

H2020 EIC Accelerator Interviews

SOLIGHT

DROR BECKER
CEO

OFER BECKER
CTO

Our Mission

Solight's mission is to support human health, well-being and performance through deterministic and holistic planning and implementation of the visual, emotional and, in particular, biological effects of light.

Our Company

- Founded in 2012 in Israel
- 8 team members
- €2.6 M raised
- 3 patents
- SME Instrument Ph1 and Ph2 winner



Solight

Channeling Sunlight Into Buildings



Pain

People spend more than 90% of their time indoors, which causes health and economic problems:

- **Low quality of life** – the circadian rhythm is affected, causing depression, mood disorders, lower brain activity
- **High electricity costs** – for average commercial buildings, artificial lighting and cooling/heating costs over €30.000/year
- **Increased dependency on fossil fuels**
- **Poor performance from available solutions**



Solution

SOLIS is a uniquely innovative solution for channeling healthy natural sunlight into low-light or inaccessible places, making it ideal for any kind of indoor spaces, from residential to commercial/industrial settings.

SOLIS is the only Static Collector to date capable of harvesting and delivering evened sunlight indoors, at any latitude, covering the entire solar spectrum, without electronics or any moving parts, and works in both sunny and cloudy conditions.

Benefit for the customer/user

- Improve quality of life – lighting synchronized with circadian rhythms
- Low cost – lower purchase price, **3-10x** Lumens/€ vs competitors.
- Energy savings – up to **40%** in large commercial facilities
- Superior performance – 230% better than non-concentrating tubes, 370% better when cloudy!
- Minimal maintenance – no electronics or moving parts

Willingness to pay

SOLIS is a high performance Human Centric Solution that significantly increases well-being and productivity

Market opportunity

The global general lighting market is €90 Billion in 2019, and CAGR of 9.75%.

TAM

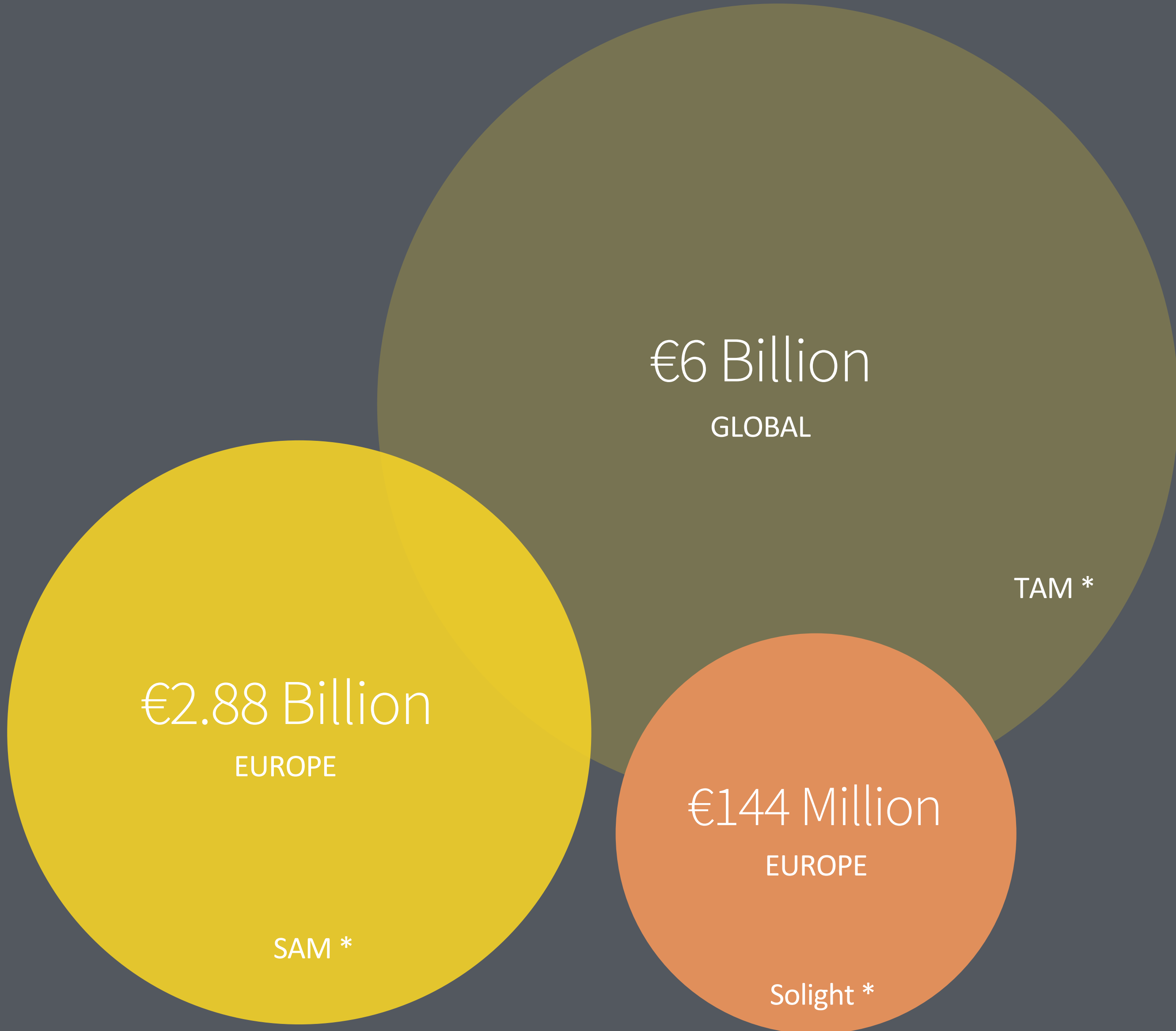
Global TAM: €35 Billion (high end + advanced solutions)

