webill

• READ • RATE • RECOVER

Investor Pitch Deck

What we do

South African-based startup founded in October 2017.

*Software as a Service for all stakeholders in the utility **Distribution** Sector.*

Read
Measure consumption.

Rate
Charge for consumption.

Recover
Bill for usage of utilities.

Generation, Transmission, and Distribution

WeBill focuses on distribution.

Why we founded WeBill

"But they (traditional utility companies) do have one point: it's complicated. And it's complicated because to pay out correctly, you have to monitor usage very accurately." - Hans Joseff Fell, Green Party Germany and proponent of feed-in tariffs (FIT) referring to traditional utilities opposing change.

- Widespread utility billing issues in South Africa and worldwide.
- Hardware (smart meters) and ERP systems thrown at the problem to no avail.
- Initiatives to tackle aspects of the problem failed because inherent integration between read, rate and recover is ignored.
- Thousands of different tariffs and the increasing introduction of alternative energy feed-in and net-billing are absent from existing solutions.

A single evolving ecosystem harnessing the latest computing innovations is the only way to address the problem.

"A daunting and complex challenge."

Our Solution

Lower the barrier of entry by providing a complete ecosystem using state-of-the-art technology at the lowest comparable cost.

Inter alia:

- Cover 90% of tariff methodologies and scenarios.
- Provide for postpaid, prepaid, time-of-use, feed-in, net-billing and banking of clean energy credits.
- Granular charging for all billing strategies.
- ML, AI, and IR for utility budgeting, forecasting and data interpolation.
- Transparency and control for the consumer and management of all providers from a single location.
- Bill verification and billing scenarios.
- Portfolio and sub-metering management.
- Tracking of assets and workforce.

Our Team

Founders & Management

Ayal Rosenberg

Founder and MD. Qualified Attorney and erstwhile member of the Israeli Bar Association. Previous startups: LiveBet(online gaming); QC Components (logistics software); EMS Invirotel (utility management for demand side management).

Steven Gottschalk

Founder and majority shareholder Africa's biggest logistics company: Value Logistics. Serial Entrepreneur: property; vintage cars; retail; vegan food; hotels; film studios.

Lorraine Francois

Development and Testing Manager. Formerly in positions of applications, development and project management.

Allan Swanepoel

Sales and Marketing Manager with 25 years in the metering industry.

Board of Advisors

Dr Pieter Venter

Electronics engineer. Inventor of smart devices for water. Developer of the WeBill IOT communication models.

Erna Barnard (van Biljon)

Registered South African attorney. Legal compliance, privacy and contracts.

Arieh Eytan

(Israel) Founder, MD and owner of Unique Technologies (electricity utility devices).

George Harel

(Israel) Pioneer in development of smart meters. 30 years experience.

Craig Jankelow

Chartered Accountant. Accounting and payment systems.

Andre Hogewoning

CIO Value Logistics. Expertise in technology, software infrastructure and compliance.

Our Current Modules

Core

The core and foundation of the ecosystem

Device Management

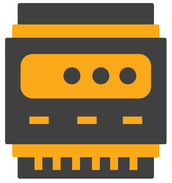
Manages and reports on all data related to the devices

Tariff

Global tariff search and tariff customisation

Portfolio

Set-up, manage and report on utilities usage for property portfolios



IoT Smart Meter

Patented smart device to facilitate prepaid time-of-use

Consumer App

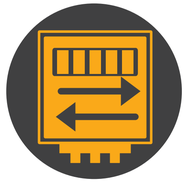
Pay for your utilities and manage your consumption

Field Manager

Schedule, manage, and monitor workers in the field

Accounting

Journals, Bills, Receipts, Invoices, Statements for utility & VAR payments, consumer wallet



Net-Billing and Feed-in

Net-billing and feed-in tariff suite including 6 credit banking strategies

Our Future Modules

Billing

Prepaid, postpaid, net and wheeling (LiveBill™)

Faults

Utility fault reports, help desk and ticket management

Budgets and Forecasting

AI and machine learning for budgeting and forecasting

Revenue Management

Consolidated billing, arrears adjustments, estimates, recoveries, and revenue balancing

Asset Management

Manage your meters, SIM cards, seals, modems and data concentrators

Demand Side Management

Comprehensive real-time demand side planning and implementation.

