



# MAKE EVERY RAY COUNT

The comprehensive solution for  
maximizing energy production

Investor's Deck

2023 | Spring

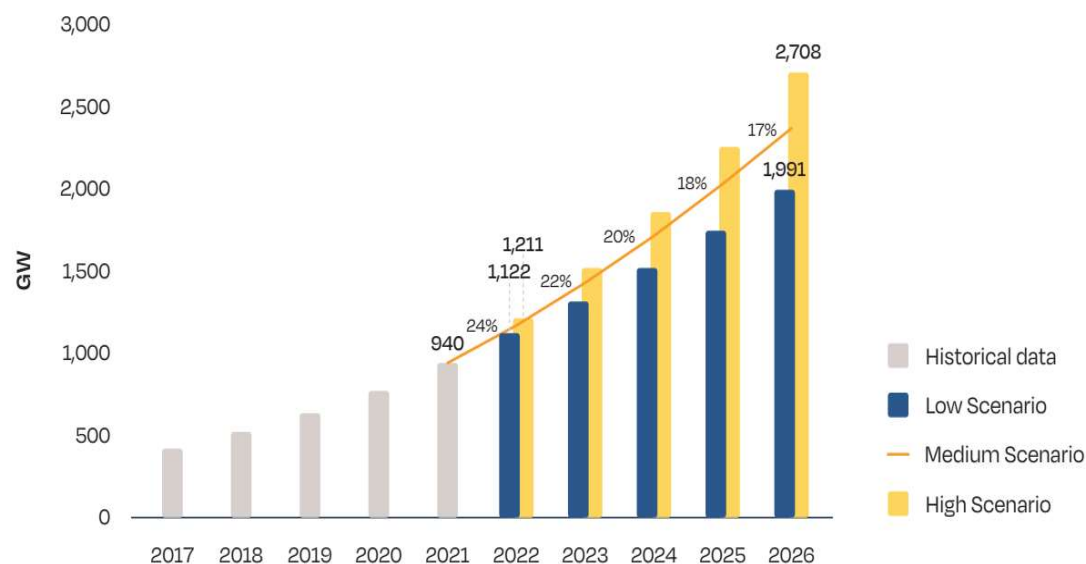
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# The Problem

- 2,500 GW of Solar Energy will generate \$500B of annual revenue in 2026
- About 5% - over \$25B of the solar energy produced goes to waste!

The growth trend in the coming years is expected to continue at about 20% every year:



## The 5% Breakdown

- Dirt and dust reduces energy production
- Lack of real-time monitoring and analysis
- Poor Investment decision processes = poor IRR/ROI

### **Global impact of soiling: 4-7% annual yield loss**

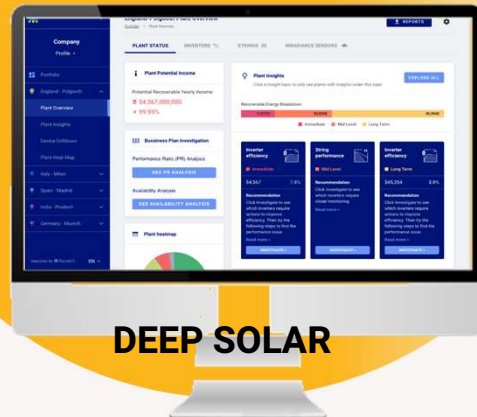
"Techno-economical assessment of soiling losses in global solar energy production and mitigation strategies", Joule 2303-2321

# Blade's Optimal Platform aims to help recover the 5% lost



## SaaS AI SW

For monitoring and  
analyzing the panels



**DEEP SOLAR**

## ROBOTIC HW

For cleaning and  
inspecting the panels



**PLECO SOLAR**

Smart real-time diagnostics in the cloud and intelligent  
autonomous robots on the panel for recovering the energy lost

