildings are Responsible For:

40%

of EU Energy Consumption

36%

of EU CO<sub>2</sub> Emissions

**Installation of rooftop solar will be compulsory in EU**

for all new public and commercial buildings by **2026**

new residential buildings by **2029**

existing public buildings by **2030**

# Problems with **regular solar panels**



Not accepted for many buildings  
(e.g. historical buildings)



Damaging to the roof



Not improving energy efficiency



Shortage of installers to handle  
the solar obligation



# Our Solution

A decorative graphic consisting of a horizontal orange line that ends in a solid orange dot, positioned below the 'Our Solution' text.

# Current Roofing Industry = Future Solar Industry



2-in-1 solar metal roof  
solution embraced by the  
**Roofing Industry**

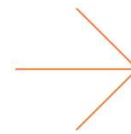
**Dedicated Software Tools** to  
simplify solar roof planning  
for roofing professionals

Unique **Go-to-Market**  
concept for **scaling**

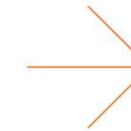


## Driven by Innovation: 2in1 Solar Roofs

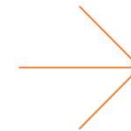
- Perfect for **new and retrofit buildings**
- Accepted for **historical buildings**
- Suitable for **facades**



Market-Driven Design



Ease of Installation



100% Operational Model Match



# Simplified by Technology: Rooftit.App

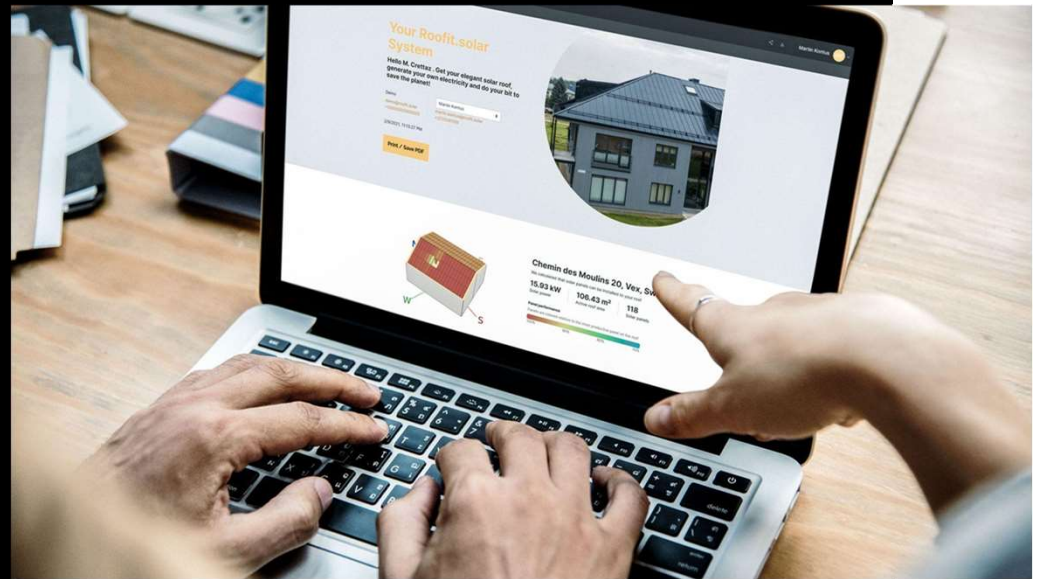
Empowering Roofers with Solar Planning Excellence

## Automated Solar Planning

Rooftit.App's intelligent algorithms streamline solar planning by optimising panel placement for maximum energy production.

## Overcoming Fear of Change

By automating complex planning aspects, we eliminate the intimidation factor for roofers new to solar, fostering confidence in the adoption of BIPV technology.



# Company Status

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# Our Journey so Far

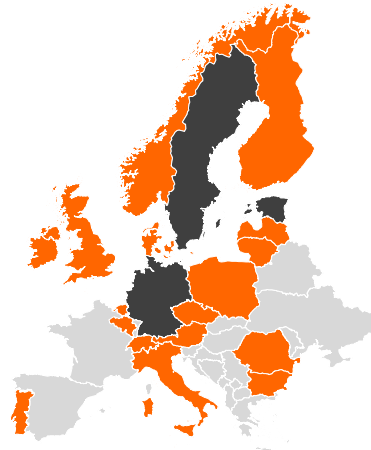
8 years of experience perfecting a solar roof solution that matches the needs of homeowners and installers.

