

Eliq - Building the journey to Net Zero homes

Eliq is a SaaS company, providing a platform which allows utility companies, banks and smart home companies to deploy high-value energy-management products to customers. The platform collects and analyses data from energy meters, electric vehicles, solar panels and more, to help consumers better understand their energy usage, and inspire them to make better decisions to reduce their CO2 footprint and energy cost.

Clients get access to our platform via API, or use our web UI components to embed this functionality in their own apps, or use our off-the-shelf white-label applications, allowing them to build stronger digital relationships with customers and driving additional revenue.

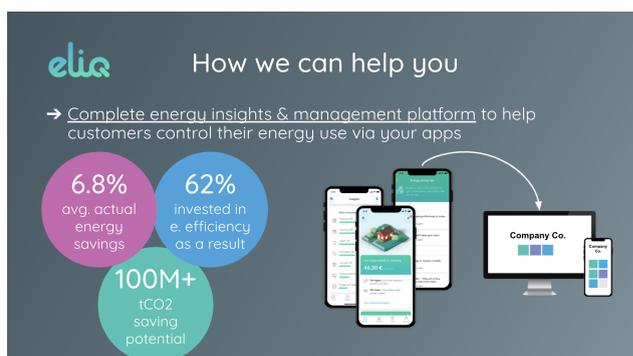
Eliq supports service providers

In late 2021, Eliq has seen a surge of requests from many new service providers, apart from utilities. Eliq now also help Smart home providers and Banks, using Eliqs platform to give end users control of their in-home energy flow. Service providers can position themselves in the energy space, both to increase engagement, NPS and upsell of energy related services. But also to improve ESG performance, which has become increasingly urgent with the EU directives on Green Asset Ratio reporting.

Our objectives for your products

We want to support energy becoming a natural part of your apps in three steps:

- Create personalised energy transparency for the many users,
- Personal recommendations and upgrades based upon user data,
- Smart energy optimization in users homes, both with behavioural change and automation using 3rd party upgrades/up-sell.



Facts

Founders: Founded in 2015 by Håkan Ludvigson, Joakim Botha, Olof Hartelius, Joakim Ottander, Joakim Fischer - all part of the team of Exibeat (B2C home energy monitoring). Previous founding experience includes Acosense

(analytics/industry 4.0), Globesar (satellite analytics), Spendera (consumer fintech)
Team: 52 people, including Doug Jones, Head of Client Success (ex- IBM, Opower, Advizzo), Paulina Håkansson, Head of Finance (ex-Deloitte), Josefin Björnvik, Head of Marketing (ex-Greenbyte)

Location: Gothenburg, Sweden (HQ), offices in London, UK and Vilnius, Lithuania. Sales presence in Spain, France, Netherlands and Finland.

Funding: Raised Series A in end 2020. €10M raised total to date. Main investors: Inven Capital, Contrarian Ventures. Raising small Series A extension from friendly investors in 2022.

Key partners: Microsoft, SAP, Landis+Gyr

Key customers: Fortum, Fjordkraft, Schneider Electric

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