

Solar + Battery

Energy Management

heizma

We Are Doing for the Energy Transition
What Henry Ford Did for Cars:
Make It Scalable.

Heat Pump

Wallbox



www.heizma.at

The Energy Transition: Ready in Tech, **Stuck in Delivery**

Why we **Need** the Energy Transition

01 Europe's Top Climate Problem

Around 33% of Europe's CO2 emission stem from fossil fuel use in buildings alone (Scope 1 & 2).

02 EU Dependence on Foreign Imports

Austria imports +90% of fossil fuels, costing +€15b.
Europe spends over +€400b per year.

What we Are Missing is **Execution**



The Technology is Here

Low appeal to top talent

Low sector specialisation

The Bottleneck:
HVAC* Companies

95% neither standardised
nor digitised

Highly fragmented
with +XX SMEs



**But Lacks Scalability for
XX Austrian Houses**

Scaling HVAC Like Tech: The Home Electrification Startup

With our digital-first approach and vertical integration, we can offer **unparalleled speed and cost-efficiency**.

- ✓ Full Digital Customer Journey with High Cost-Savings
- ✓ AI for Customer Support & Information Consolidation
- ✓ Route Optimisation for 3x More Visits per Technician
- ✓ Recurring Services to Improve Overall System Profitability

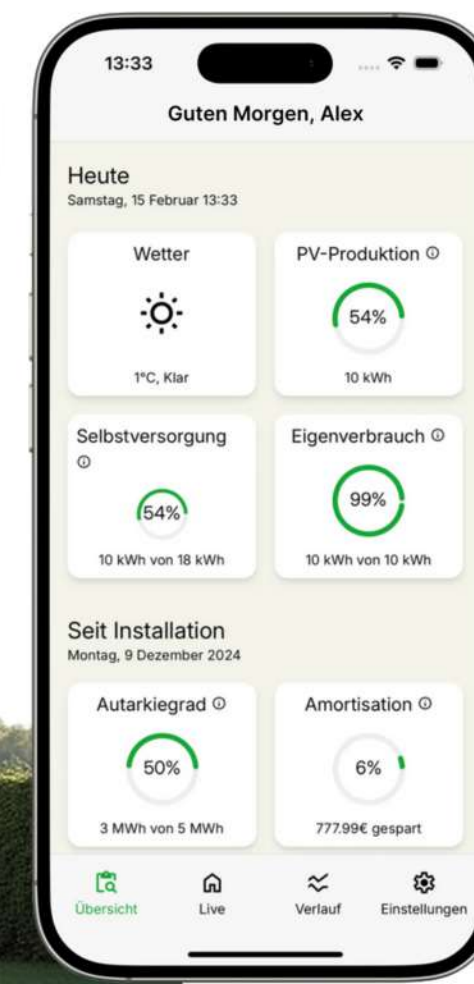
= Excellent Customer Experience at Unbeatable Prices

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Full Cycle Offering

Unlike traditional HVAC companies, often only offering partial solutions, **Heizma offers the full scope of home electrification.**

From 0 to Austrian Market Leader in **Less Than 12 Months**

Founded in March 2024, Heizma has not received any equity investment, yet has achieved venture scale growth.

+€12m

Sales in the first 12 months
- **bootstrapped**

+€XX

Monthly invoiced revenue
in year 1

+XX

Heat Pumps sold in 2024
with **XX%** in Q4

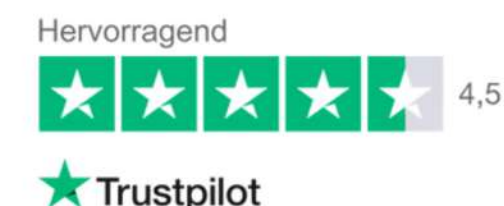
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Local regulated subsidiaries
covering **80% of Austria**

