

FAST MOVING TECHNOLOGY

STÄUBLI

Power-Blox PBX 200

Allschwil | 08.02.2018 | Bihler/hmos

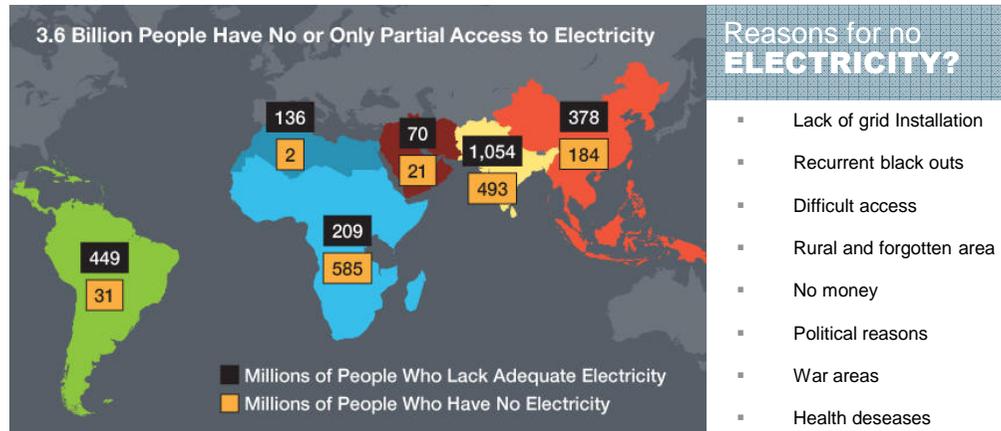


Agenda

1	Introduction
2	Strategy
3	Business Model
4	Portfolio / Offering
5	Promotion
6	Place
7	People
8	Competition
9	Roll Out



Introduction - Coming into being



IMPACT with no ELECTRICITY?

- Slow economic & social development
- Numerous health issues
- Ineffective health care
- Expensive power production
- High dependence on fossil fuels
- High ecologic footprint



Alternatives to power grids & their challenges

- Solar home systems have limited power, a short service life and cannot be scaled.
- Diesel generators create strong pollution and dependencies for fuel supply with high operational costs.
- Micro-grid systems need complex engineering and present high initial costs with limited opportunities for scalability.

Introduction – Disadvantage of current Mini-Grids

- Complex energy analysis
- Extensive engineering necessary to set-up a mini-grid
- Low flexibility
- No easy extensions
- Breakdown of critical components disables the whole mini-grid
- High complexity with a lot of products and components
- No plug & play solution



- **Power-Blox** is revolutionizing the off-grid energy market. Not only the simple expansion of capacity and performance but also the appliance of intelligent swarm technology when connecting several units up to Kilowatt opens up new ways and means. Each Power-Blox unit can be charged by photovoltaic modules, wind or other generators. Power-Blox as a mobile unit finds its usage in many areas of application where flexibility and ease of use is required.