SAM

Global SAM: €6 Billion

Initial Market

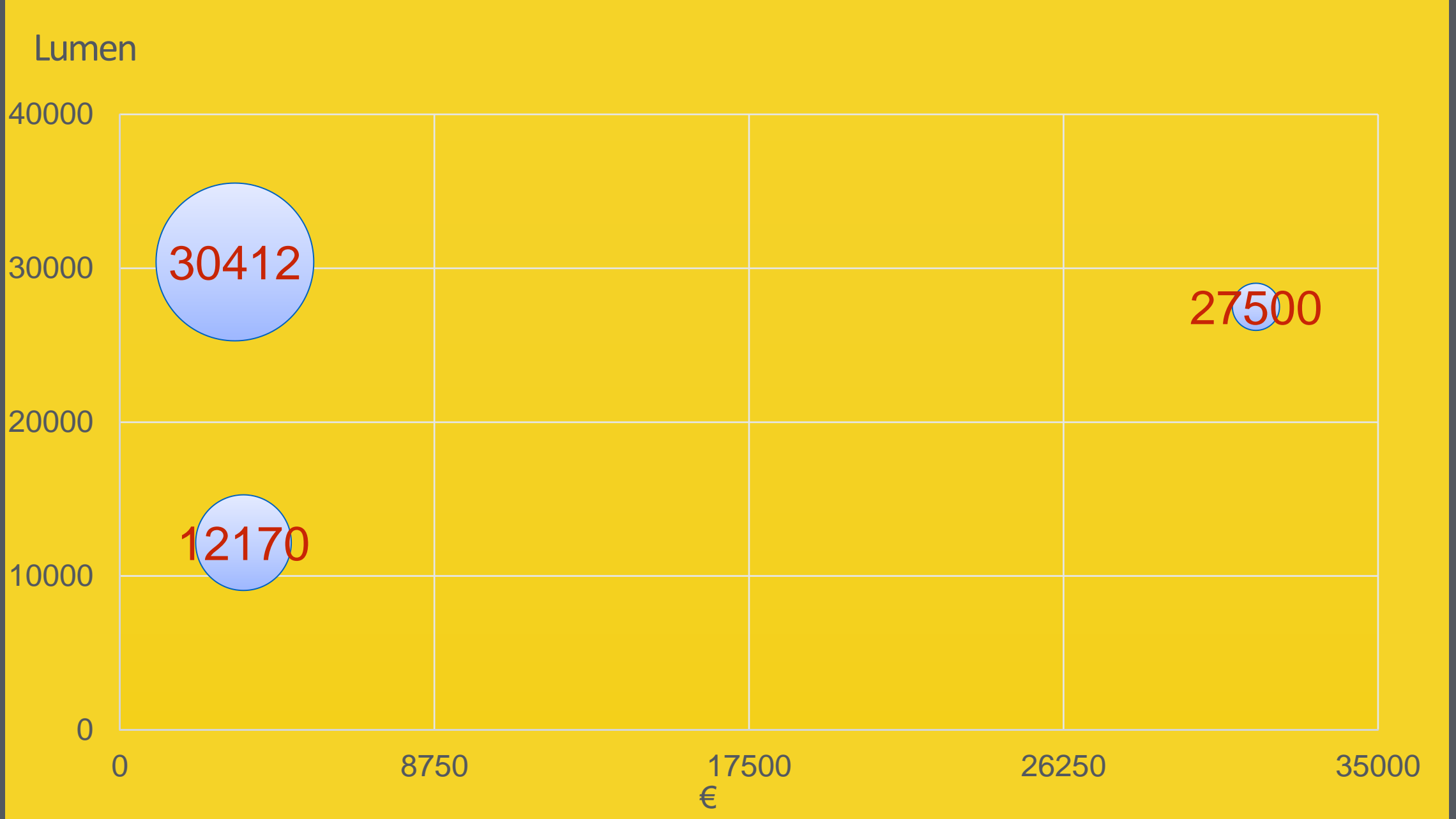
The most immediate market for SOLIS is the European HCL market, with Germany and UK at 65% of the EU market



* Projected for 2025

Unique selling point

SOLIS is a 2nd generation light collector with unparalleled performance, capable of delivering over 98.5% of the captured light inside any room, at a Lumen price/€ 3 times lower than any other 1st generation commercial product.