Our Solutions

Body Corporate / Homeowners Associations

Managing Agents

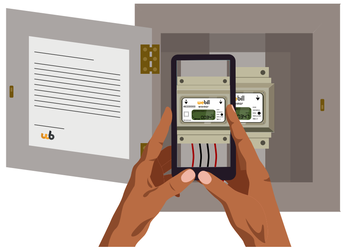
Independent Power Producers

Property Developers

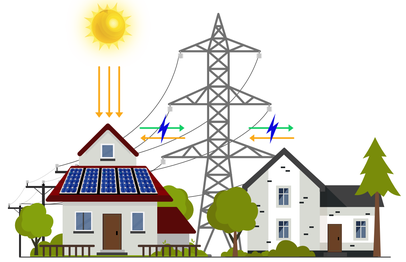
Property Managers

Municipalities / Utility Providers

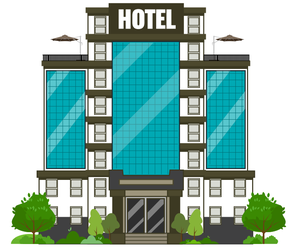
Multi-purpose Properties



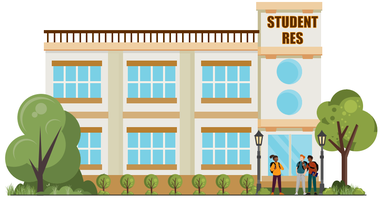
Meter Reading Companies



Net-Billing

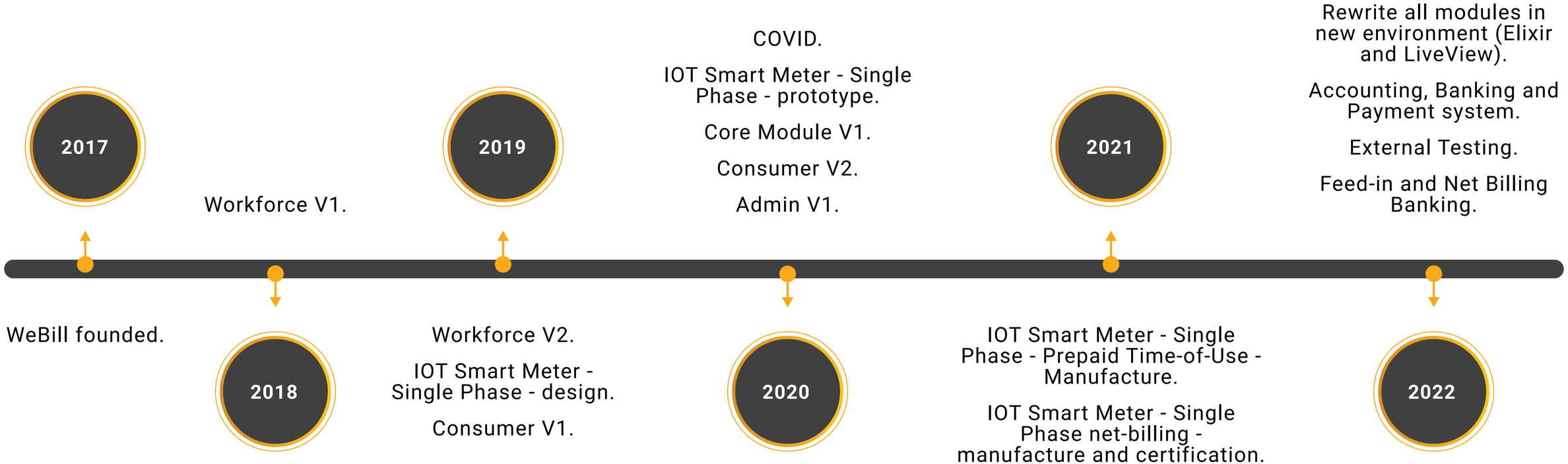


Accommodation and Community Utilities