Introduction – PBX200



Extendable and self learning
battery storage system



Easy transportation and no
knowledge to commission



Supply of 230V AC/200W

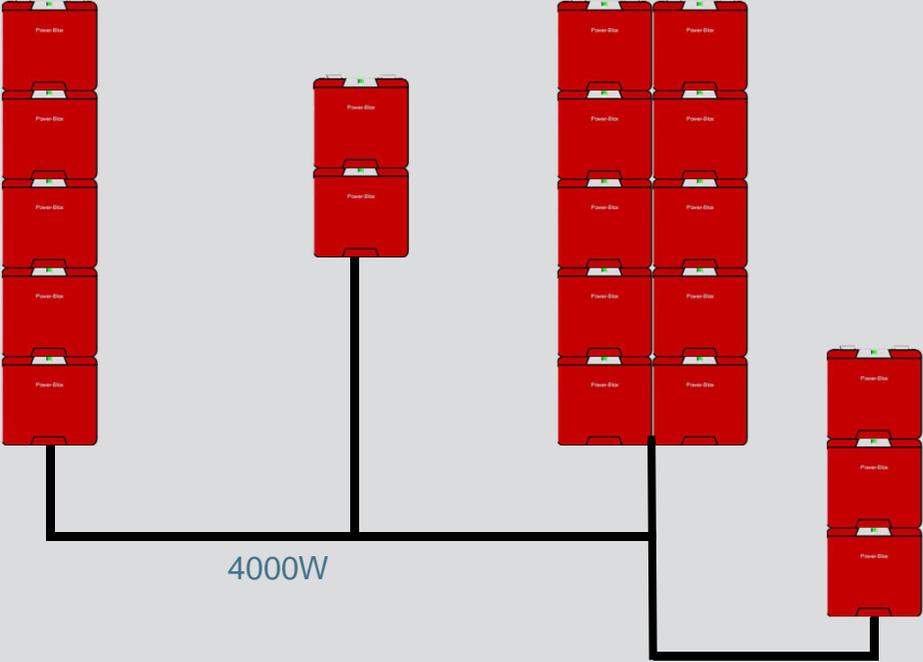
12V DC

5V USB



Possible to charge the batteries with
a PV module, other generators or the
grid.

Introduction – Application

200 Watt	< 2000 Watt	> 2000 Watt – 30kW
 <p data-bbox="356 1082 443 1114">200W</p>	 <p data-bbox="797 1082 902 1114">2000W</p>	 <p data-bbox="1294 1082 1400 1114">4000W</p>
<p data-bbox="248 1262 443 1294">1 Power-Blox</p>	<p data-bbox="629 1262 1025 1445">2 up to 10 Power-Blox. No additional cable needed. Battery capacity is similar to all units. One output can handle 2000W.</p>	<p data-bbox="1070 1262 1989 1406">To exceed the 2000W, unit Blocks of max. 2000W can be connected with a 3-phase cable. Independent of amount of units. Battery capacity is similar to all units. One output can handle 2000W up to...Watt.</p>

