

vandebron

Accelerating the energy transition

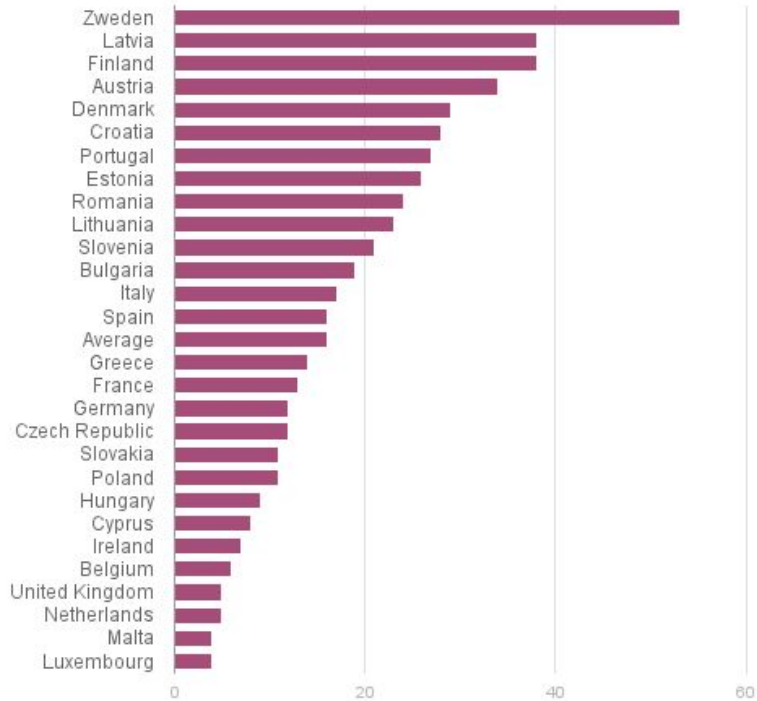
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Why are we here?

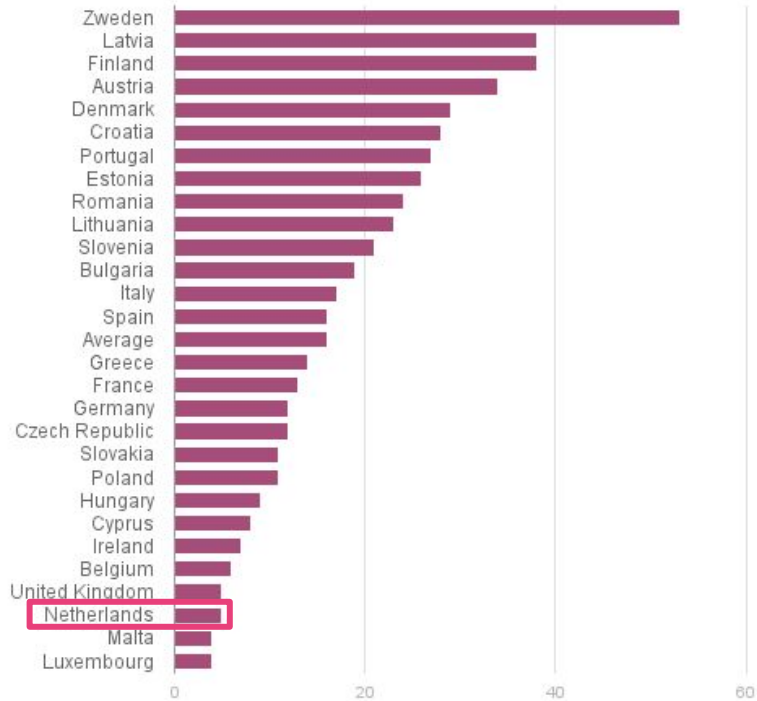


The Netherlands, frontrunner in the energy transition?