Certified by the industry



Loved by customers

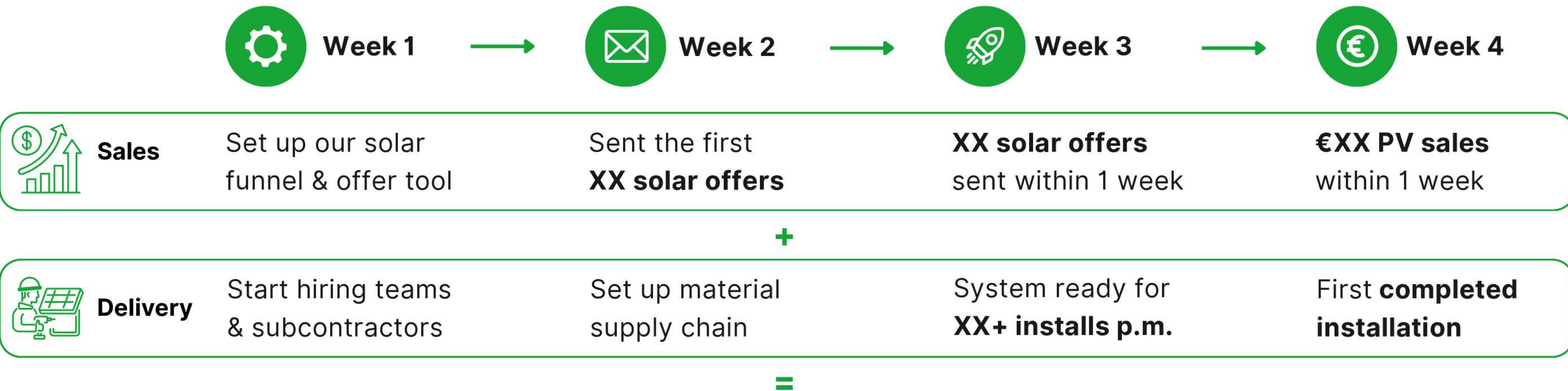


Covered by the media



Proven Execution: Repeated Our Model with Solar in **Just 4 Weeks**

Launched in January 2025, we tested our blueprint and reached **weekly sales of €XX+ in February 2025**.



With Solar, We Started the First Flywheel

Both products make each other better - and our electrification services in general.



1/X Heat Pump Customer request Solar
1/X Solar Customer request Heat Pump

+€XX Sales

in March 2025, driven by regulatory changes.
In just 1.5 months, we've reached the sales volume of the leading Austrian solar providers.

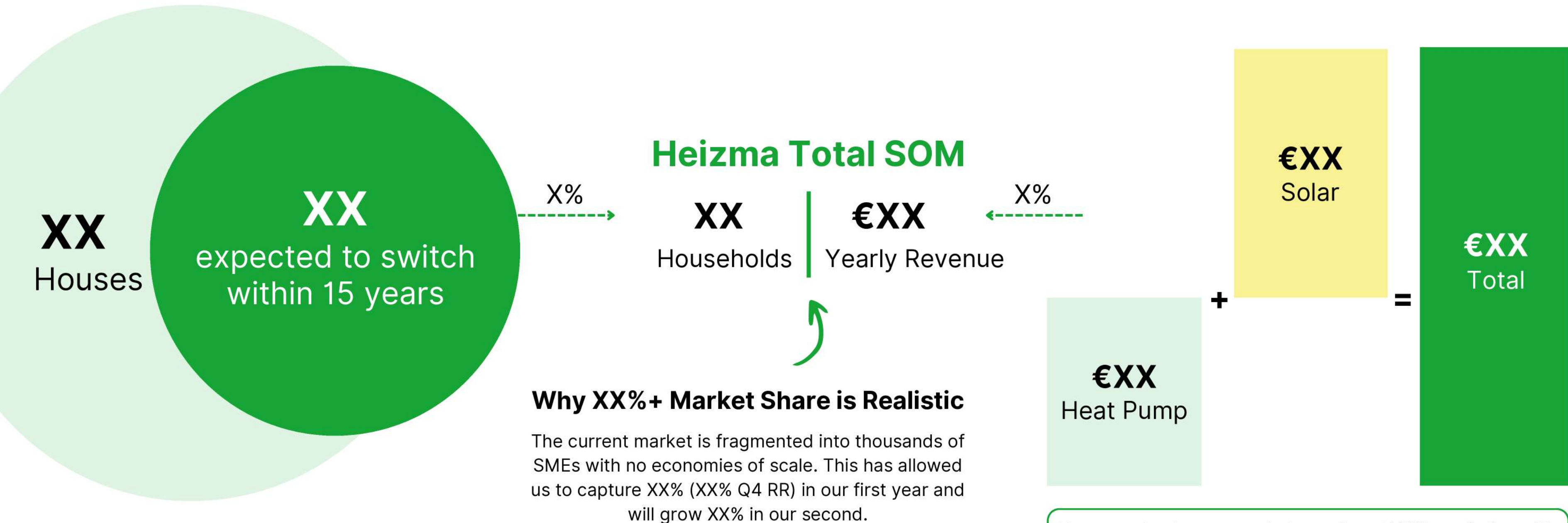
Targeting the €XX+/Year Austrian Market Growing XX% p.a.

Total Addressable Households

We're targeting XX% of the overall market

Yearly Addressable Revenue

Revenue pool of +€XX p.a. across core businesses



European heat pump market growing at XX% p.a. in line with increasing scrutiny of fossil fuel supply and climate targets.

