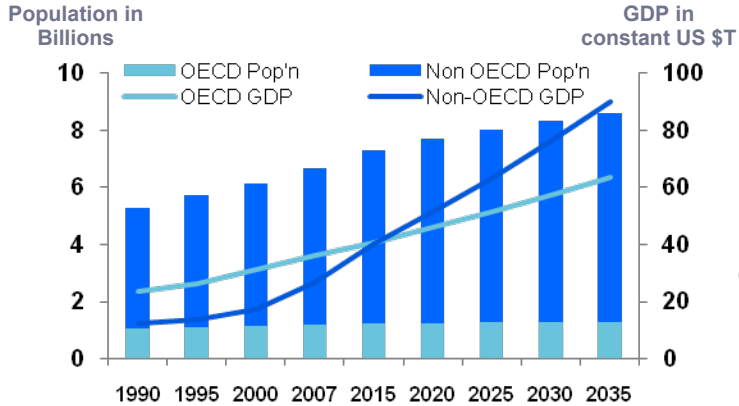


Scope and Ambition

Re-explore Clean Tech to identify billion Euro growth opportunities for xxx in the next 5 to 10 years, aligned with xxx' brand positioning and strengths

Clean Tech Drivers

World population and economic growth :

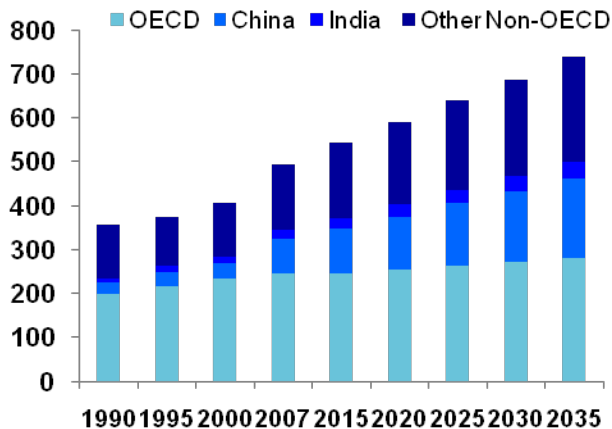


Growing demand



Growing demand

World Energy Consumption (Quad BTU):



Fossil fuel based economies

Limited resources :