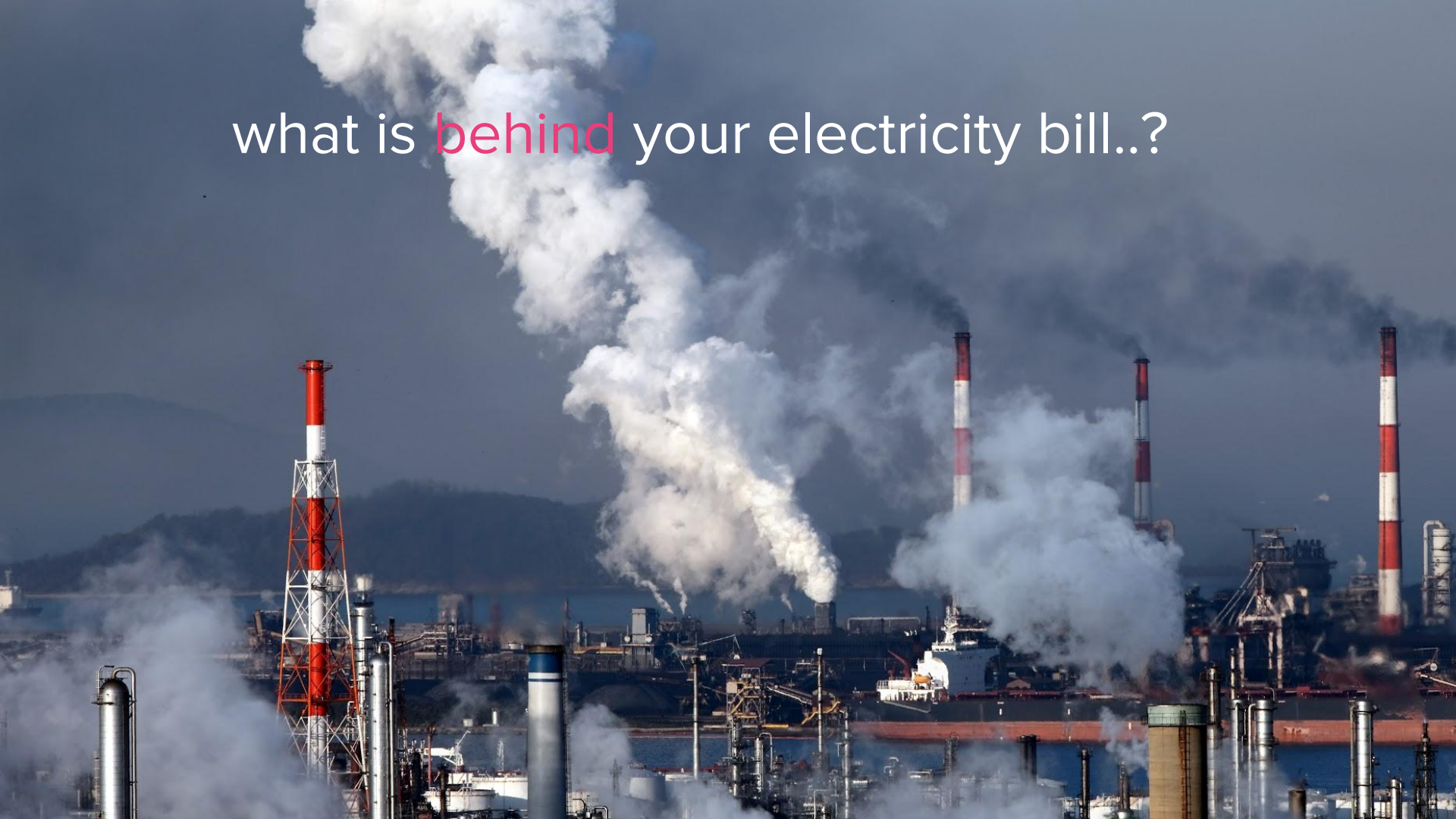
The Netherlands:
a developing
country?



The Netherlands:
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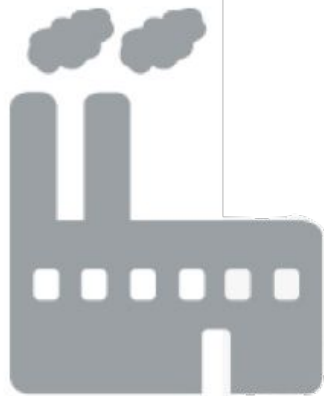
So what is going on?

what is **behind** your electricity bill..?