Internationally Proven Model that Lacks a Local Player in Austria

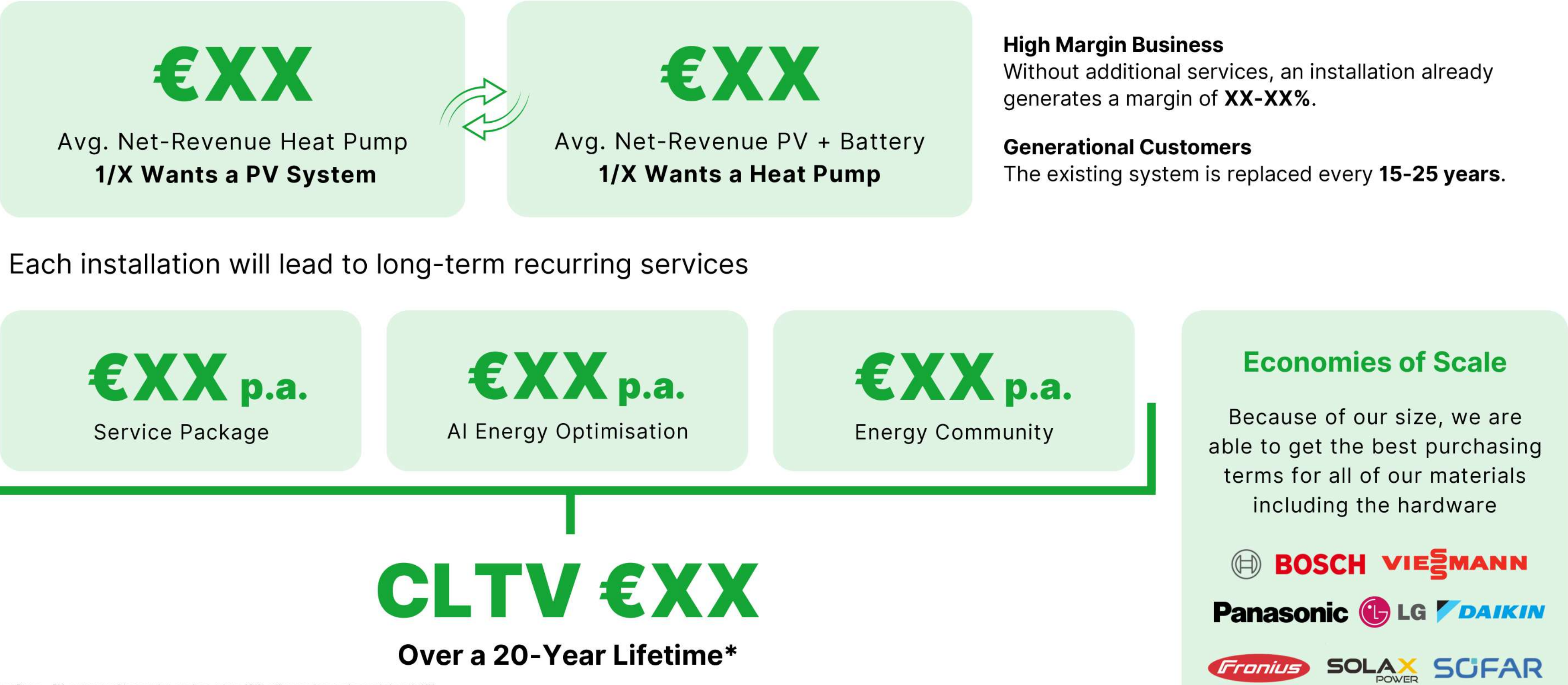
	heizma	Small Local Installers	Large Local Installers	Horizontals	Energy Unicorns	Why it's critical
Attracting Top Talent						Traditionally an unattractive industry, we are able to attract top people with our brand.
Full Service Provider						All-in-one offers capture margin across the value chain while delivering a superior customer experience.
Sales First Approach						Our sales skills enable us to stay agile by proactively and continuously introducing new products & services.
Economies of Scale						Scale allows us to negotiate better prices with manufacturers and improve operational margins.
Digitized & Standardized						Digitizing the entire customer journey eliminates the information asymmetries that inhibit scaling.
Market (AT) Penetration						A market large enough for a big national player but too small for internationals to focus on.

Why We Win:

- **Installation Expertise Moat** → Each project improves our standardized processes, widening the efficiency gap with competitors
- **Network Effects** → As we electrify more homes, the value of our energy services (management & community) increases for all users.

Profitable One-Offs Unlock Long-Term Recurring Revenue Streams

We **standardize** the transition for +1 million Austrian homes to renewable energy.



*An average Heat Pump + PV customer with recurring services, where XX% utilize services and annual churn is X%

Experienced Founder Team Combined With Industry Experts

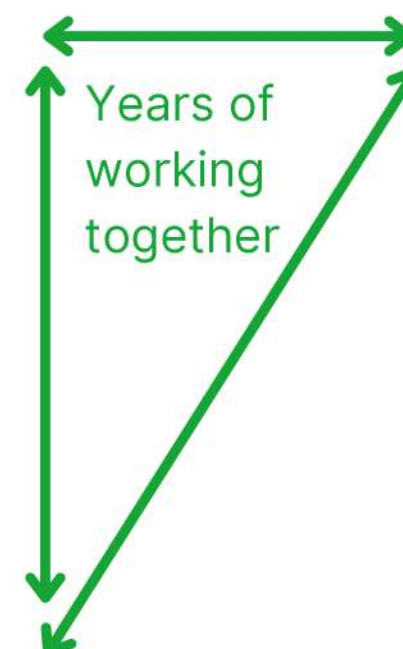
With **70+ employees**, **4 installation branches**, and **years of friendship**, we're set to lead the transition.



