

PROJECT TEASER | EQUITY

Structure Cooling

OVERVIEW

Structure Cooling provides low energy cooling for buildings that reduces the cost of cooling by 70-90%.

MARKET AND STRATEGY

India's space cooling market is projected to be more than USD 200 billion by 2038 showing 8X growth from the current market size. Our target is 50% of this market which is expected to use central cooling systems. These buildings are targeted through market influencers like Architects, HVAC & Green Building Consultants to lower the cost of customer acquisition.

VALUE PROPOSITION/PROJECT ATTRACTIVENESS

Oorja is the market leader in this technology and already has multiple project installations across India. Other technologies do not offer this level of savings as Structure Cooling consumes only 0.05 KW/Ton of cooling compared to 1-1.2 KW/Ton for air conditioners. Structure Cooling can also be implemented in a hybrid mode with conventional cooling systems.

BUSINESS MODEL

Broad market reach through industry influencers like Architect, HVAC & Green Building consultants to incorporate technology at building design stage.

-USD 5 million worth of project executed so far.

CURRENT STATUS

- ~ USD 5 million worth of projects executed so far.
- Brand and Technology recognition among most architects and consultants working on green buildings.
- Sales pipeline of USD 25 million

EXPERTISE

Well-balanced and experienced team with top management having more than 20 years of experience each in entrepreneurship, operations and commercial fields.

IMPACT

The technology also aims to reduce the social gap between Cool Haves and Hot Have Nots, by lowering the operational cost of cooling. Also saves ~1 kg CO2 for every ton of cooling and uses no synthetic refrigerants.

TECHNOLOGY	Energy Efficient Cooling for Buildings
PROJECT / LOCATION	India
MATURITY OF PROJECT	Operational & Profitable
ANNUAL GHG REDUCTION	~1 kg CO2/Ton of cooling
NUMBER OF EMPLOYEES	27

PFAN ADVISOR

Abhay Nalawade | first.last@pfan.net

TOTAL INVESTMENT ASK

4

Million USD \$

EQUITY ASK

2

Million USD \$

INDICATIVE VALUATION: USD 10 million

EXIT OPTION: 5 Years

INDICATIVE RETURN:

PROJECT IRR: 51%

EQUITY IRR: 42%

EBITDA MARGIN: 18% (5 year avg.)

PAT MARGIN: 11% (5 year avg.)

USE OF FUNDS

To expand sales & marketing team & effort, project & engineering team, product improvements.

PROJECT TEASER | EQUITY

Structure Cooling

OVERVIEW

Structure Cooling provides low energy cooling for buildings that reduces the cost of cooling by 70-90%.

MARKET AND STRATEGY

India's space cooling market is projected to be more than USD 200 billion by 2038 showing 8X growth from the current market size. Our target is 50% of this market which is expected to use central cooling systems. These buildings are targeted through market influencers like Architects, HVAC & Green Building Consultants to lower the cost of customer acquisition.

VALUE PROPOSITION/PROJECT ATTRACTIVENESS

Oorja is the market leader in this technology and already has multiple project installations across India. Other technologies do not offer this level of savings as Structure Cooling consumes only 0.05 KW/Ton of cooling compared to 1-1.2 KW/Ton for air conditioners. Structure Cooling can also be implemented in a hybrid mode with conventional cooling systems.

BUSINESS MODEL

Broad market reach through industry influencers like Architect, HVAC & Green Building consultants to incorporate technology at building design stage.

-USD 5 million worth of project executed so far.

CURRENT STATUS

- ~ USD 5 million worth of projects executed so far.
- Brand and Technology recognition among most architects and consultants working on green buildings.
- Sales pipeline of USD 25 million

EXPERTISE

Well-balanced and experienced team with top management having more than 20 years of experience each in entrepreneurship, operations and commercial fields.

IMPACT

The technology also aims to reduce the social gap between Cool Haves and Hot Have Nots, by lowering the operational cost of cooling. Also saves ~1 kg CO2 for every ton of cooling and uses no synthetic refrigerants.

TECHNOLOGY	Energy Efficient Cooling for Buildings
PROJECT / LOCATION	India
MATURITY OF PROJECT	Operational & Profitable
ANNUAL GHG REDUCTION	~1 kg CO2/Ton of cooling
NUMBER OF EMPLOYEES	27

PFAN ADVISOR

Abhay Nalawade | first.last@pfan.net

TOTAL INVESTMENT ASK

4

Million USD \$

DEBT ASK

2

Million USD \$

INDICATIVE VALUATION: USD 10 million

DEBT ASK CURRENCY: Preferably INR

LOAN TENURE: 5 Years

DEVELOPER'S

CONTRIBUTION: 50%

AVERAGE DSCR: 12%

INTEREST COVERAGE:

DEBT TO EQUITY: 1:1

EBITDA MARGIN: 18% (5 year avg.)

PAT MARGIN: 11% (5 year avg.)

USE OF FUNDS

To finance working capital for projects.