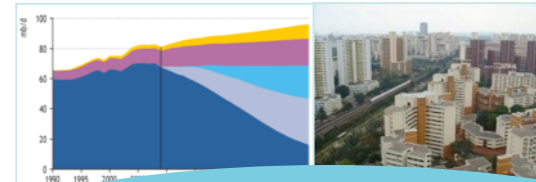


Clean Air

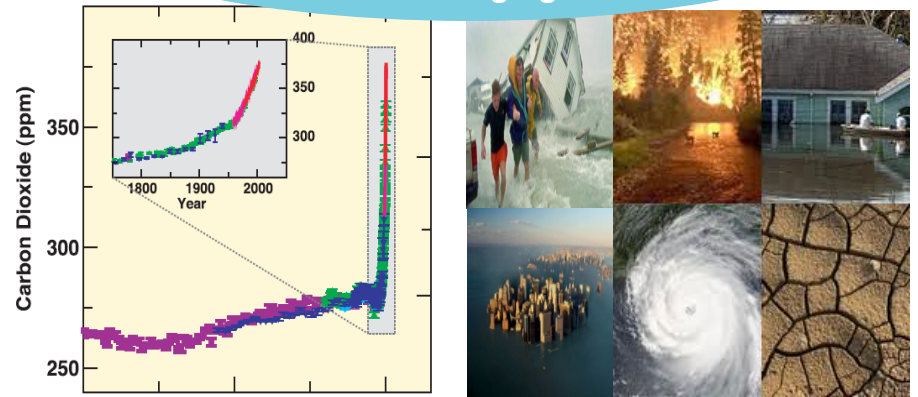
Clean Water

Food

Raw Materials

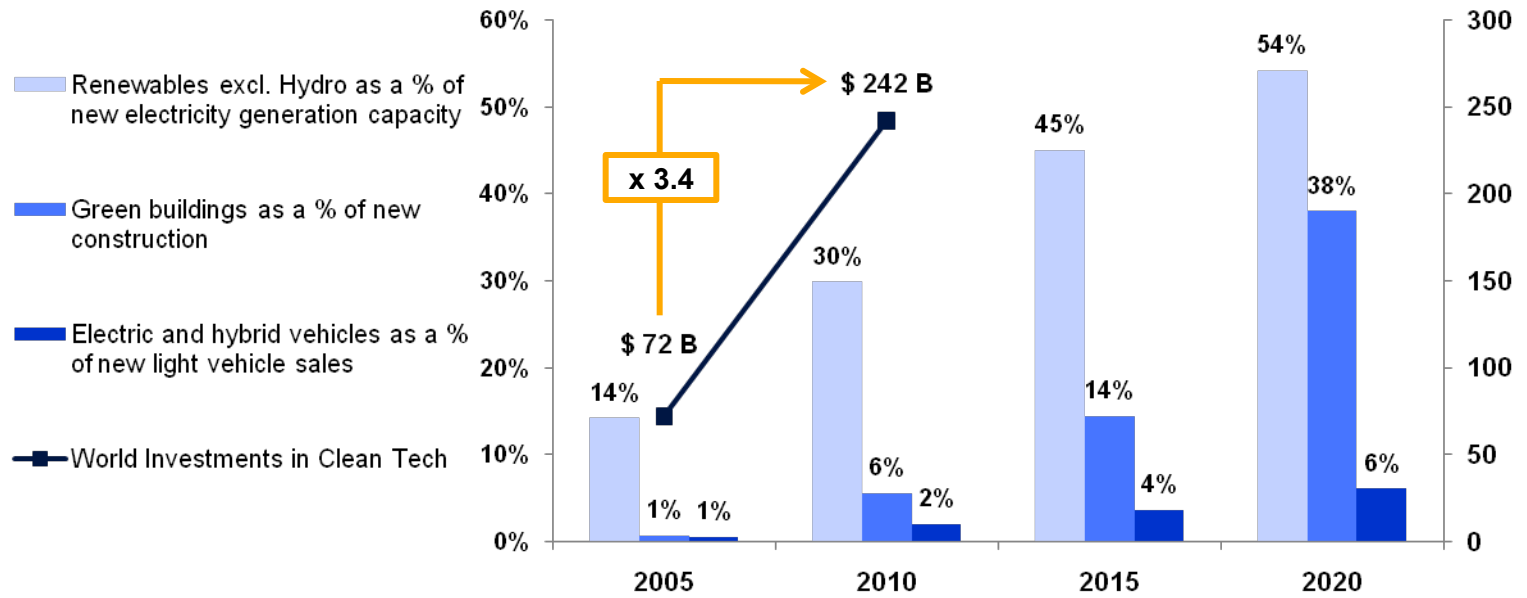
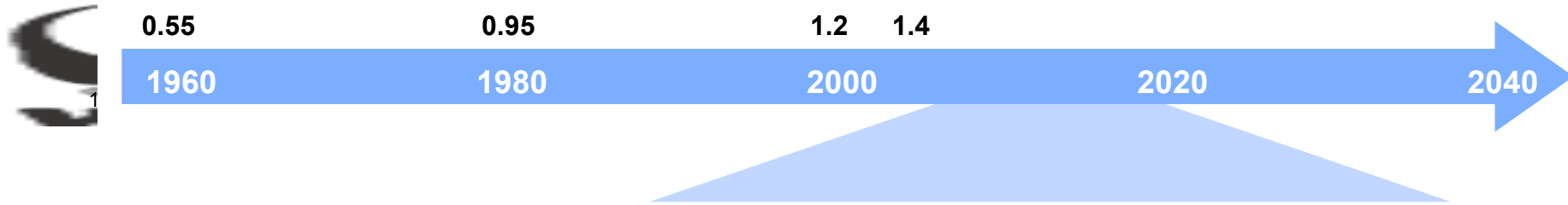


Clean Tech
 Innovation and investment for sustainable energy and natural resource use, whilst meeting lifestyle aspirations and needs in emerging economies