Alexander Valtingoer

Co-Founder Marketing & Sales

- Founder & ex-CEO Coinpanion (>€6M Funding)
- Founder Morgen Ventures, FounderForge



Michael Kowatschew

Co-Founder BizDev & People

- Former President Sigma Squared, Sequoia Scout
- Founder Morgen Ventures, NOVID20, PixelBeat



Valentin Perkonigg

Co-Founder Finance & Product

- Founder & ex-CTO Brickwise (>€5M Funding)
- Founder FounderForge, Early NOVID20



Florian Berger

Management Delivery

- VP Data & AI Crayon (**200 FTEs Team**)
- Experienced Executive Manager

Nationwide Installation Branches

Operating with In-House Technicians



Hands-On Team of 70+

Industry Expertise + Efficiency Experts



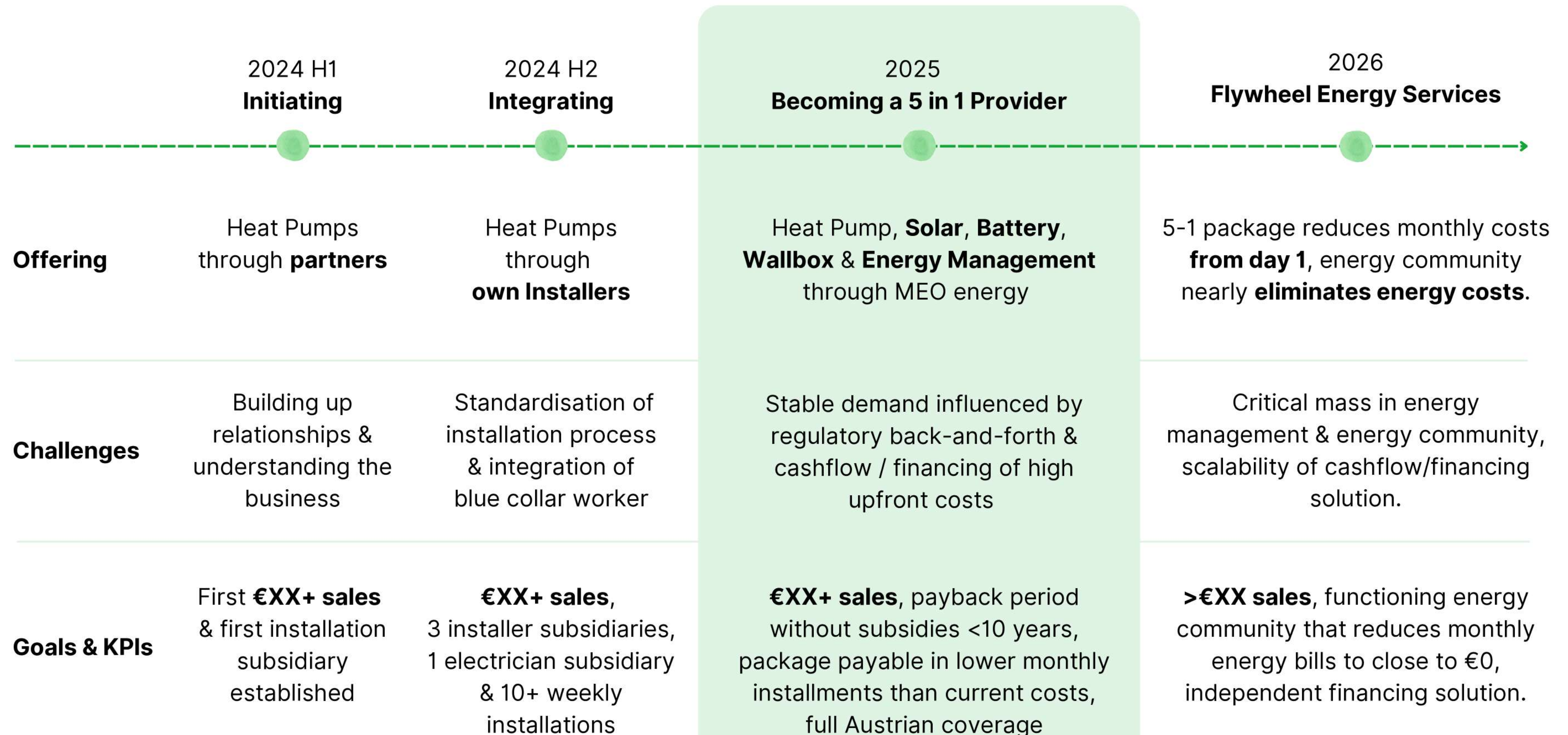
Loved by Employees

Attracting Needed Skilled Labour



Despite a shortage of skilled labour, we receive +20 applications for every job advertised