Sjoemelstroom...





Interest utilities



Interest society

Goal: 100% **renewable** energy



How are we going to achieve this?

Technological innovation: **the holy grail?**



We also need **business model innovation**



A good example



1900 New York
Where is the car?



1900 New York
Where is the car?

1913 New York
Where is the horse?



Who do we want to empower?

‘Not the conventional utilities; but **farmers**, **cooperatives** and **citizens** are the main driver behind the energy revolution’.

Co-founder Vandebroon



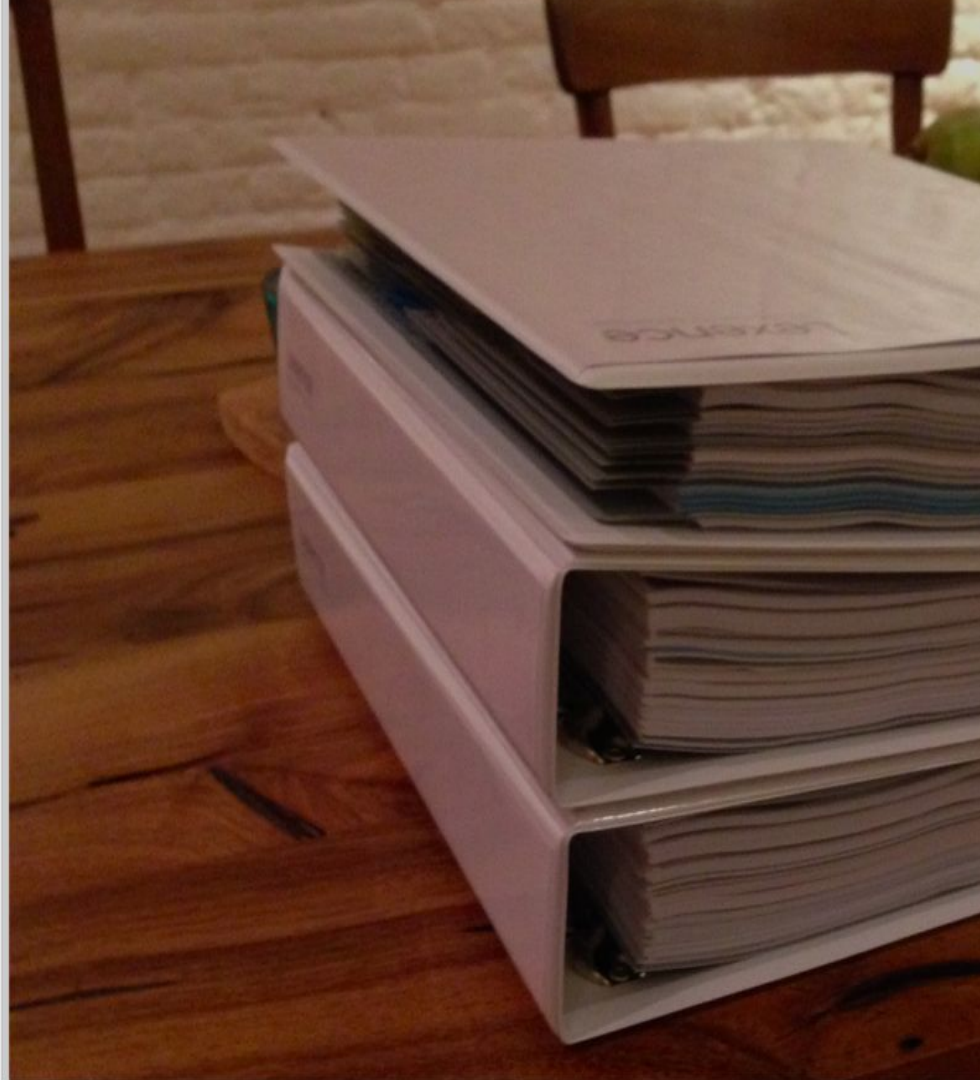


The trend: a sharing economy

First time pitching
June 2013



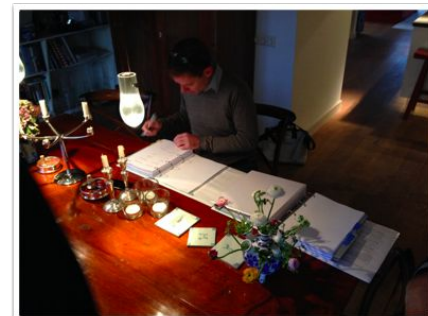
Transaction documents
with 8 investors



The name: **Republiq** or ...

MARKTYLAATS BIG
ENERGIE ROOT
COMMUNITY DAWN
ORIGIN WATT SPRING
SOURCE VOLTE
E-VOLT
SHARE FLUX
LOCAL LIGHT
NEARBY DARK
ROOT