## Certified Technology



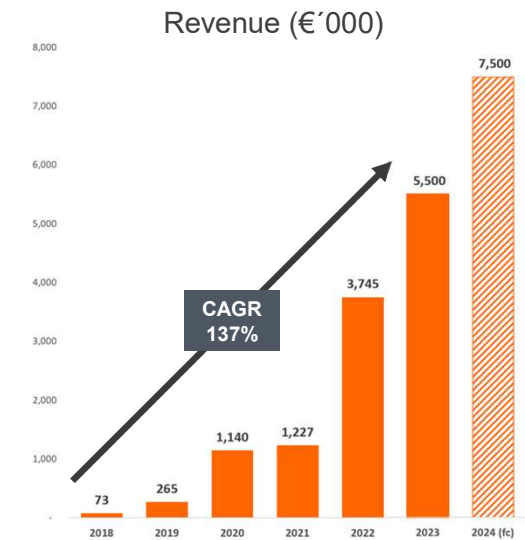
- Certified and proven solar roof technology
- Software for planning and monitoring

## Proven Traction



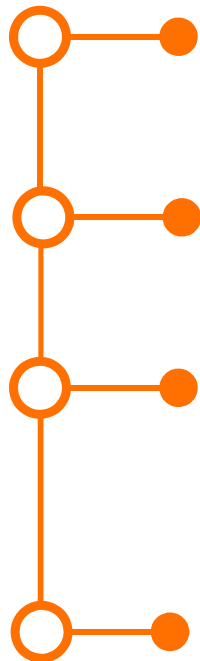
- 1,000+ roofs in 22 countries
- 26 active distribution partners

## Strong Growth





# Company Timeline



## **2016 - 2017**

Company established  
First solar roofs installed

## **2018 - 2019**

2.6m EUR angel and seed investors  
Experimental factory (5MW/y), first export revenues

## **2020 - 2022**

500+ roofs in 15 different countries  
Roof planning software v1 ready  
6.4m EUR equity / 1.7m EUR EU grant funding

## **2023**

1,000+ roofs in 22 different countries  
6.45m EUR equity funding  
Active cooperation with large roofing companies



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# Proven Traction

1000+ happy solar roof owners in 22 countries





# Where are we going?





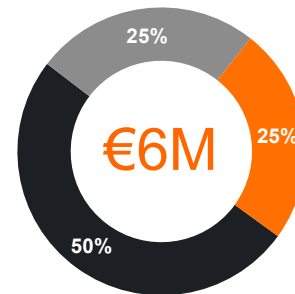
# Raising € 6m

Unique tailwinds to:

- get ready for the rooftop solar legislative obligation
- become the leading solar roof provider in EU
- reach break-even

## Use of Funds

**R&D – reduce product cost by 50%, new products, software**  
Outsource production, launch of Nuclick product, Rooftop.app improvements, rollout of Home Energy Management service



### Last-mile optimization

Capital to fund 2 Klimaroofer pilot acquisitions, allowing Rooftop.solar to control last mile and scale effectively

### Marketing & Sales development

Driving the shift to B2B (strengthening sales team, brand building, finding new distribution partners, marketing & lead acquisition)

# Team

A horizontal orange line with a small orange dot at its right end, extending from the left edge of the slide towards the center.

Purpose  
driven team



Ready to scale  
the company!



Reputable investors



edgecap.



BayWa re.  
Energy Ventures





# Our core team

Experienced team backed by successful renewable energy and software investors



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## Andres Anijalg (CEO)

Andres has comprehensive experience with multi-billion euro international energy projects from his days in Enefit. He also has a financial background from his time in banking sector.



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## Iryna Yakobiuk (CTO)

Iryna manages our R&D because she knows every single aspect of the solar modules, quality management, certification processes and production.



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## Raimond Russak (CFO)

Raimond has been in finances for a long time. Latest challenges were in TV3 & Kidzone TV.



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## Helen Anijalg (Grants & Partnerships)

Helen has been Project Manager for our 3 Roofit.Solar Norwegian Green ICT development projects. Currently working as Strategic Partnerships and Grants lead.



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## Greg Grace (CGO)

Greg is an experienced manager with a passion for strategic sales and business development. His previous work experiences include various top-level positions of Incap Electronics Estonia; and Coca-Cola HBC Baltics.



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## Martin Kontus (CIO)

Martin has 10 years of experience in building up new projects and leading teams in technology & IT. He is leading Roofit.app and home energy management developments.



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## Reet Neemoja (People & Culture)

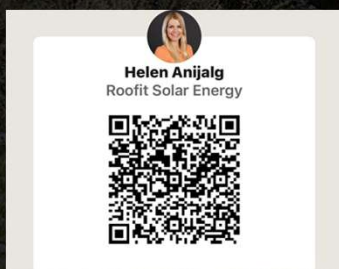
Reet is driving Roofit people and culture development on a strategical and tactical level. Her background in psychology and coaching, as well as experience in strategic HR management.

**Join our €6 million funding round**  
to be ready for the rooftop solar obligation and  
become the leading solar roof provider in Europe

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For a Cooler Planet