From Heat Pump Installer to **Energy Service Company in 3 Years**



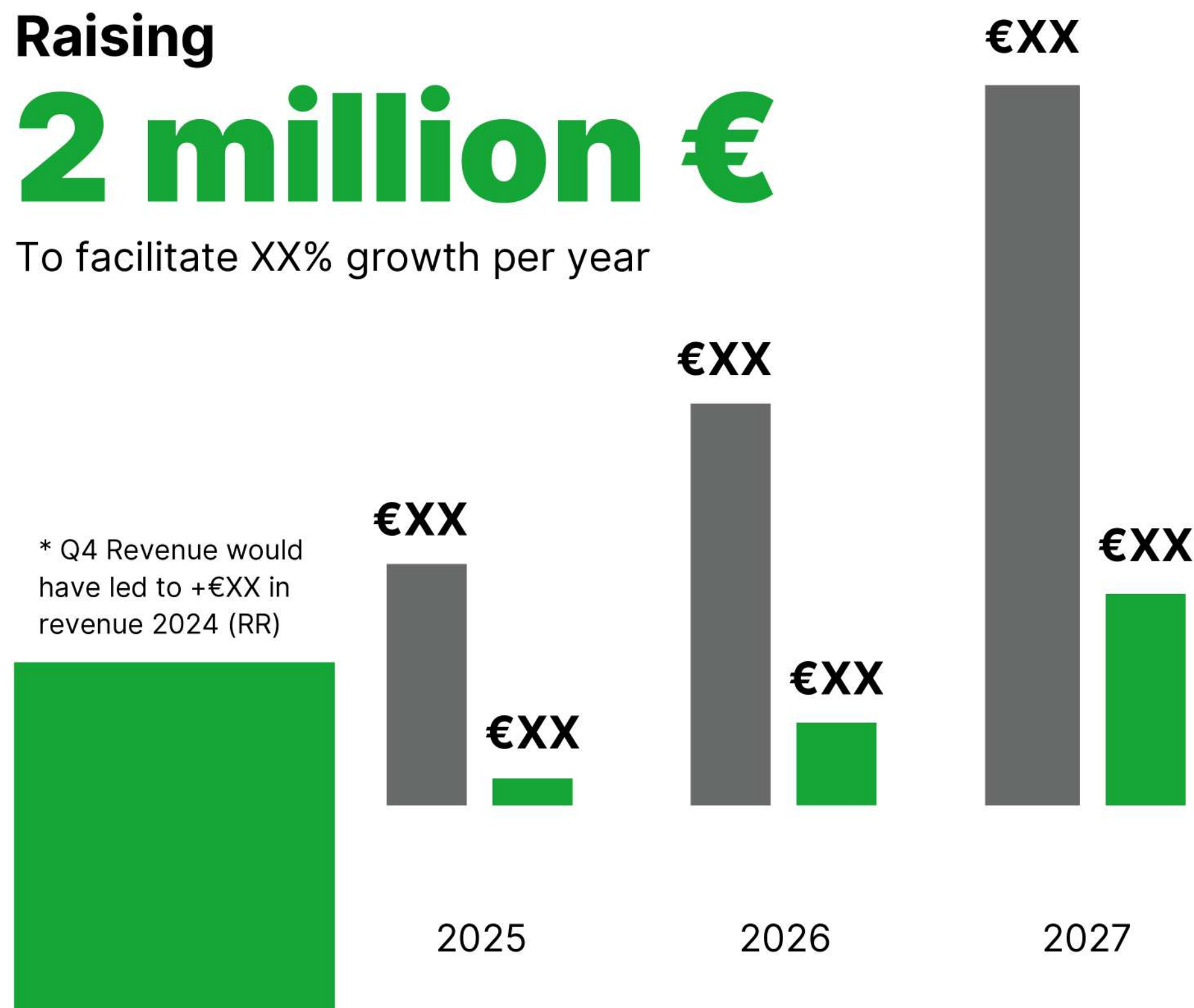
Fuel to Take Over the Austrian Market and Reach €XX Revenue

We are uniquely positioned to capture +XX% of the Austrian market before competition emerges.

Raising

2 million €

To facilitate XX% growth per year



Key funding areas for growth

Installments and Payment Flexibility

Electrification involves high upfront costs, creating a **barrier and prolonging decision-making**. Increased cash flow allows us to offer more flexible payment terms while boosting revenue.

XX% of Enpal customers use their flexible payment option.