1,9 milion





A little party before the
real work starts



First contracts with
the farmers

Getting the farmers on camera



And then the pre-launch



Vanaf nu koop je energie gewoon **van de bron.**



Bekijk video

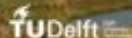
Woonplaats of postcode

 type woning ▾

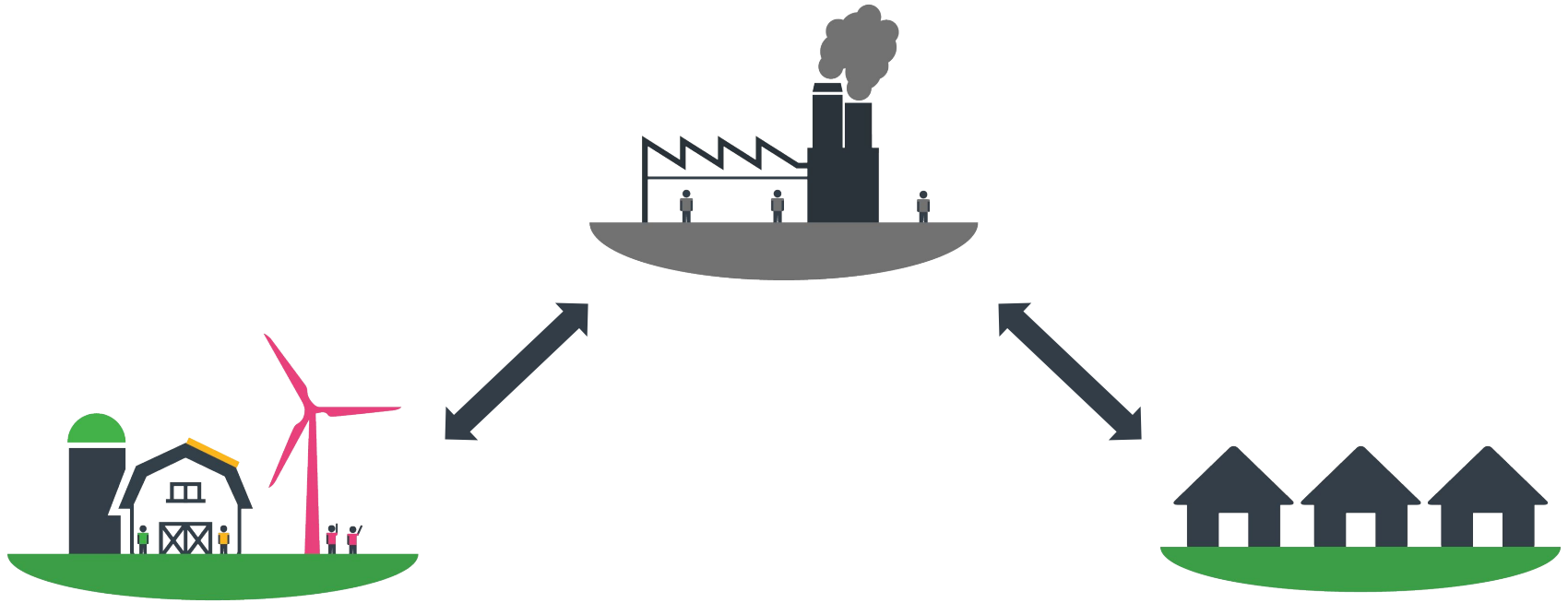
 1 Bewoner ▾

Zoek

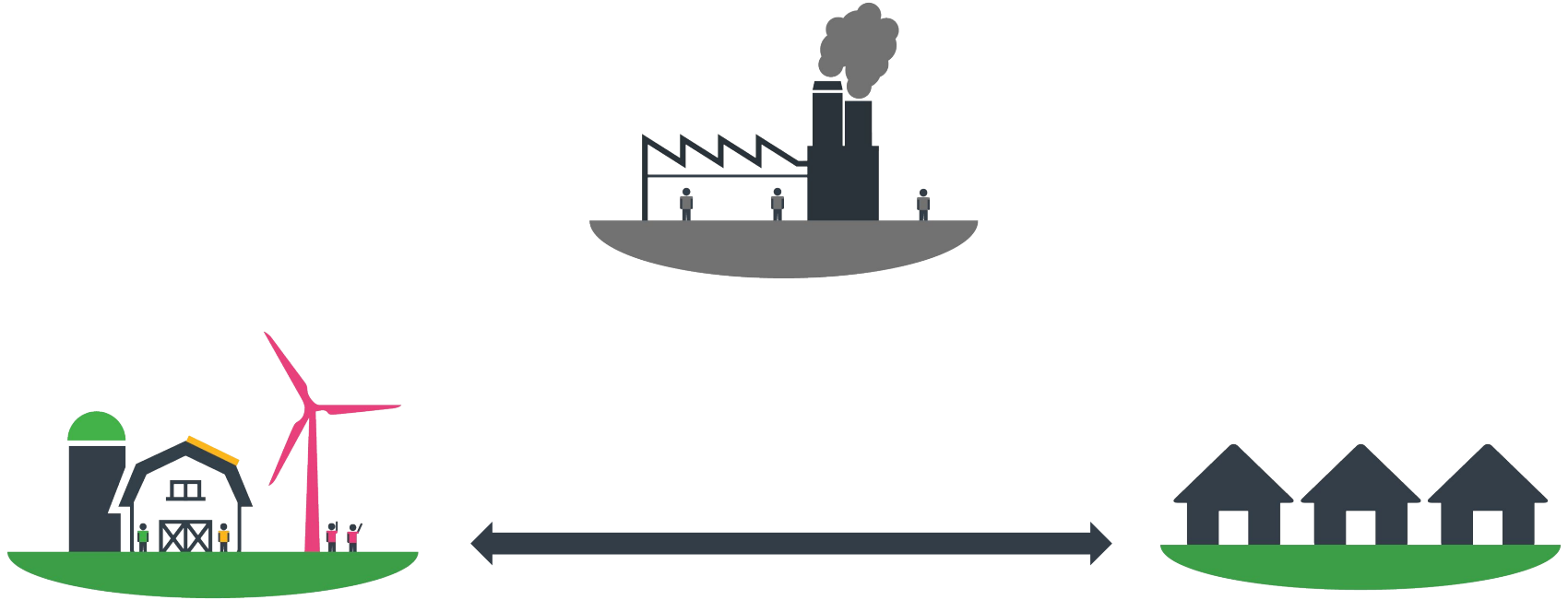
Onze partners



Triodos Bank