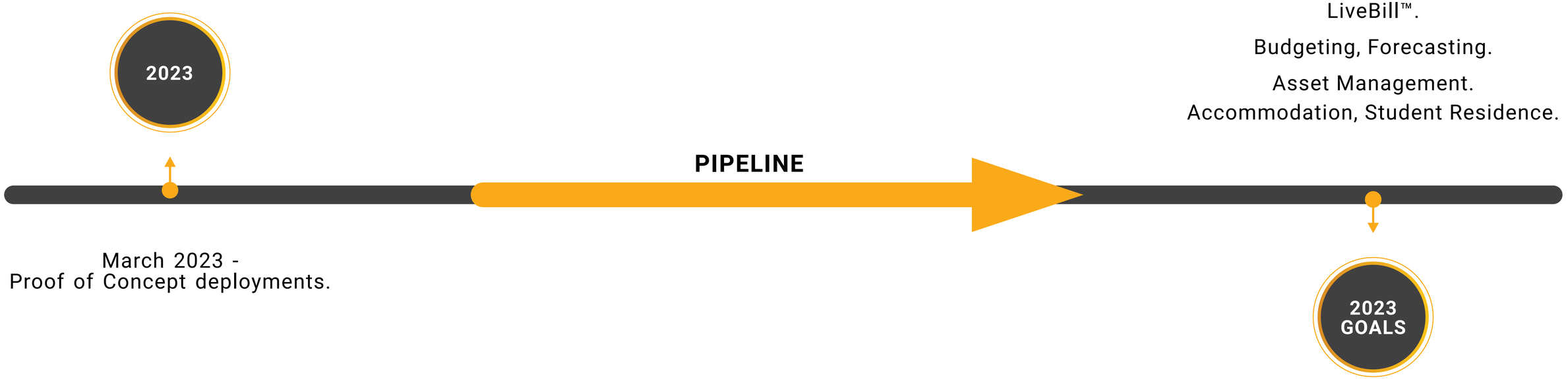


Student Accommodation

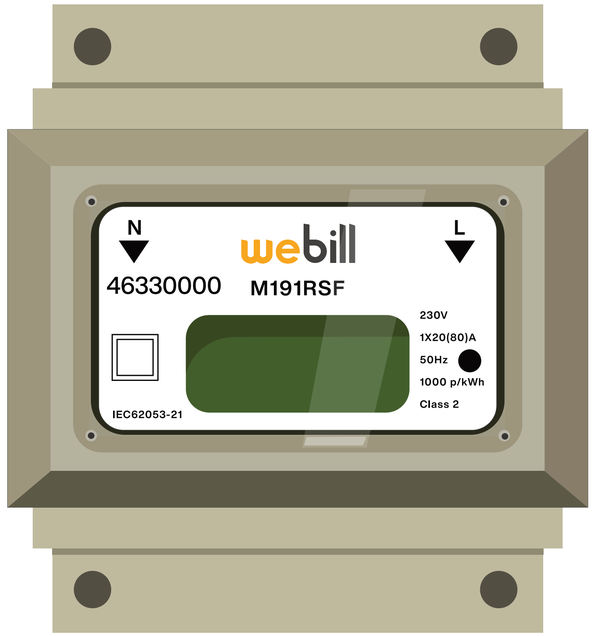
Our Historical Development Timeline



Our Future Development Timeline

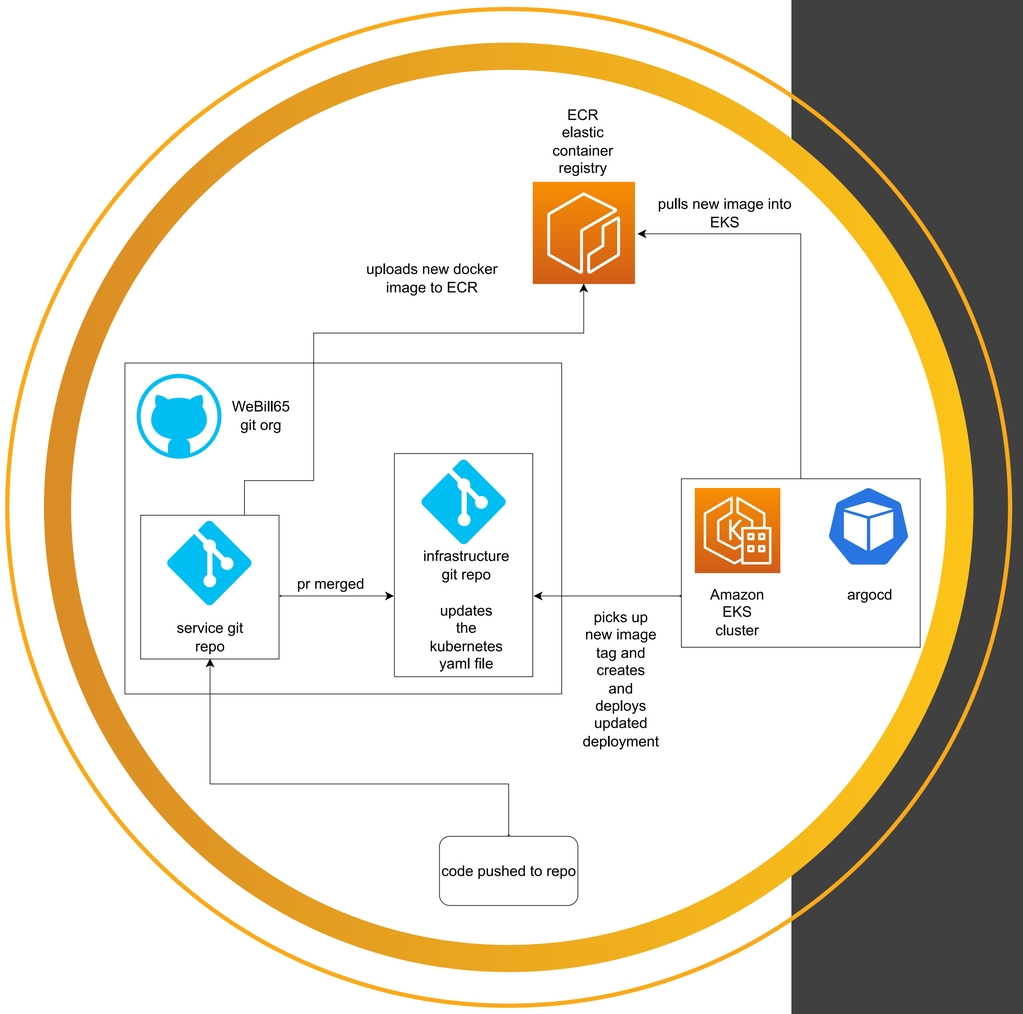


Our IP



- **South African registered patent:** Prepaid time-of-use (European and US patent pending).
- **South African patent pending:** Prepaid time-of-use with net-billing.
- LiveBill™ (Dynamic queryable, payable electronic utility consumer bill).
- Missing utility reading date interpolation using machine learning.
- Straight-through bill processing from manual read.
- Live usage readings (currently every 30 min).

Our Technology and Architecture



- **Primary development Languages:** Elixir, Phoenix LiveView and React Native.
- **Main Data Repositories:** Postgres, TimescaleDB, Redis, MongoDB, S3, Algolia.
- **Message Brokers:** RabbitMQ.
- **Micro-services** (over 500 and growing).
- **CI/CD:** Kubernetes Clusters, Terraform and ArgoCD.
- All assets and infrastructure deployed to AWS.

