

**MADA Analytics is developing artificial intelligence (AI) software to optimize the financial returns on investments in renewable power plants with energy storage.**

**Problem**

Renewable Energy (RE) is on the rise around the globe, but:

- Energy storage, mandated by utility regulators to make RE reliable/controllable, is an unfamiliar game changer.
- Analytics are needed to evaluate the broad business cases for RE + storage to maximize IRR.

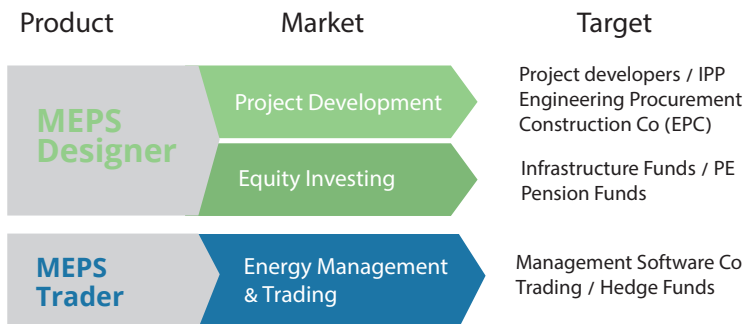
**Solution**

- Accurate modeling & simulation of many storage technologies.
- Seamless integration of project finance, power market pricing and engineering knowledge.
- Use of AI to pinpoint optimal wind, PV and storage combination for best operational efficiency with highest IRR.

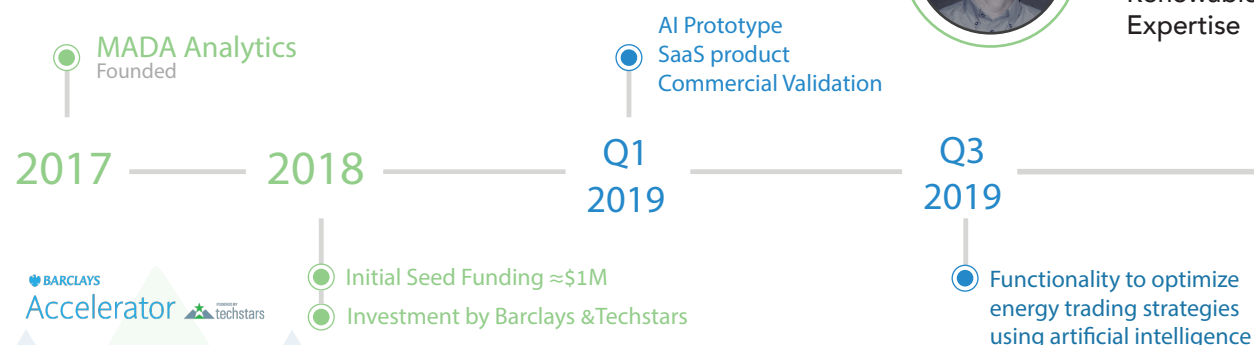
**Unique Selling Point**

The only SaaS financial software that uses AI to optimize design and operation of utility-scale hybrid (wind + solar PV) renewable generation projects with energy storage.

**Market**



**Timeline**



**Business Model**

SaaS license for software on either term or project-based fees.  
Recurring revenue from long-term SaaS license for trading optimization software.

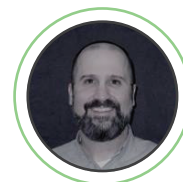
**Market Size**

MADA's addressable market is \$5 Billion/yr for project design, within the \$300 Billion/yr in wind, solar and storage investments.\*

**Competition**

HOMER Energy; EMD EnergyPro; Ascend Analytics BatterySimm; T-REX; Exceedence

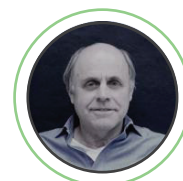
**Management Team**



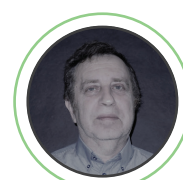
**Danny Gimpel**  
CEO & Founder.  
Fintech & Energy Storage Expertise



**Eric Selmon**  
COO & Co-founder.  
Utility Industry & Power Markets Expertise



**Yossi Fisher**  
CTO & Co-founder.  
Artificial Intelligence, Renewable Energy Expertise



**Leon Afremov**  
Head of Power Engineering,  
Renewable Energy Expertise