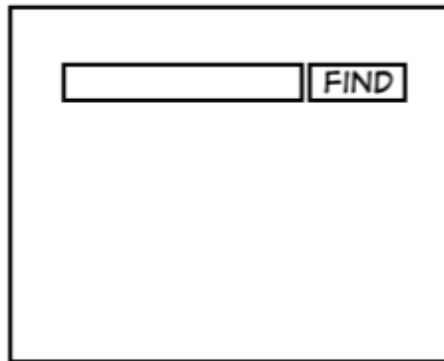


# THERE IS AN ELEPHANT IN THE ROOM

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



Much of innovation in energy...

A complex, cluttered form with many fields and buttons. The form includes fields for "FIRST NAME:", "LAST NAME:", "SSN:", "ID:", "PHONE 1:", "PHONE 2:", "ADDR 1:", "ACCT #:", "TYPE CD:", "TQP STAT:", "VER:", "CAT CD:", "CITY:", "STATE:", "ZIP:", "ORD #:", and a list of codes on the right. Below the form are buttons for "OKAY", "APPLY", "SAVE", "UNDO", "HELP", "DELETE", "EDIT", "SELECT", "BROWSE", and "ERRORS".

Source: inspired by stuffthathappens.com

# SONNEN SHOWS THE WAY TO ENTICING ENERGY INNOVATION

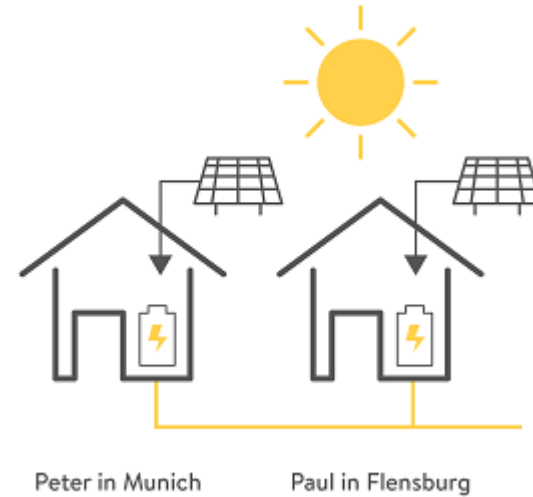


## Product

“Battery in a box”

Elegant, fit to be installed in a living room

No knobs, dials or buttons, it just works



## Behind the scene

Certified for power grid ancillary services, participated in the TenneT blockchain pilot

Attracted 160 mio USD from Inven Capital, Shell, GE Ventures, and others

## Founders

One who could “build it”  
One who could “sell it”

Based in Wildpoldsried, a small town in Germany, with teams in Berlin, Australia, and the USA



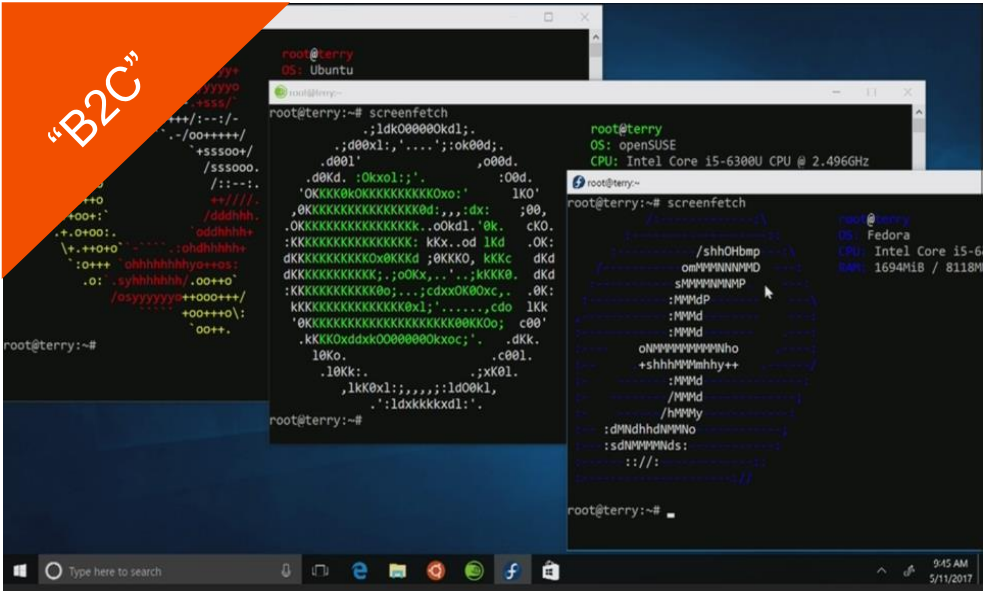
## Proposition

sonnenCommunity sharing energy among owners in Germany, Austria, Switzerland and Italy today

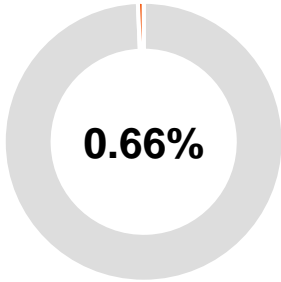
sonnenFlat, a stabilized household electricity bill



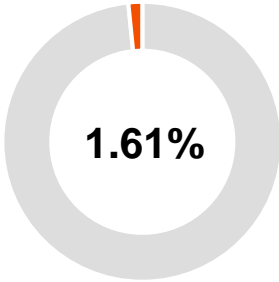
# OPEN SOURCE SOFTWARE SHOWS THAT PLANS CAN RADICALLY CHANGE



**Desktop computing,**  
share of the Linux open source operating system\*



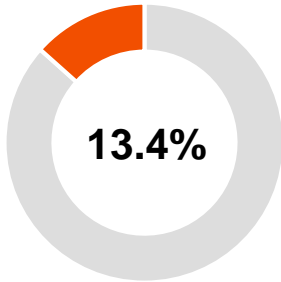
2009



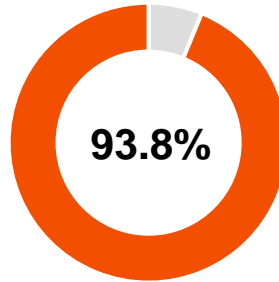
2019



**Supercomputing,**  
share of the Linux open source operating system\*



2002



2012

\* Source: statcounter.com, top500.org



# CONCLUSIONS

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**Simple, elegant solutions** win users and customers



**Founders are the defining force** of a successful startup



**Real users** steer the growth of successful startups and technologies