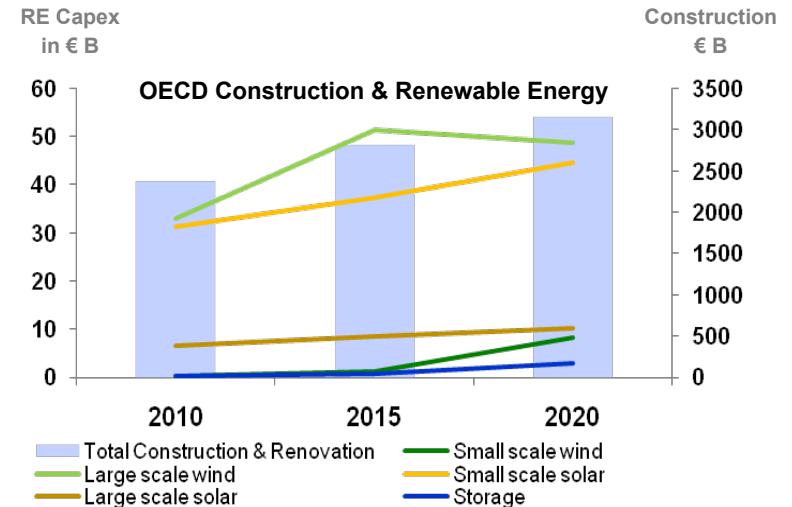
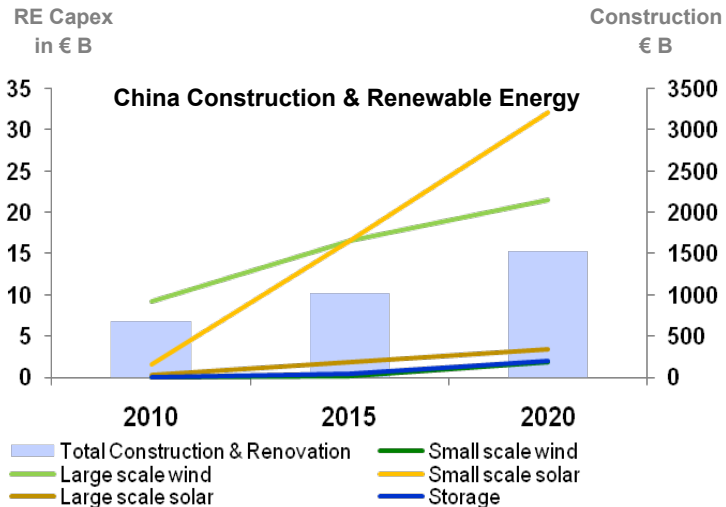
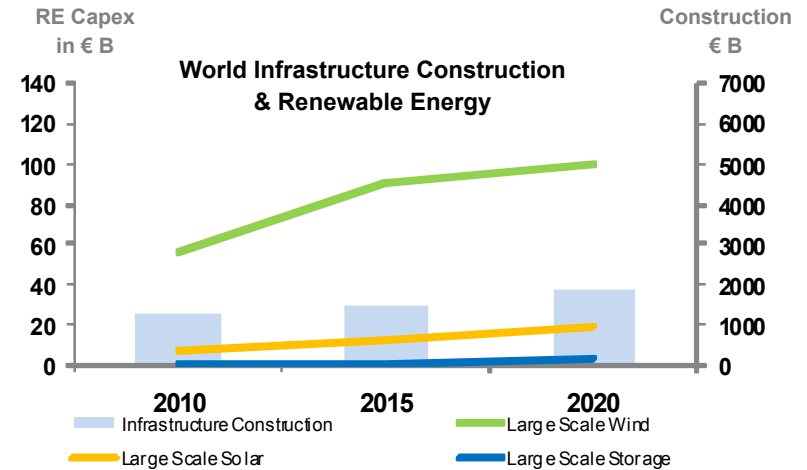
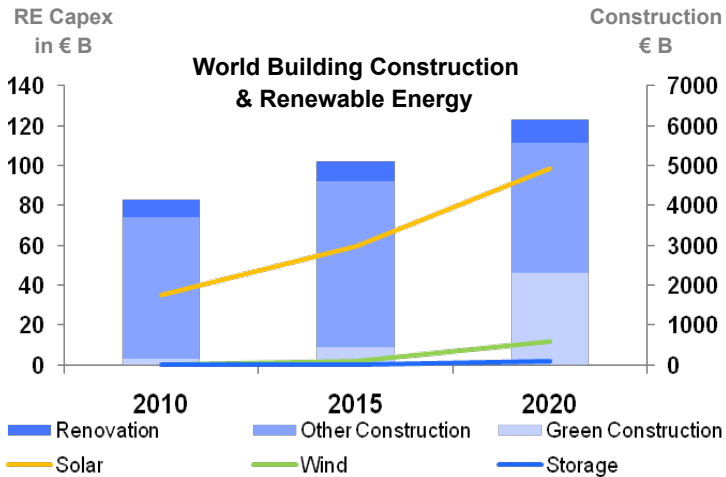
10.000 year scale

Clean Tech became a top priority in the last 5 years

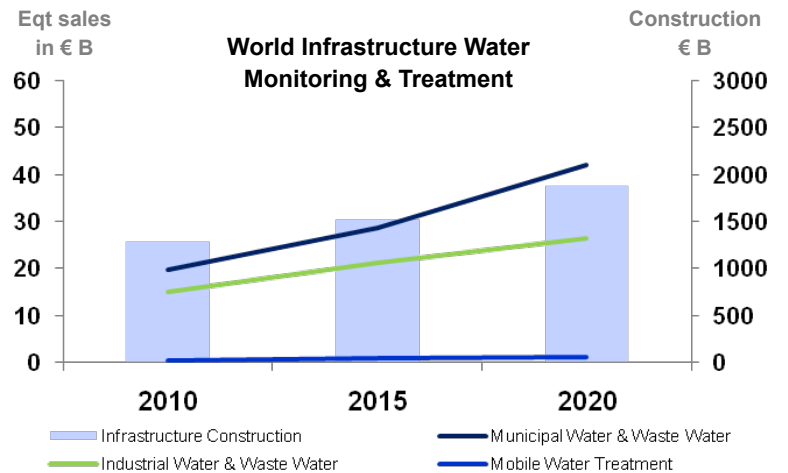
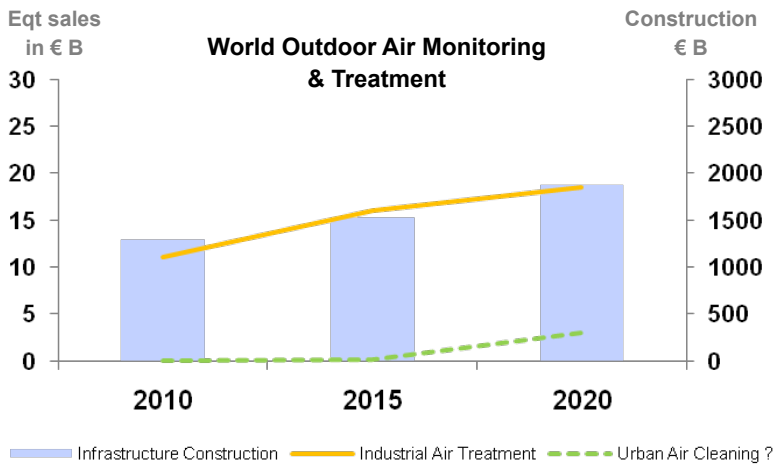
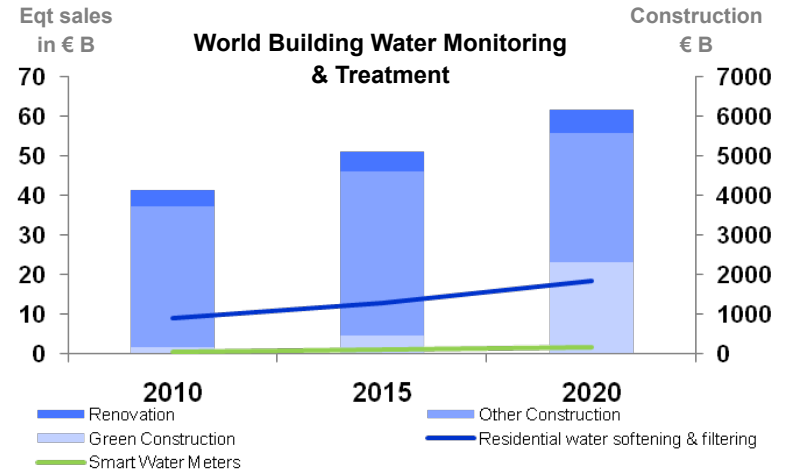
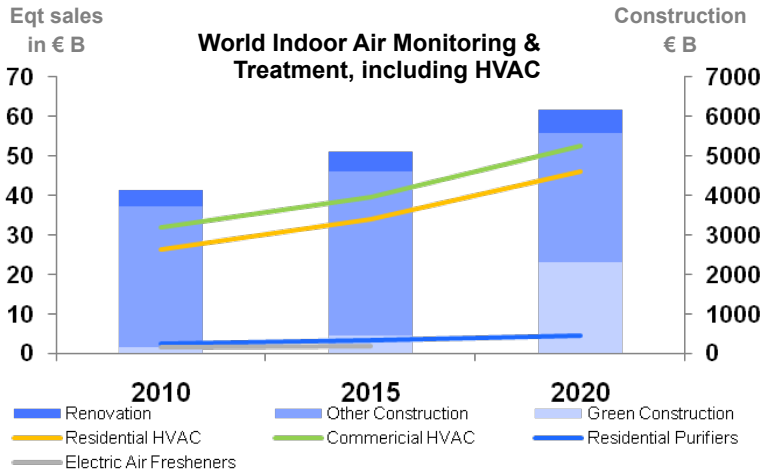