Recurring Revenue Services

Recurring revenue **increases customer value and long-term revenue**, but hampers short-term cash flow.

Full Austria Coverage

Expanding coverage requires high upfront costs but enhances customer synergies, overall customer value, and the efficiency of marketing spend.

We are securing additional grants of €XX (subsidy + debt)





Contact

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Let's Supercharge the **Bootstrap** **Mentality** With Strategic Growth Capital



Michael Kowatschew

Co-Founder

michael@heizma.at

heizma

We make the climate-neutral home
a **no-brainer**

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APPENDIX

Heat Pump

Wallbox



Adding Value to Electrification With **AI-Based Energy Management**

Our energy management is **not only a USP** over other providers, but also **increases profitability** of all components.



Forward-Looking Control System

Utilises weather forecasts and electricity price data for intelligent load shifting.



Optimised Heat Utilisation

Stores heat through targeted overheating (0.5 - 1 °C) to reduce energy losses.



Automatic Consumption Control

Decides in real time when to charge or discharge the battery, charge the electric car or feed electricity into the grid.

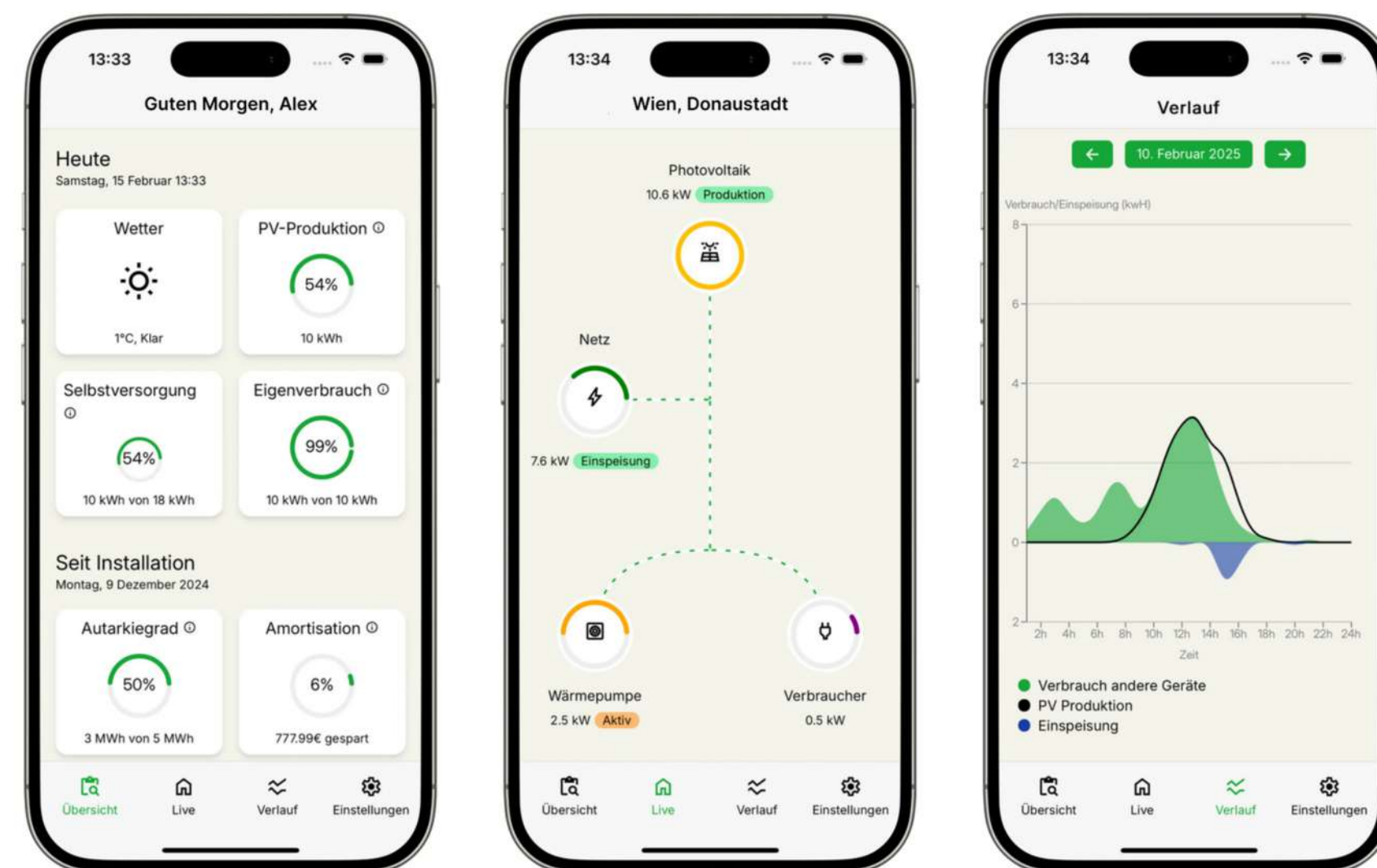


Maximum Self-Consumption

Increases the utilisation of self-generated solar power to up to 90 %.