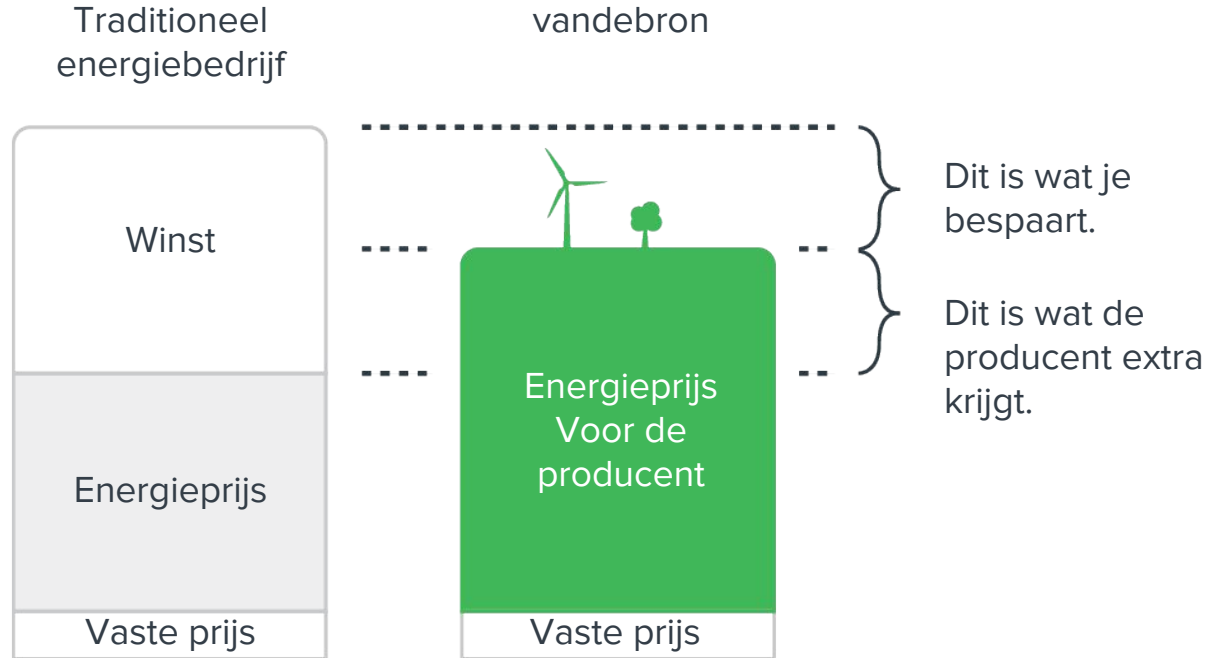


The status quo - Independent producers




What if we could disrupt the status quo?

The new **business model**



Zij krijgen een eerlijke prijs en investeren verder



Rens gaat naast
zijn windmolen,
ook zonnepanelen
plaatsen.

How do we survive?

12,50 p/month



Jouw verbruik: **wijzig****2850 kWh**
Enkeltarief**1200 m³**
Nederlands aardgas

Sorteer op:

Populariteit

Wind
Water
Bio
Zon


Windenergie van Windpark Roggeplaat, Burgh-Haamstede

525
Beschikbaar

Bespaar €120,33 per jaar *

€ 115,48
per mnd


Bio-energie van Orgaworld Amsterdam, Amsterdam

4
Beschikbaar

Bespaar €123,78 per jaar *

€ 115,19
per mnd


Windenergie van Pieter Beije, Lelystad



Uitgelicht



Zonne-energie van Willem en Sien, Den Ham



Uitgelicht



Suggesties



“If you buy energy from us, you’re sure it’s renewable, because we have nothing else.”