**DeepSolar™ delivers actionable insights**

**To increase the profitability of solar fields**



**Increase production**

with Advanced analytics for faster and more accurate fault detection

**Boost productivity**

with automation tools for daily monitoring and reporting






**Enhance control and visibility**

with top-down and bottom-up operational dashboards

# Solar Farms Analytics Solutions

## Competitive Landscape



	DeepSolar	Power Factors	GPM	Envision	Other Monitoring Solutions
Integration with Cleaning Robots		✗	✗	✗	✗
AI Analytics		✓	✓	✓	✗
Seamless Integration with all Scada Providers		✗	✗	✗	✗
Insights Based Report Generator		✗	✗	✗	✗
One Software and Portal for all RES needs		✗	✓	✗	✗

## **PlecoSolar™ soiling removal robot**

**Increases safety and energy production of solar fields**



**Autonomous –**  
works on every panel without pre-mapping

**Lightweight –**  
only 20 kg and easy to carry and move between tables

**No Water –**  
no need for water supply



# Soiling Removal Competitive Landscape



## Pleco Solar

## Manual

## Operator Driven Tractor

## Operator Controlled Heavy Robots

## Fixed, Robotic Cleaner

Cleaning efficiency



Scalable



Autonomous



Water free operation



Night operation



# Soiling Removal Robots Competitive Landscape



**Pleco Solar**

**SolarCleano**

**Hy Cleaner**

**Serbot**

**Robsys**

Autonomous



Weight (kg)

20

37 - 85

48 - 85

30 - 65

57

Water Free



Inclination (degrees)

45

20

25

15

20

Inspection



# GTM Strategy



## Segments

Commercial and Industrial

Utility scale



## Customers

Site Owners (IPPs)

O&M Companies

Cleaning Companies

Inspection Companies



## Geographies

High Soiling Countries:

USA (CA, NV, TX , AZ)

South of Europe

Middle-East



## How

Distributors and Agents

Technology Partners

Multinational IPPs

# Business Model



  
**DeepSolar as a Service**

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**Robot as a Service**

# Experienced Management

Based on success



Oded Fruchtmann  
CEO

25 years in high-tech. Including 20 years of senior management positions: CEO of Aquarius-Spectrum, BreedIT, Softwatch and other high-tech companies.



Ehud Epstein  
Chief Scientist

Has 35 years of experience in R&D and engineering development management in international companies (Intel, Applied Materials, etc.)



CPA Shimshon vize  
CFO

CFO from the day of establishment. The owner of Wiesel & Koresh CPA firm



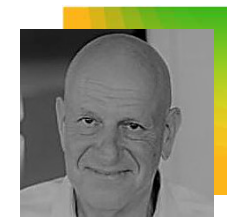
Guy Globberman  
Deep Solar  
Managing Director

Over 10 years of experience in managing teams and leading ventures from idea, to execution and growth. Extensive knowledge of the solar energy industry in Israel and globally.



Asaf Friedler  
Founder & CBO

An entrepreneur with 25 years of experience in establishing and leading technology companies. Has extensive experience in managing complex engineering projects.



Avihu Bergman  
VP Sales

More than 35 years of business oriented senior positions in various companies (Raycatch, Gilat, Ascend VC, ECI Telecom).



# Board Of Directors



Ira Palti  
**Chairman**  
Former  
President & CEO  
of Cergaon



Eyal Triber  
Former CEO of  
Maytronics



Yossi Weiss  
Former CEO of  
IAI



Ofir Gome  
CEO of Capital  
Nature (VC)



Dr. Nahum  
Kaminka  
Co-Founder of  
Cogniteam



Dr. Yehuda  
Elmaliah  
CEO of  
Cogniteam



Assaf Friedler  
Founder of  
Bladeranger



Shulamit Uzan  
Former CFO at  
Lightbits labs



Ronit Koren  
Managing Partner  
at ROK Ventures



# Thank You



COSTA NORTE & COMPANY

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