

E N E  C Y M<sup>®</sup>

# Making the World a Better Place:

Analysis of a company that is bringing a new green  
innovation to the market.

# P

## Political

- government policies(With the governments changing so fast nowadays due to elections,it is even more difficult to fulfil such huge infrastructures concerning the environment.)
- funding, grants and initiatives(A lot of fund scandals and frauds including allegations have happened the recent years in the energy and commodities sector following the slump in oil prices sparked by the coronavirus crisis.)
- wars and conflicts(With the war between Russia and Ukraine things are going to become even more difficult in the energy sector,in 2019 Russia was the 3rd biggest country in producing energy in the world and Ukraine was placed in the 38th place.)

# E

## Economic

- overseas economies and trends(The energy sector is an international sector which is affected from trends and decisions worldwide and one of the biggest trends is renewable energy.)
- seasonality/weather issues(Weather issues can be proved vital in project concerning renewable energy ,e.g a solar park will not have the same success in a country that is mostly cloudy.)
- international trade/monetary issues(Russia being one of the biggest countries producing energy and the Russian ruble not being so strong ,there is a havoc in the energy sector.)

# S

## Social

- people attitudes and opinions(In Greece there is a large group of people that do not allow to build wind turbines in islands where there is a lot of wind because they believe it will affect the fauna of the islands.)
- role models, major events and influences(Most of the people are positive about renewable energy,however, the UK government shows little interest on what the majority wants.)
- ethnic/religious factors(A lot of energy projects were rejected because of the place that was selected to be built at.Most of the times these places were either of ethnic or religious importance.)

# T

## Technological



- competing technology development(All over the world there are top companies that have to compete in order to be able and fulfil projects concerning renewable energy.There are around 4,300 companies only in Europe.)
- replacement technology/solutions(With technology changing so fast for such big projects it is difficult to keep up to date because it is very costly.)
- technology access, licensing, patents(In every country there are different laws,infrastructures and time it takes in order to be able to fund and start building on such projects in the energy industry.)

# Problem

02



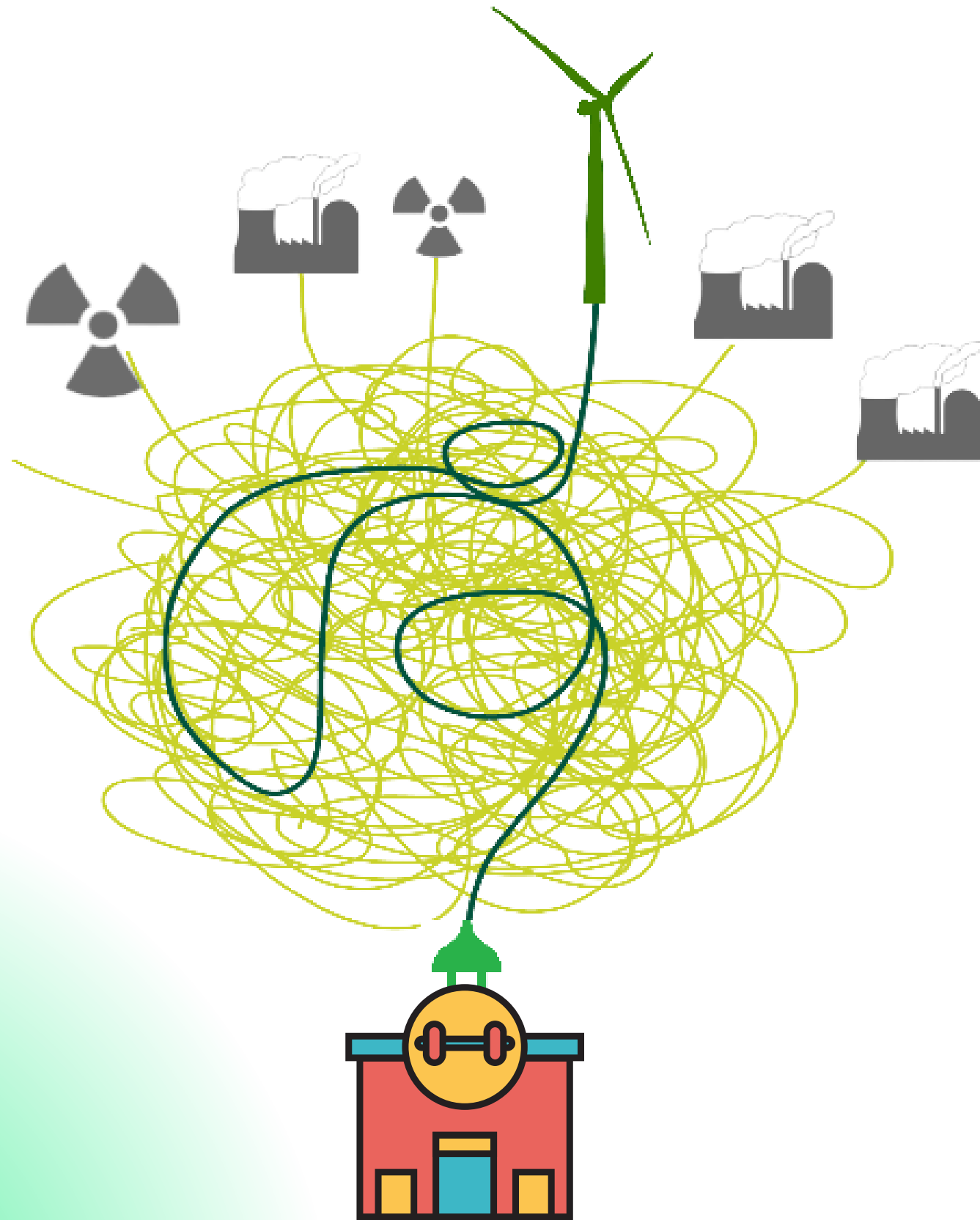
**The world lacks safe, low-carbon, and cheap large-scale energy alternatives to fossil fuels.**