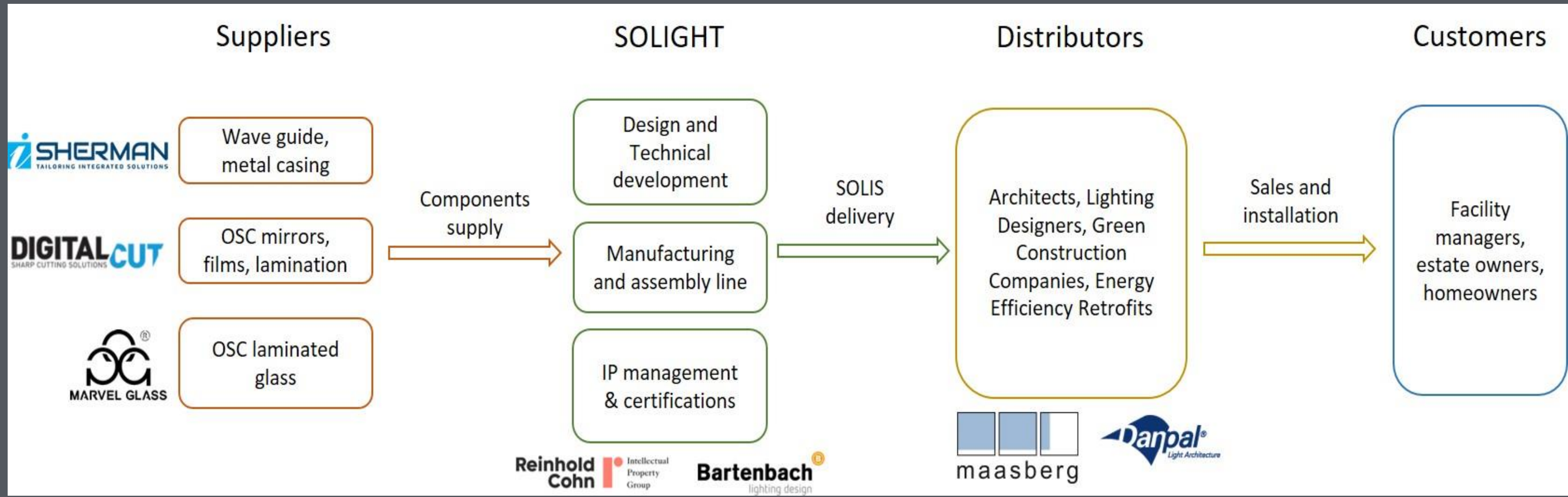
Competitive advantage

Technology/ Company	Flux Lumen	Cost (€)	Performance/ Cost	Full Spectrum	Up-keep	Uniform Lighting
Solight Industrial Collector	30,412	3,200	9,5	Yes	Min	Yes
Non Concentrating Tube Reflective Tubes	12,170	3,439	3,5	Yes	Min	No Poor daily and seasonal uniformity
Parans SP3 2-axis tracking	27,500	31,602	0,87	No Fiber spectral attenuation	High	Yes

Revenue stream

Solight will follow a B2B business model and sell SOLIS via private distributors and wholesalers. SOLIS will be sold as installations that are highly customisable based on building types. Broadly, two types of SOLIS installations: Industrial & Commercial (I&C) and home & SME.

Value chain



Plan to reach customers

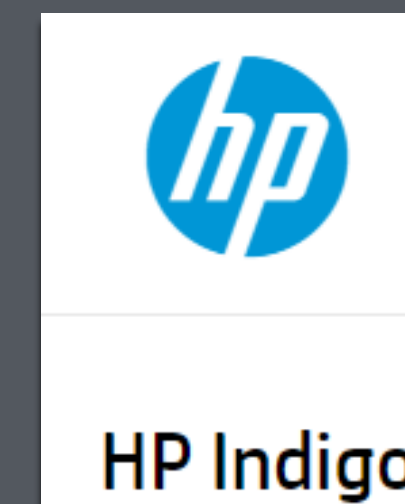
- Solight will initially target estate owners and construction companies for direct sales
- Solight will involve architects, lighting designers, lighting distributors and specialized roofing companies as the main distribution channels.
- European countries targeted for market launch will be the ones with higher share market: Germany, UK, Spain, France, Nordic countries