All economic sectors are being impacted, in particular the energy sector, the building sector and all industries producing goods which consume energy

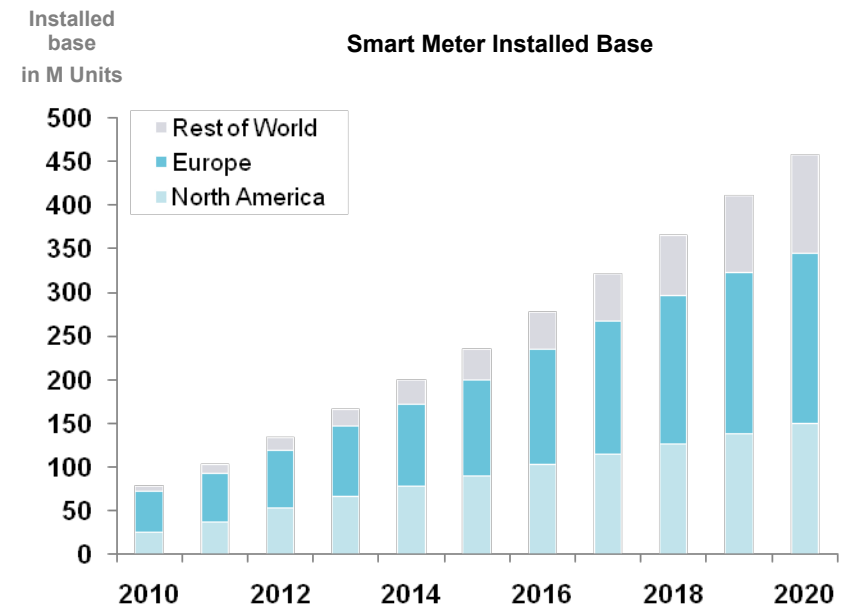
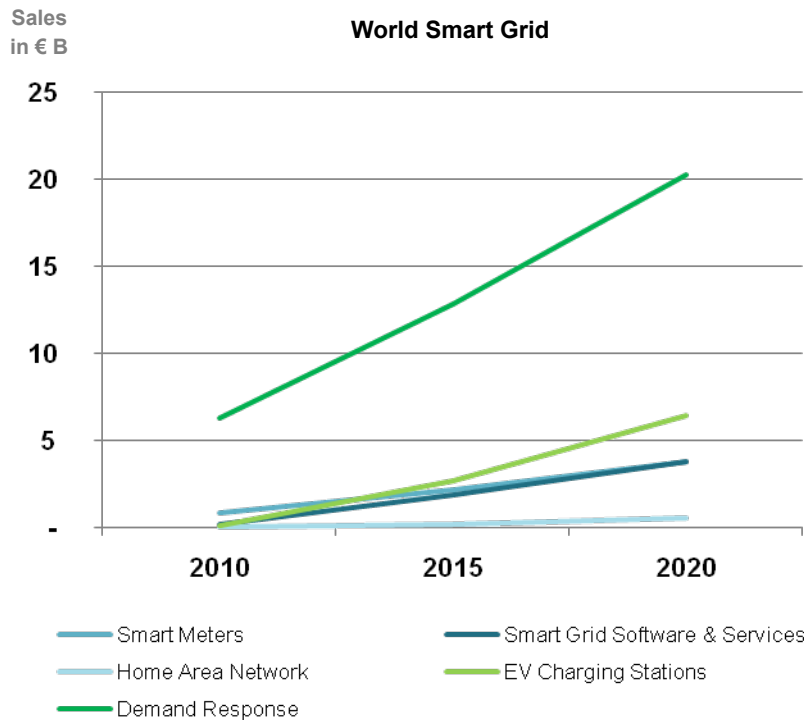
Wind & Solar Markets