Introduction – Charging, 1 single Power-Blox

Running time



41 hours



54 hours



51 hours



13 hours



15 hours



18 hours

Charge time



ca.1 day



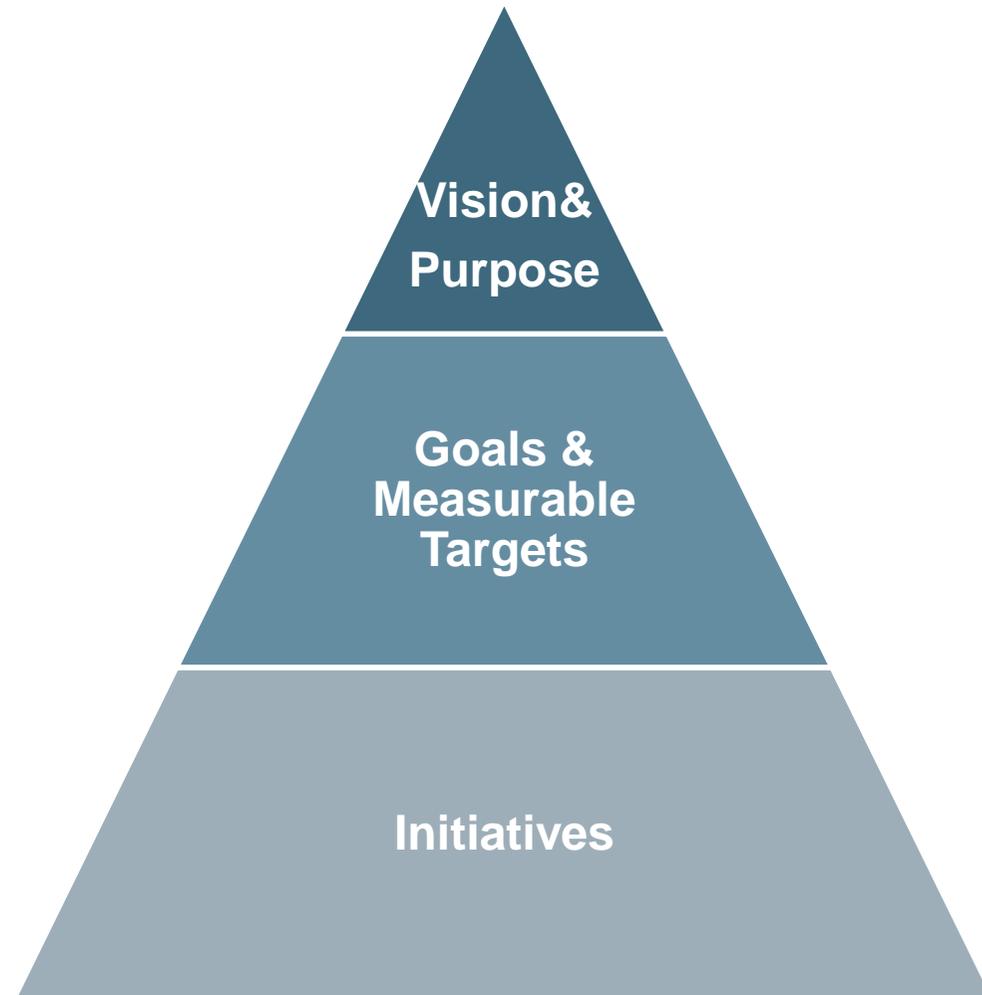
ca.1.4 day



5 hours

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Strategy – Vision, Goals & Initiatives

VISION

Give the opportunity to use the advantages of electrical energy independent of the location and initial knowledge.

- Everybody
- Independent of location
- Electricity
- Storage
- Sun, Wind, others..

GOALS

Expand the Area of Alternative Energies and our knowledge for needs in the Storage and Off-Grid sector.

- STÄUBLI Alternative Energies
- Knowledge in Storage
- Further developments

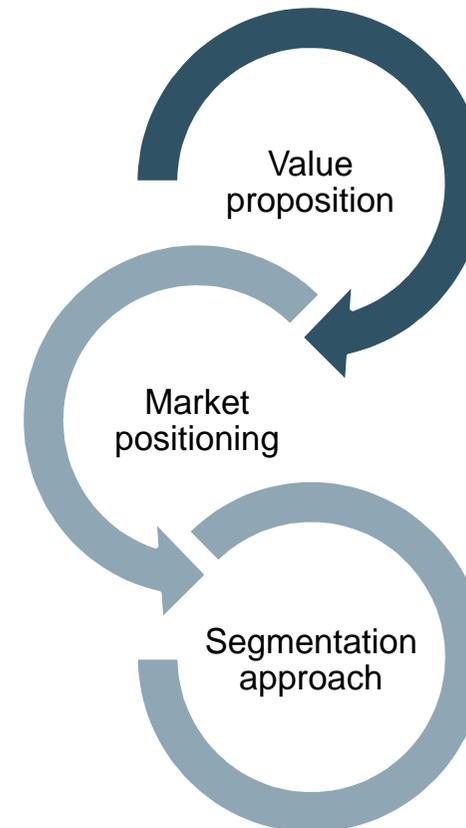
INITIATIVES

Commitment to produce Power-Blox as well as Product Management in Allschwil with prepared Launch materials and regular training packages.

- Production
- Launch
- Training
- Campains

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Business Model – Value Proposition

- The Power-Blox Off-Grid Storage cube with its mobility as well as the AC and DC voltage output can be charged by photovoltaic modules, wind or other generators. Power-Blox as a mobile unit finds its usage in many areas of application where flexibility and ease of use is required.



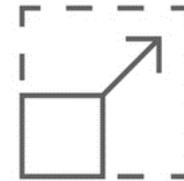
Clean energy immediately



Easy to use – Plug & Power



No configuration or maintenance needed



grows with your needs



Build power grids anywhere anytime



Self-learning & failure safe



Secured investment



Swiss quality

Business Model – Market positioning

Solution		Private application < 100W	Business application 100W – 30kW	Utility application > 30kW - MW
Solar lamps		██████████		
Solar home systems Pico solar systems Pay-as-you go systems		████████████████████		
Mini-Grid systems			████████████████████	
Fossil based generators			██	
Solar power plants Fuel save solutions				████████████████████
		Power-Blox applications		

Market POSITIONING

- OFF-Grid Market focus.
- Applications from 100 – 30kW.
- Private to small business applications