Distribution partners

Bartenbach®



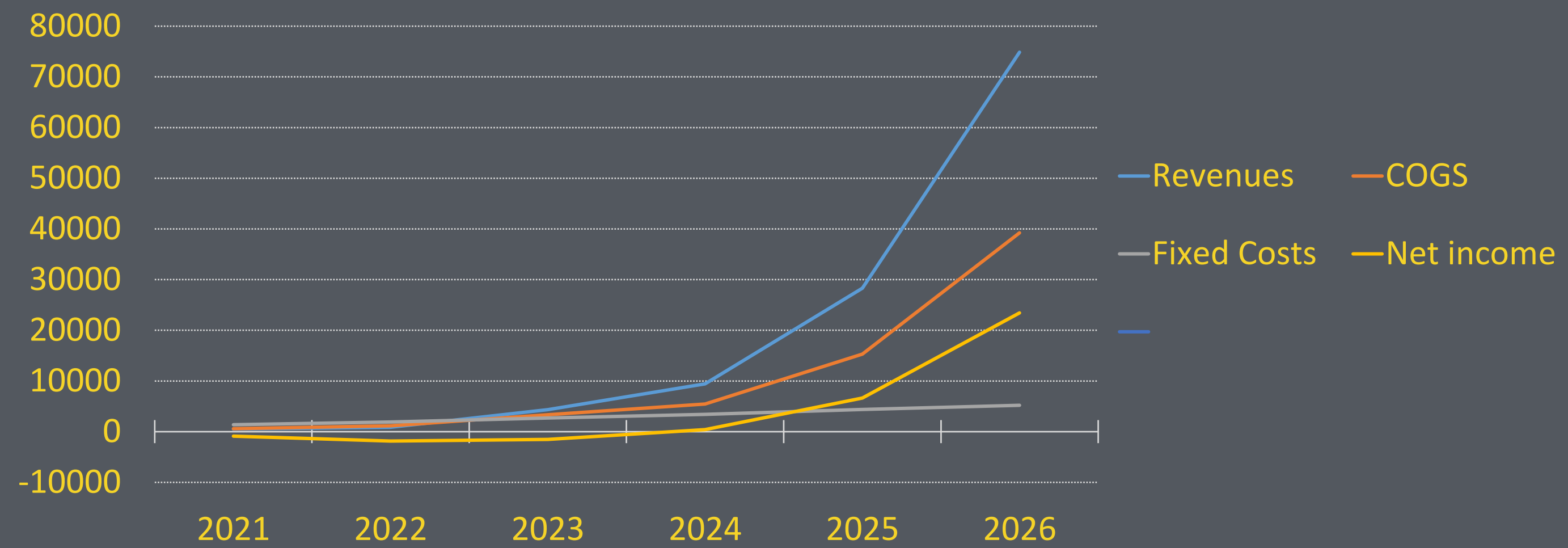
Customers



Revenue model

Two types of SOLIS Installations: Industrial and Commercial (I&C) and Home&SME.

- I&C installations: 40 Solis units. Home&SME: 2 SOLIS units.
- **Price:** I&C: €120k ; Home and SME: €3.2k
- **COGS:** Manufacturing costs, Installation costs and Distributors fee (10%). Cost reduction owing to scale-up is anticipated.



	2021	2022	2023	2024	2025	2026
I&C installations	0	7	35	76	228	600
Home and SME installations	0	10	50	100	300	900
Revenues	€500.000 (Existing installations)	€872.000	€4.360.000	€9.440.000	€28.320.000	€74.880.000
COGS	€(600.000)	€(1.159.290)	€(3.332.000)	€(5.464.000)	€(15.301.200)	€(39.234.000)
Fixed Costs	€(1.360.300)	€(1.900.700)	€(2.716.370)	€(3.437.210)	€(4,383.530)	€(5,189.68)
Net income	€(865.200)	€(1.863.390)	€(1526.070)	€414.870	€6.649.160	€23.451.370
Employment	7	14	23	34	45	55
				Break Even		