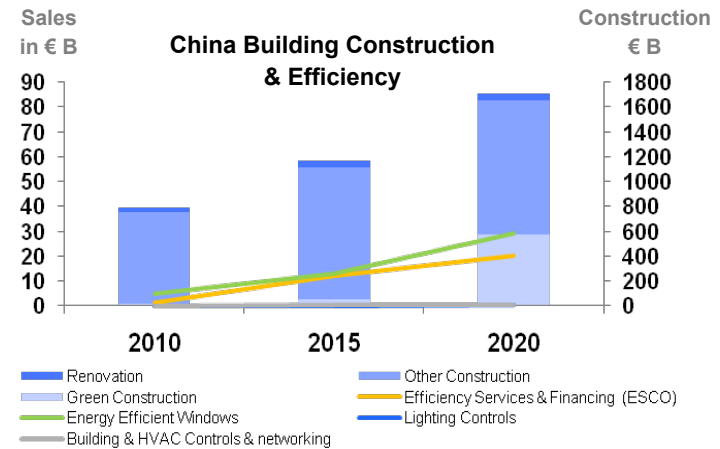
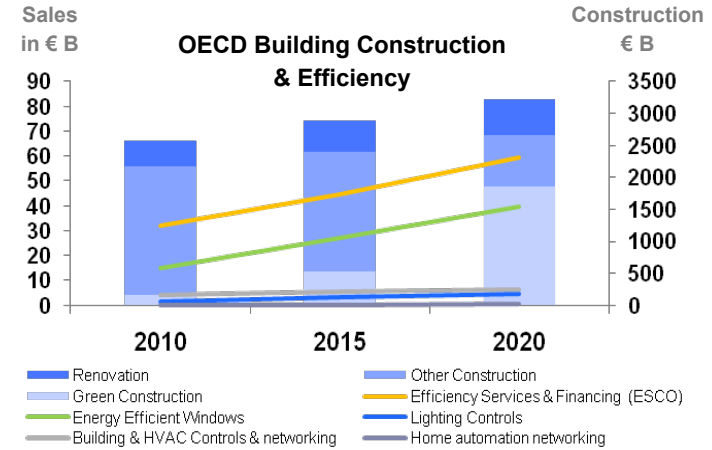
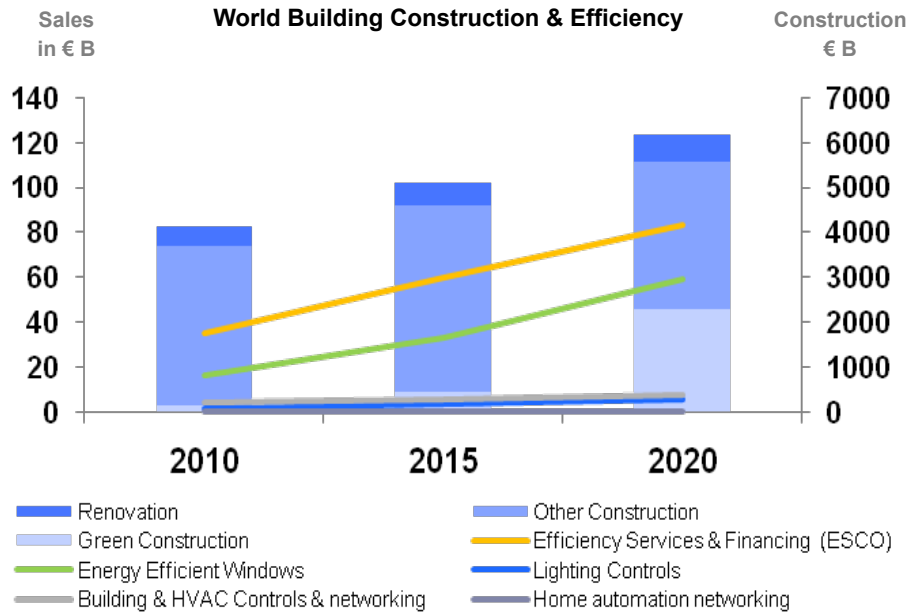
Air & Water Markets



Smart Grid



Sustainable buildings



Key players: technology or services start-ups & fossil-fuel era leaders, who bought and built positions in the Clean Tech segments of their base markets

Renewable energies

SOLAR **WIND**

Greenhouses

P.L.J. Bom Groep

Storage

Smart Metering

Device & building efficiency

HVAC

Water treatment & Recycling

Creating sustainable new products and solutions for a perfect equilibrium between people, profits and the planet