**80% OF GLOBAL GREENHOUSE GAS EMISSIONS IS DUE TO THE PRODUCTION OF ENERGY**



# Eco-Tracking in the fitness industry



**Gym machines consume  
an **untraceable energy** in an  
unsustainable manner**

**808.6 KWH A WEEK**



THE RE:GEN FITNESS BIKE

**CREATING ENERGY EFFICIENCIES OF UP TO**



**PRODUCT INNOVATION**





# Solution

04



Harness human energy and convert it into usable, green, electrical power.  
This power can then be used to power the building itself.



Implement our green energy systems. All of which can be installed out of the box, along with our equipment, or they can be retrofitted into existing gyms.



Drive customer retention and new registrations through our immersive cardio gamification.

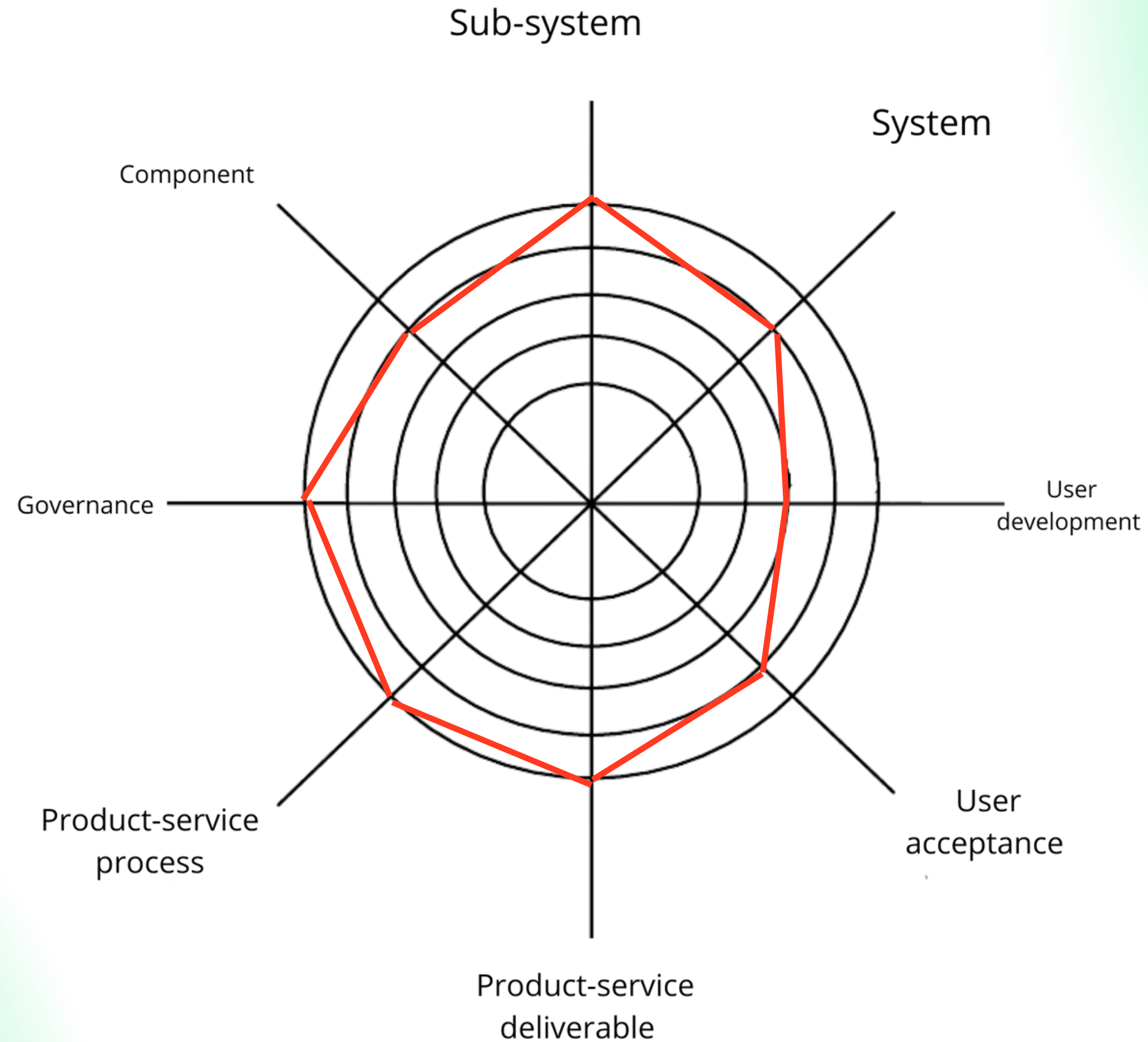


Coupled with the Energym App, your members can earn Sweatcoins with their workouts, and for taking part in your classes.



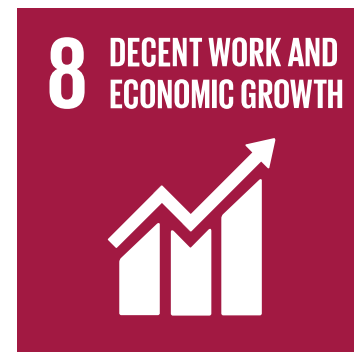
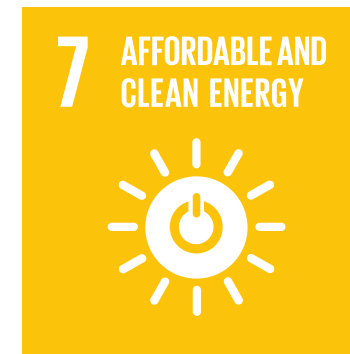


# ECO INNOVATION DASHBOARD





# THE GLOBAL GOALS



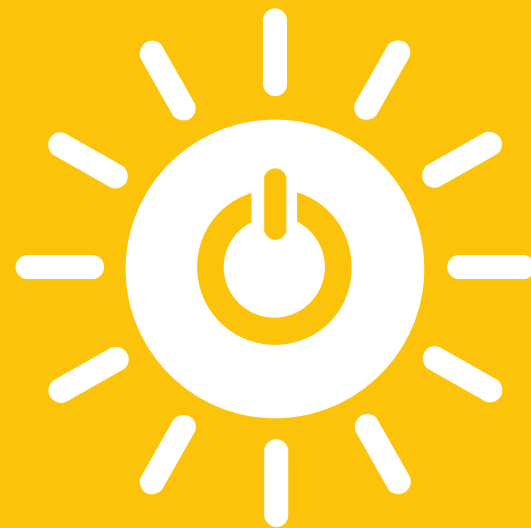


# THE GLOBAL GOALS

**3** GOOD HEALTH  
AND WELL-BEING



**7** AFFORDABLE AND  
CLEAN ENERGY



**13** CLIMATE  
ACTION





# Company Challenges

NEXT 12 MONTHS

## FINANCIAL CHALLENGE

Generating sustainable income/revenue to fund the growth of the company

## GAINING CUSTOMERS' TRUST

Gaining public approval of the products and the company, while managing the production and inventorial problems

## BEATING THE COMPETITION

Winning the customers over similar companies and alternative products

## ENVIRONMENTAL CHALLENGES

Working towards becoming carbon neutrality

## MARKETING

Creating an efficient way to promote the products and company values to the right customers and the world



# Company Challenges

NEXT 5 YEARS

## COMPETITIVE ADVANTAGE

Fighting off  
potential  
competition and  
continuously  
develop already  
existing products

## ENVIRONMENTAL CHALLENGES

Keeping the  
carbon neutrality  
while maintaining  
growth and  
expanding the  
comapny

## INTERNAL EXPANSION

Coming up with  
new things to  
keep customers  
that already got  
the first product