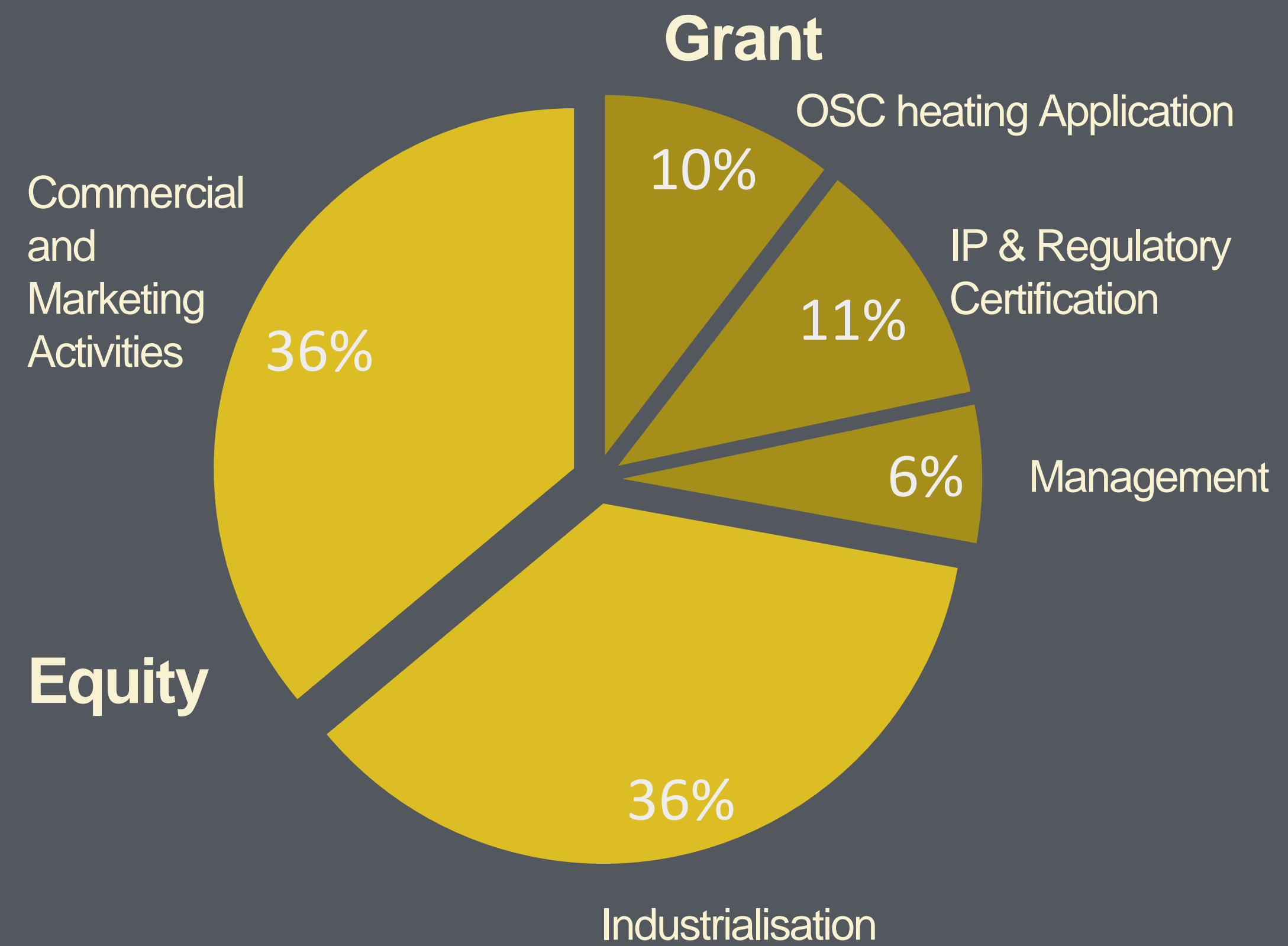
Why EIC funding?

- High amount of investment required for purely hardware development
- Willing to invest upon market entry
- Technology is beyond early-stage
- Generating revenue through several installations but not yet profitable
- Accelerate time to market
- Establishing a production line, higher risk for investors
- COVID-associated risk aversion from private investors

Financial resources until B/E

- €1.1M EIC grant
- €4M EIC Equity
- Additional funding of € 1M is expected to come from private investment, issuance of equity, paid pilot installations.

Shares to EIC fund: 25%
 Post-money valuation: € 16M
 ROI for EIC fund: 8-10x at Exit





Dror Becker
Chief Executive Officer



Ofer Becker
Chief Technology Officer



Nurit Reder
Chief Financial Officer



Dr. Norbert Dischinger
EU Projects Manager



Meni Maor
Advisor & Active Director



Maasberg Gunther
Advisor



Gal Niezni
Civil engineering



Gal Niezni
VP Business Development

SOLIS –global business opportunity in a fast growing market space, with huge benefits on human health

Key takeaways

- Fast growing market with huge growth potential
- Cheapest technology on the market
- By far better than any alternative (3-11x Lumen/€ spent)
- Multiple health benefits
- Versatile technology (Works at various latitudes, heat/no heat applications)

Solight