Proprietary solution from Heizma

With MEO Energy's acquisition, Heizma gains in-house energy management, avoiding costly lock-ins



Custom Built Solution for Heizma

Heizmas Energy Management is branded and tailor-made for its components by **partner company MEO Energy**.

Network Effect Across Customers: **Always the Best Energy Prices**

Our own energy manager and energy community ensure a **strong lock-in with unrivalled value** for customers.

01 Today: **>XX% reduction in energy consumption**

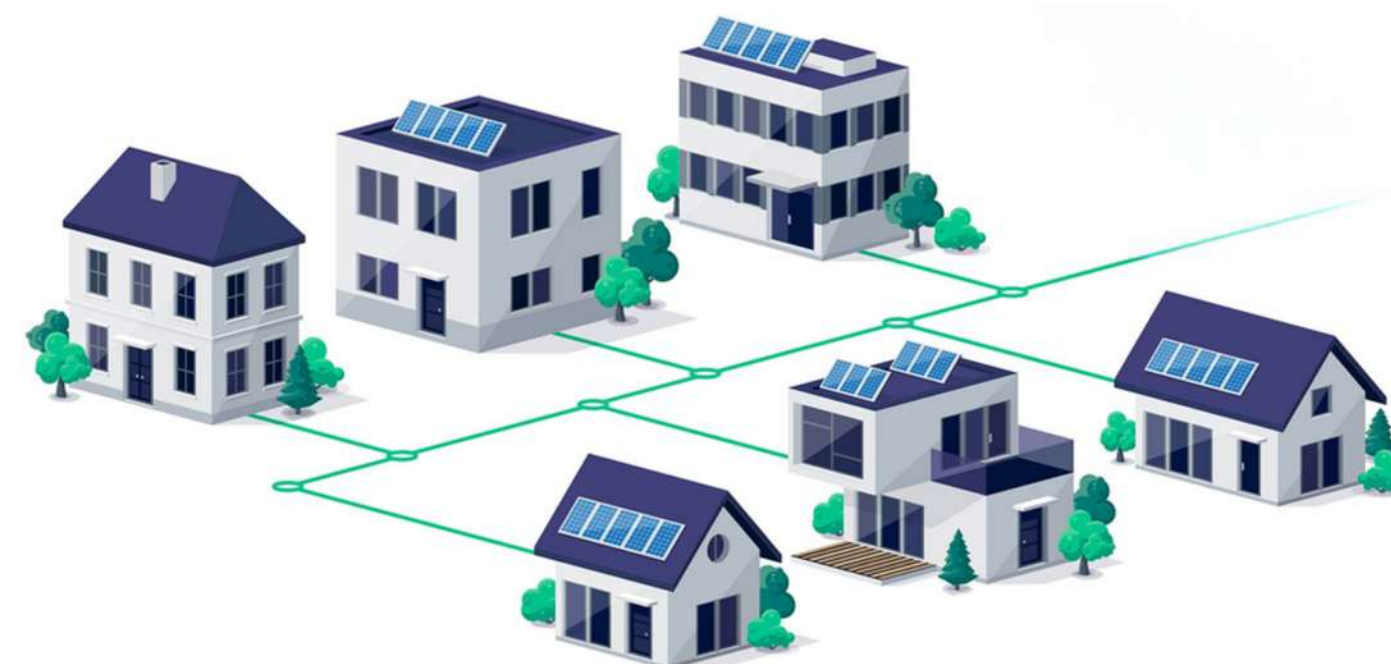
- ✓ Smart energy consumption optimization
- ✓ Intelligent energy purchasing & storage

+

02 Tomorrow: **The best possible energy price**

- ✓ Peer-to-peer energy trading between customers
- ✓ A decentralized virtual grid & storage across Austria

=



Virtual Power Plant
between all our customers



Customer home
electrification



Individual energy
optimisation



Shared generation
& battery storage



**Lower energy bills
for all customers**

Electrification Is Not Only Cleaner, but Above All It Is Cheaper

Simple Savings Calculation

Conservatively calculated, highly individual

 **Observation Period: 20 Years**
Product Lifespan 20-30 Years

Old Energy Setup

17ct/kWh Gas Price & 17,000kWh Consumption¹
Gas price the main driver of profitability