Business Model – Segmentation approach

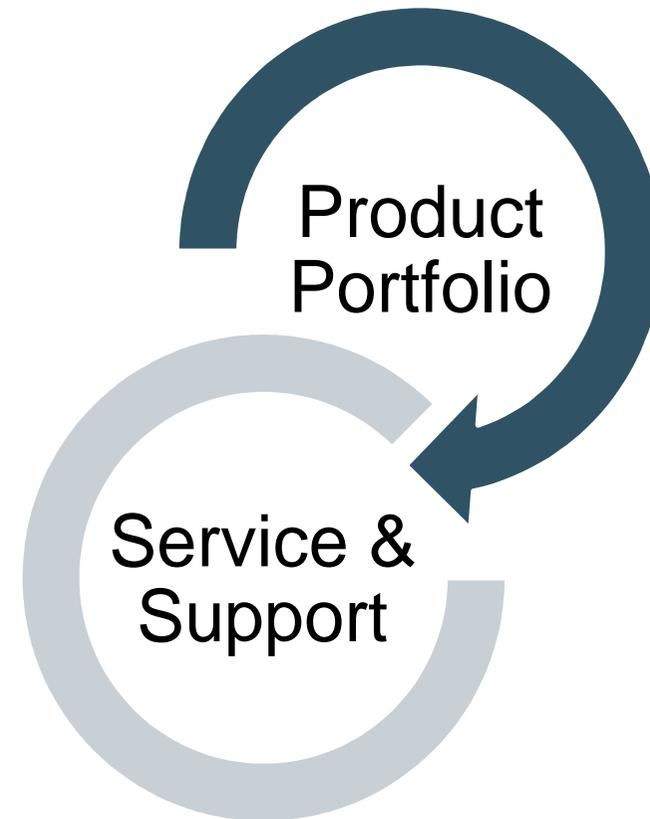
	Products				
Functionality					
Supplying private households		●	●	●	●
Supplying small businesses		◐	●	●	●
Plug and power		●	⊘	⊘	●
Possibility to extend		⊘	◐	●	●
Flexible adjustments		⊘	◐	◐	●
No engineering		●	⊘	⊘	●
Infinite scalability		⊘	⊘	⊘	●

Segmentation APPROACH

- Mobile
- Plug and Play
- No Engineering
- Scalability

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Portfolio / Offering – Products