CITIES & COUNTRYSIDES



OFFICE



HOME



MOBILITY



PEOPLE

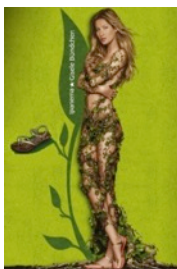


Sustainable & Well-being Impact

FOOD



CLOTHING



SPORTS & LEISURE



EQUIPMENTS & OBJECTS



Cities & countryside



Greenhouses



Greenport Shanghai
Agro Park



Sahara forest
project



LED pilot light with a
much higher output



Greenhouse liquid
crystal windows



Greenhouses with
heat and CO2

Solar & Wind



Solar & wind energy on
building roof & bridge



Transparent PV thin
film



Solar charging Kiosk

Hybrid street lighting

Lighting, Roadsign & battery



Vibration energy to electricity



Electric Vehicle Charging
Infrastructure

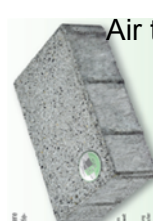
Air & Water treatment



Solar-powered system
extracts water from
humid air



RainCloud dehumidifier
extracts drinking water
from thin air



Air treatment paving



Purifying Urban
Air



Building & Home



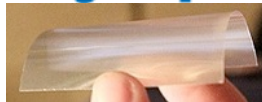
Solar & Window



AGC Solar



wysips



Photovoltaic windows & veranda

SGG Priva-Lite® controlled-occultation glass

Intelligent windows with battery incorporated
Photovoltaic film + Led or Oled film /
Photovoltaic film + Thermic film (capture / transformation / reversion)

Building & Home automation



Building Automation & overlay systems

Easy home lighting & power control



Home automation system

Home Brain-Wave remote control

New Energy source



Nonpolluting new primary source of energy: a prior undiscovered form of hydrogen called "hydrino"

Room Air conditioning

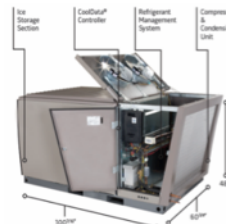


Honeycomb water evaporation air-conditioner (solar or mains powered)

Air & Water treatment



Purifier Air Photocatalysis systems



Cool air generation Ice Bear Distributed Energy Storage

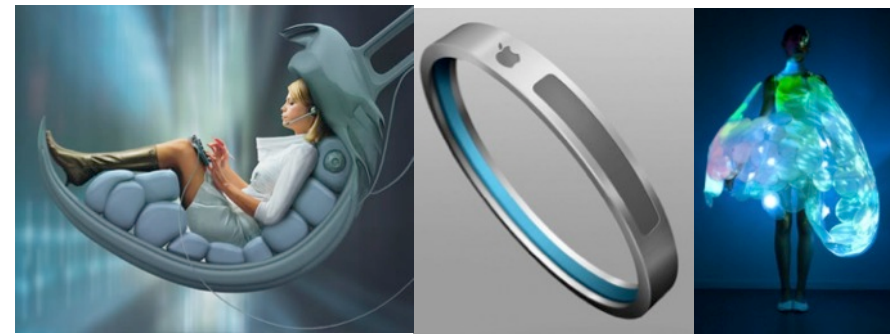


Purifying mobile water

nedap
CLEAN WATER NOW!



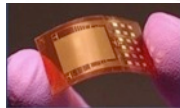
People



Nano energy storage



Heart-Powered Nano-Batteries
**Professor Zhong L. Wang's
 Nano Research Group**



Hybrid Energy Harvesting Device for
 Generating Electricity from Heat and Light



Automation & brain-wave



EPOC neuroheadset; Brainwave-based
 assistive technology in the home



Brain waves sensor: ThinkGear
 technology senses analog electrical
 brainwaves and processes



HITACHI
 Inspire the Next

Hitachi to Unveil Computer Headset
 that Read Users' Minds



Honda Creates Brain-Reading
 Driving Hat



Electronic Paper

Other

Bridgestone's electronic paper:
 Massive power saving and
 incredible clarity

Electronic paper



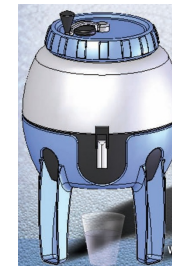
Air & Water treatment



Air-purifying dress



Personal Purification Device



Multi-Litre Reusable
 Water Purification System



Air Purifier Leader

Become the leader of pure air, exploit Air purifier with appropriate brand strategy