## EXTERNAL EXPANSION

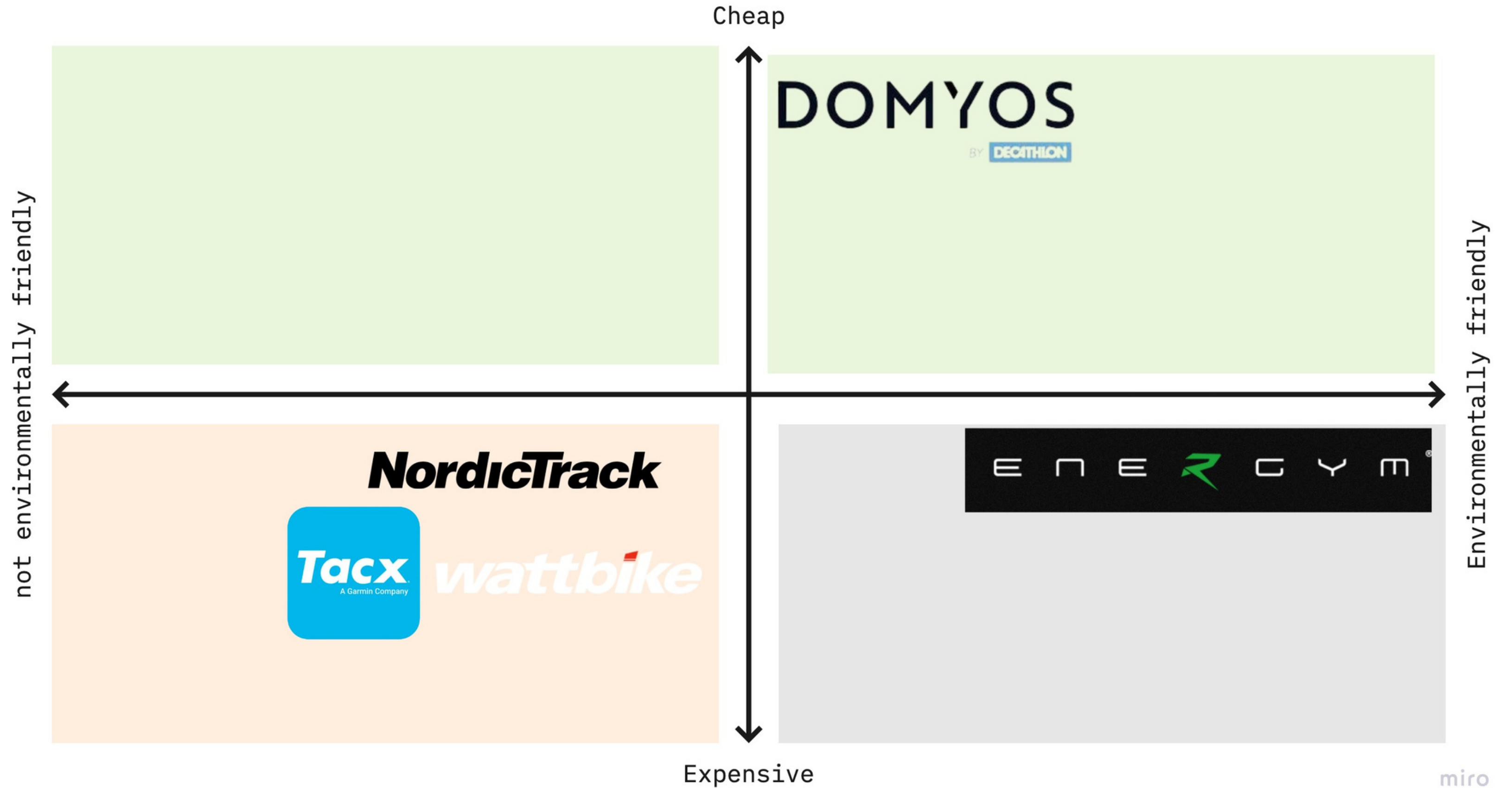
Expanding the list  
of countries and  
communities that  
the products are  
available in

## ACCESSIBILITY

Making the  
products more  
accessible and  
affordable, to  
make a bigger  
impact on the  
planet



# Competitive Landscape





# Company Challenges

NEXT 5 YEARS

## COMPETITIVE ADVANTAGE

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# Recommendations

1

Becoming  
carbon-neutral  
by utilising  
eco-  
advantage.

2

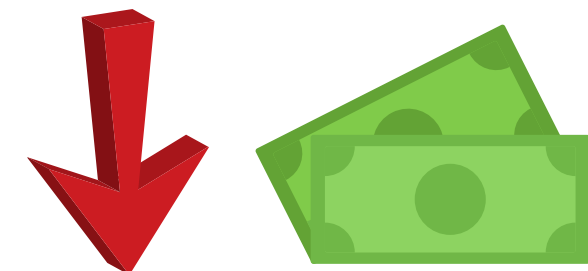
Achieving eco-  
advantage.



- marketing presence
- consumer targeting

3

Lowering the  
product price





**Thank you for  
listening!**

**Now we are open for any  
questions.**

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