- Peter & Tejon, one of 35+ sources on Vandebron.nl

Interest Vandebbron



Interest Society

GROEN DOEN



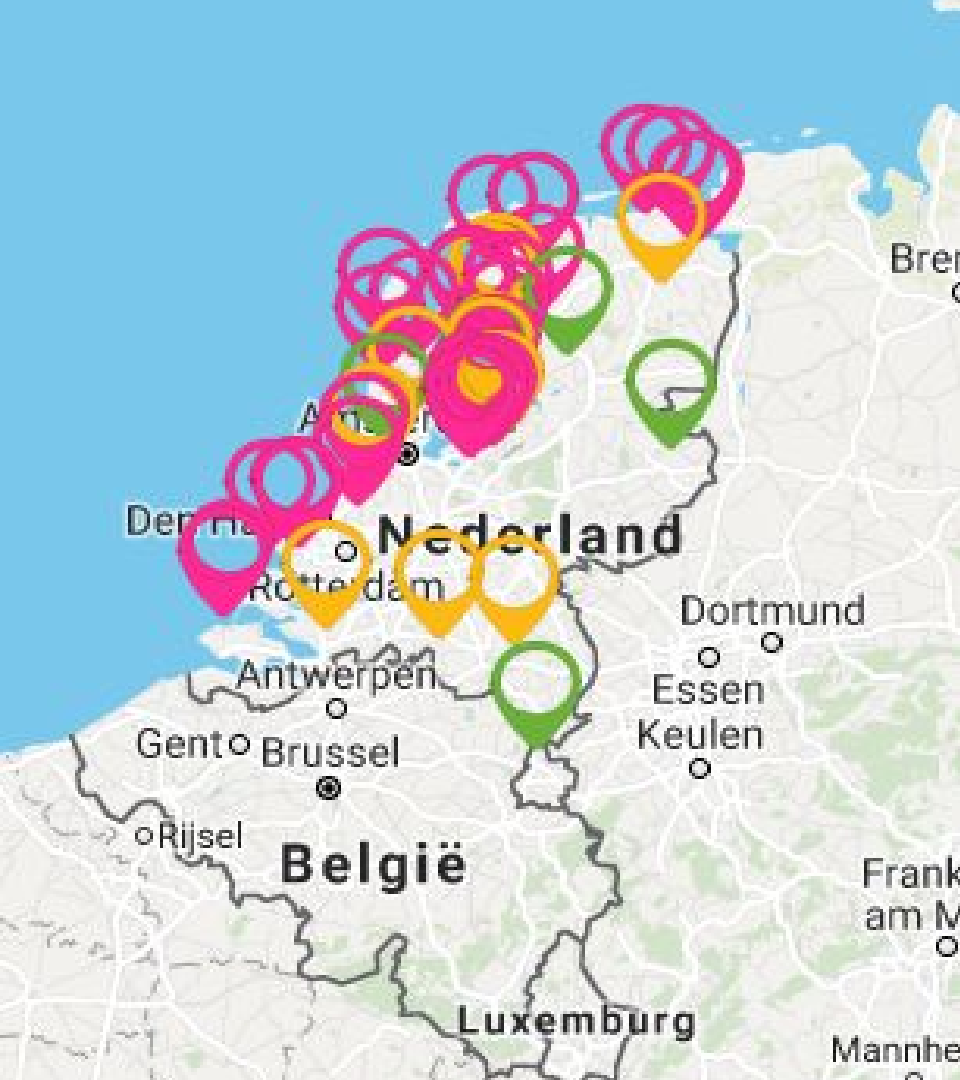
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ONE
WORLD

A success story:
In 2,5 years

Hoera feest, **100.000** klanten!





From 5 to 100
producers

Team in 2014



Team in 2016





Energie uit Drenthe
2de Exloërmond



Energie uit Abcoude van A...
Abcoude



Het zonnetje in huis
Alphen aan den Rijn



Zonnewand A9 Amstelveen
Amstelveen




And.. We have already
been copied.

But also.. challenges



So what can **you** do?

A photograph of Elon Musk speaking on a stage. He is wearing a grey blazer over a black shirt and has his right hand raised in a gesture. The background is dark.

“Why wouldn't you try to make the future better, If you're going to be a part of it?”

-Elon Musk

Start to produce your
own energy





Buy it from **Locals**

A photograph of two men standing in a farm setting. The man on the left is wearing a dark green vest over a long-sleeved shirt and dark pants. The man on the right is wearing blue denim overalls over a blue and white striped shirt. They are standing in front of a large barn with a grey roof. A green tractor with yellow wheels is parked in the background. The sky is overcast. A yellow speech bubble is overlaid on the right side of the image, containing text.

Goeie energie
krijg je rechtstreeks
vandebron.nl

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Maak ook die (overstap) via www.vandebron.nl