CITIES & MALLS



BUILDING



Alcion Air

HOME/ROOM

Source: Humatica Research

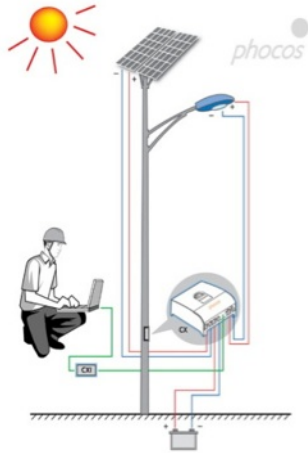
Confidential

Visible Urban Renewable Energy Solutions Provider

STREET LIGHTING & ROADSIGN

SOLAR CHARGING & WATER KIOSK

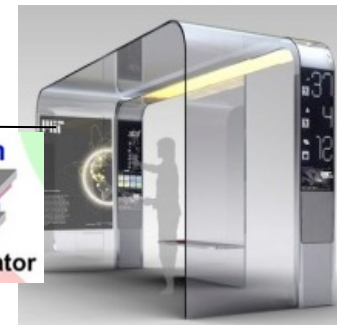
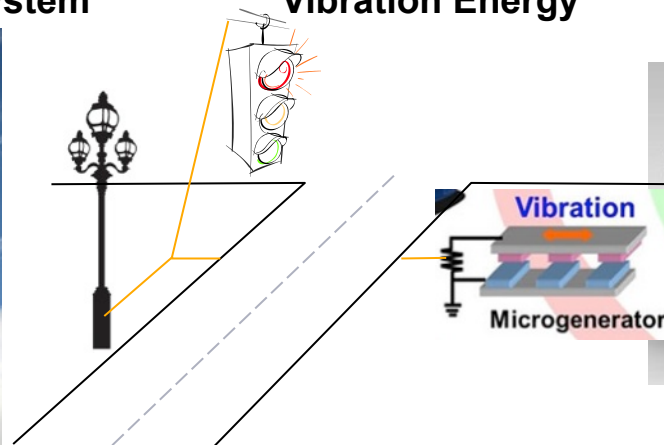
Solar / Wind