Power-Blox PBX200

LA; Lead Acid

LI; Lithium Ion

- 

Switzerland
LA 32.0200-50010 / LI 32.0200-50020
- 

Germany / Italy
LA 32.0200-50011 / LI 32.0200-50021
- 

France / Belgium
LA 32.0200-50012 / LI 32.0200-50022
- 

United Kingdom
LA 32.0200-50013 / LI 32.0200-50023
- 

South Africa / UK-Multi
LA 32.0200-50014 / LI 32.0200-50024
- 

Australia / New Zealand
LA 32.0200-50015 / LI 32.0200-50025
- 

Israel
LA 32.0200-50016 / LI 32.0200-50026
- 

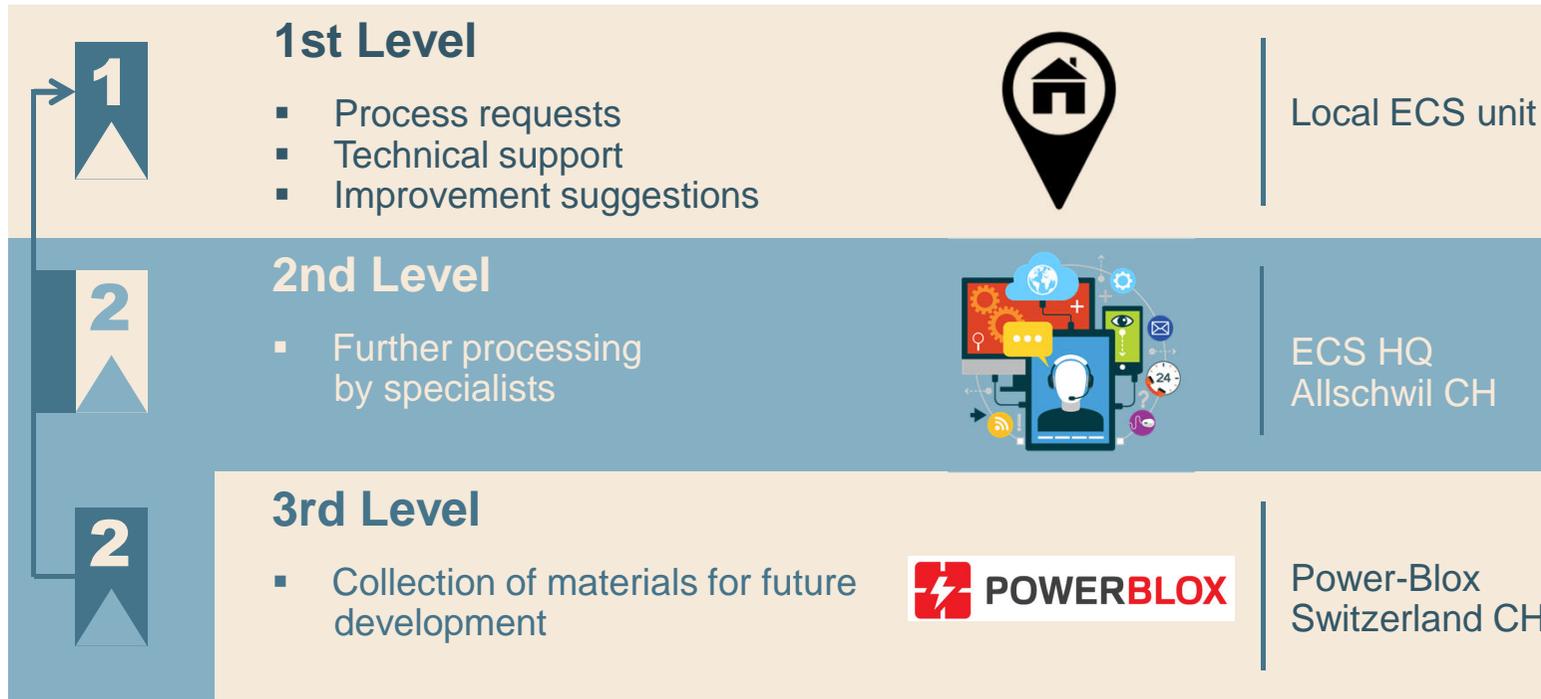
Denmark
LA 32.0200-50017 / LI 32.0200-50027
- 

Asia / Thailand
LA 32.0200-50018 / LI 32.0200-50028

Accessoires & spare Parts

Description	
PBX 200 Battery Lead-Acid 2*50Ah	LA 32.0200-50300
PBX 200 Battery Lithium-Ion 2*50Ah	LI 32.0200-50302
Solar cable MC4, 10m	32.0200-50400

Portfolio – Offering - Service & Support



Promotion – Marketing Material

Print Material

Product Flyer

Datasheet

Photovoltaic main catalog

COMING SOON

CRM Aurea

Aurea Customer Database & Campaigns Related to Power-Blox

Social Media

www.power-blox.com

LinkedIn

facebook

Events

Webinar

Exhibition

inter solar

Trainings

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Place – Focus Countries



STÄUBLI is considered as the Exclusive Sales Partner for the distribution.

Focus:

- China
- SEA
- Korea
- Japan
- Brasilien
- Frankreich
- Belgien
- Germany
- Switzerland
- Australien
- USA



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People - Customers

■ Customer Focus

- Existing ECS customer base, e.g.



Distribution,



Photovoltaic EPCs,



Inverter companies



Battery/Storage producers, military,...