40ct/kWh Electricity Price & 5.000kWh SCOP 3²

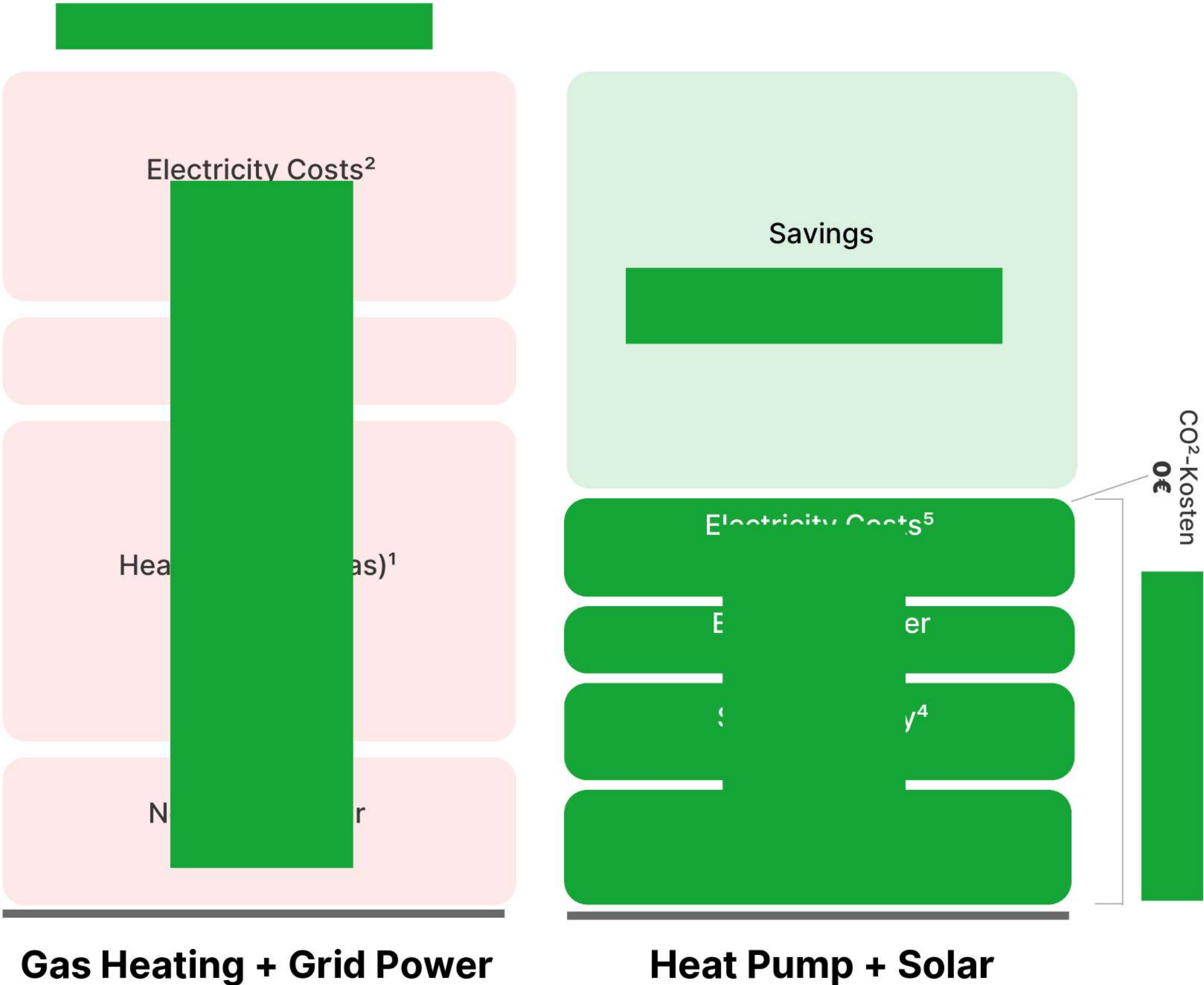
New Energy Setup

 **Heat Pump³**
Incl. €6k Carinthia state subsidy

 **Solar + Battery⁴**
10kWp + 10 kWh

 **Energy Manager**
Assumed Savings of 25%

Reimbursement for electricity fed into the grid
already deducted, 60% self-sufficiency.⁵



Governments Short-Term Shifts **Won't Change Economic Viability**

The Good

- ✓ Commitment to climate target 2050 creates long-term market prospects.
- ✓ High subsidies for renewables in recent years to reduce the upfront cost barrier.
- ✓ **CO2 tax from 2027** makes renewables more profitable and incentivises switch from fossil fuels.
- ✓ Europe is highly dependent on fossil fuel imports, with **over 85% imported**, mainly from Russia & USA.

Europe needs to become more self-sufficient.

The Bad

- ✗ Climate policy is often used populistically, leading to uncertainty & abrupt political U-turns.
- ✗ Unclear communication on the part of politicians unsettles consumers and markets.
- ✗ Zigzag subsidies: first (too) high subsidies, then no subsidies, which slows down consumer decisions.

The Heizma Take

- **Electrification is always the better choice**, even without subsidies due to lower costs & long-term independence.
- **Our product diversification minimizes risk**: I.e. when heat pumps slow down, other products boom.
- Long-term financing (20 years) enables customers to **save from day 1 and make upfront costs irrelevant**.