Our Market

Areas to be targeted 2023-2027

Country	Available Installation Base (SAM)	Targeted Base (SOM)
South Africa	50 million	500,000
Nigeria	35 million	200,000
Rest of Subsaharan Africa	30 million	100,000
UK	30 million (smart meter)	100,000
Australia & New Zealand		50,000
Florida State, USA	12 million	50,000
Turkey	23 million (TEDAS)	50,000

The above areas were chosen due to current prospects and potential regionally located VARs.

Our Competitive Advantage

Our advantage over all the others:

- True SaaS/PaaS (Azure-AWS style pricing). The most affordable option by far.
- Alternative energy feed-in banking management.
- True IOT capabilities.
- Real-time charging of utilities (every 30 minutes).
- Proprietary hardware enabling patented time-of-use prepaid net-billing.
- Inter-Organisation exchange, for example, and clients with subsidiaries, clients managing other clients.
- Single consumer experience across different utility companies.

Our Competitors

List of Competitors and Competitive Advantages (most prominent competitors)

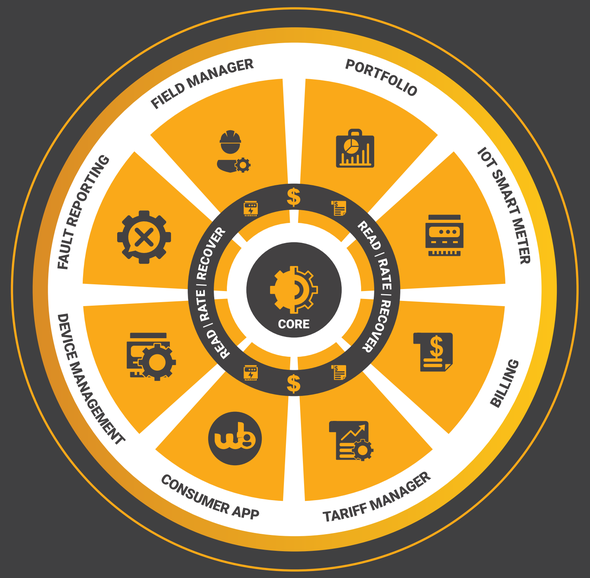
Company	Their Advantage	Our Advantage
Cogsdale	HR & Payroll	SaaS platform
Tridents Technology	Mainly dashboard platform	More meaningful dashboards
Starnik	Ready delinquent management	More functionality
SkyBill	Support for heat billing	Caters to all aspects of utilities not only billing
Oracle	Brand and legacy entrenchment	Price! Price! Price!
SAP	Brand and sophisticated asset management	Price! more comprehensive and focused
Brunata	Smart city but LoRaWan dependency	Any IoT platform

Our Pricing Model

- All WeBill Services available to registered customers.
- Customers billed per use of licence items and services one month in arrears.
- Services and Licences are on a sliding scale – use more, pay less.
- Licences: Volume based per licence item. Examples:
    - Licence per device registered on the system.
    - Licence per organisation.
    - Licences per registered field agent.
- Service Fees: Recorded when the service is used. Examples:
    - Service fee per workforce processed ticket.
    - Service fee per ingested meter reading.
    - Service fee per generated bill.
- Prepaid Electricity: Percentage of the charge (done on a half-hourly basis).

Distribution and VARs

WeBill



Ecosystem

Sign up with a VAR

Value Added Resellers (VAR Network)

- Creation of a worldwide VAR Network.
- VAR to be trained.
  - Take on large client.
  - Complex buildings and portfolios.
  - Handle level 1 issues.

VAR earns

- Negotiated percentage of licence and service fees.
- Percentage of WeBill prepaid.

Provision of VAR portal

- Tracks VAR's earnings in real-time.
- Process VAR payout outs.

Distribution by signing up directly

Sign up as an Organisation.

Our Predicted Revenue

Approximate monthly rate per meter managed USD 12.

Year	Number of meters	Monthly Revenue
2023-24	100,000	USD 1,2 million
2024-2025	500,000	USD 6 million
2025-2027	1,000,000	USD 12 million

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