- New and to be developed areas such as NGOs

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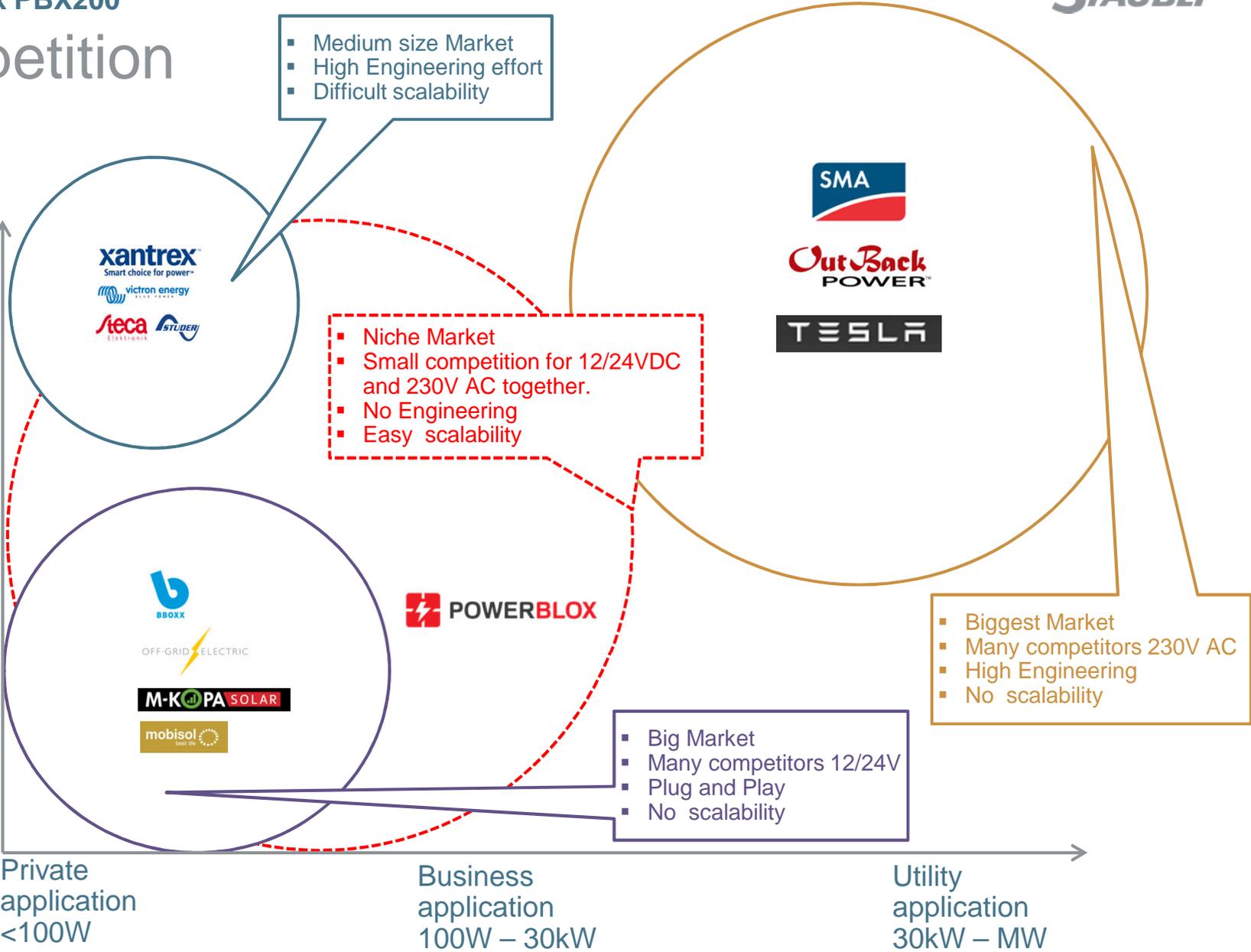


Power-Blox PBX200

Competition

High Engineering
Mobile
Scaleable

No Engineering
Not Mobile
Not Scaleable



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Rollout Plan



	Transition Q4/2017	Implementation Q4/2017	Business Q1/2018
Delivered by HQ	<ul style="list-style-type: none"> Detailed market research Pricelist 	<ul style="list-style-type: none"> Production Marketing material Launching package 	<ul style="list-style-type: none"> Promotion Exhibitions Customer visits
Expectation from Unit	<ul style="list-style-type: none"> Detailed market research Interests tracking area 	<ul style="list-style-type: none"> Promotion Customer visits Starting sales 	<ul style="list-style-type: none"> Promotion Exhibitions Customer visits

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Thank you for your attention!

www.staubli.com