Ultraviolet air purification system



Vibration Energy

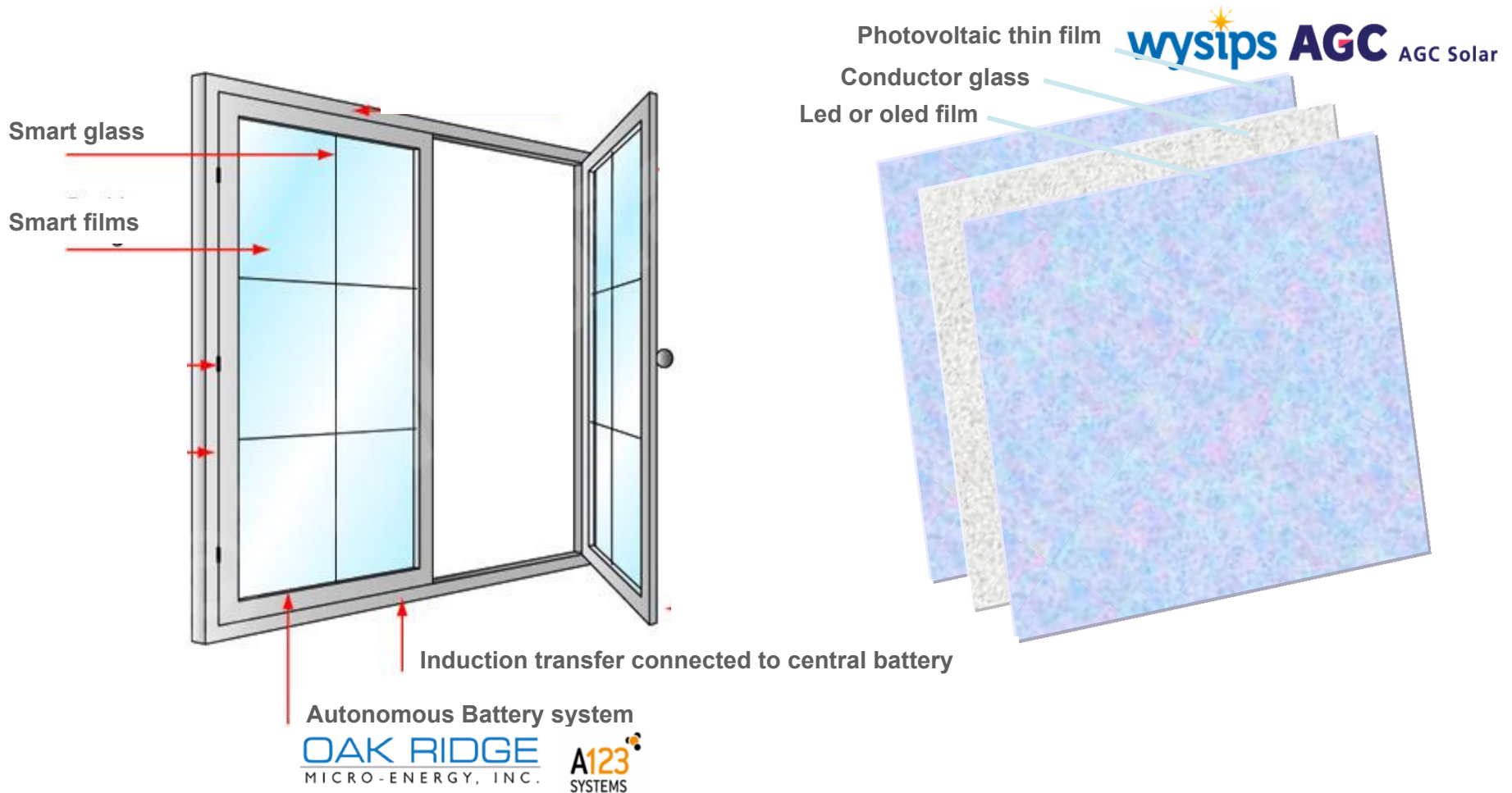


Source: Humatica Research

Confidential

Smart Windows: a potential entry into RE generation

Use your window as a source of electricity, heat, light or as a display



Source: Humatica Research

Home & Building Control and Energy Management

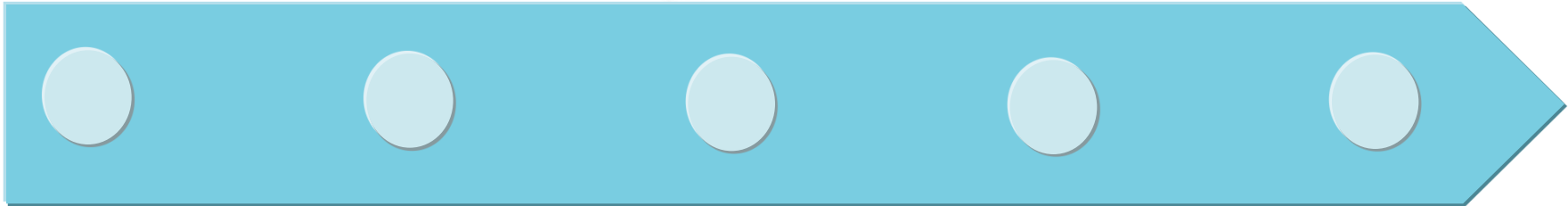
Easy home lighting & power control



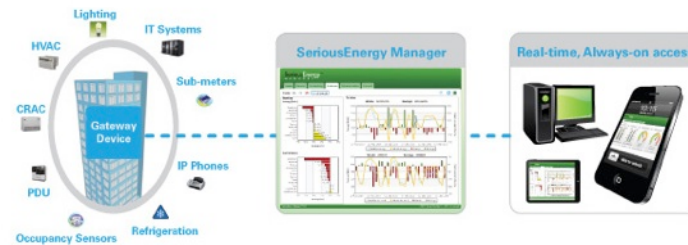
Home energy control services



Universal Brain-Wave remote control





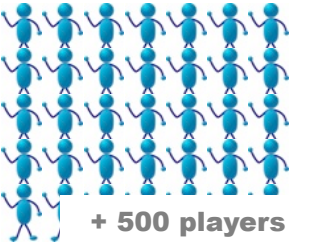
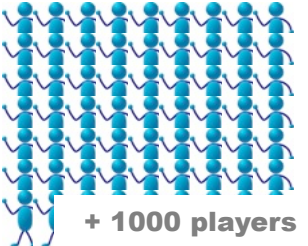
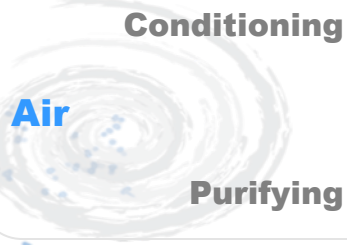


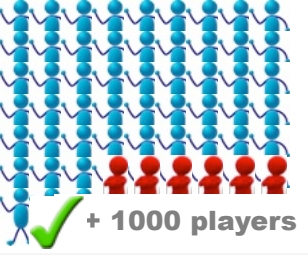



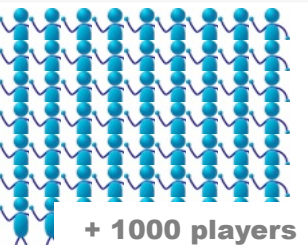
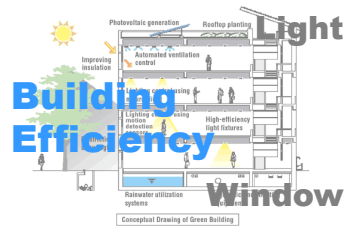



Home Automation



Building energy management SaaS

SeriousEnergy™
MANAGER

Methodology

	Cities & countryside	Building	Home	XXXX opportunity
 <p>Solar</p> <p>Energy</p> <p>Wind</p>	 <p>~300 players</p>	 <p>+ 500 players</p>	 <p>+ 1000 players</p>	<p>Branded products integrating RE with XXXX technologies:</p> <ul style="list-style-type: none"> •Solar kiosks •Solar/wind street lighting •Solar home lighting •Solar LCD bus stop •...
 <p>Conditioning</p> <p>Air</p> <p>Purifying</p>	 <p>~2-4 players</p>	 <p>~50 players</p> <p>~100 players</p>	 <p>+ 1000 players</p>	<p>Branded leader for air purifying (by photocatalysis)</p> <ul style="list-style-type: none"> •Cities & malls •Homes •Buildings <p>Potential combination with low energy room air conditioner</p>
 <p>Water</p> <p>Treatment</p> <p>Collection</p>	 <p>~200 players</p>	 <p>~200 players</p> <p>~100 players</p>	 <p>+ 1000 players</p>	<p>Mains independent water innovator and branded residential water purifier player</p> <ul style="list-style-type: none"> •Water from air •Off-mains purifier •Residential purifier
 <p>Light</p> <p>Building Efficiency</p> <p>Window</p>	 <p>~100 players</p> <p>~100 players</p> <p>~100 players</p>	 <p>~100 players</p> <p>~100 players</p>	 <p>~100 players</p> <p>~100 players</p>	<p>Home & building light control leader, extending to home energy management</p> <p>Efficient lighting retrofit advisory & financing</p> <p>Building integrated generation & storage</p>

Recommandation: Position XXX' brand with consumers where Sustainable meets Wellbeing to grow brand value and extend into new sustainable products and services

