

HEIDI: Smart Energy SPAC



SHANDA CONSULT



CELTIC ASSET & EQUITY PARTNERS



AVAILABLE SPAC: HEIDI



	Industry	Smart Energy
	IPO Target	JSD 300.000.000
	Pre-IPO Investment	JSD 15.000.000
	Thereof committed	JSD 3.000.000 (20%)
	Status	Preparation Co-Sponsoring still possible

Description:

Targets to acquire a conglomerate of companies that creates synergies and combine new technologies with a new approach in their business combination, using blockchain technology and AI.

(Double-listing at NASDAQ and NYSE)

WHO IS HEIDI?

HI, I AM HEIDI...



- A project to establish a **coherent system of Smart Energy** dealing with energy production, distribution, consumption and usage from end to end.
- Energy production on demand controlled by **Blockchain technology** and **Artificial Intelligence** will increase efficiency of energy usage and establish new ways to distribute energy whilst giving users new ways to experience more comfort and security.
- A SPAC focused on the acquisition of promising companies with **forward-looking technologies** and a track-record in energy production or distribution.

...I AM SMART...



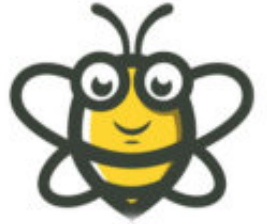
- We are dedicated to bring Heidi to a successful IPO
- It is our outstanding vision **to have impact** on the energy markets
- It is our strategy to acquire potential and **create synergies**
- **Acquire or cooperate** with companies that have a proven track record in the energy sector or are hidden champions in the market with forward-looking technologies.



In opposite to existing companies, HEIDI shall combine different advantages and modern technologies to bring up an **integrated product for production, distribution and use** of electric power tracked by blockchain technology and controlled by Artificial Intelligence.



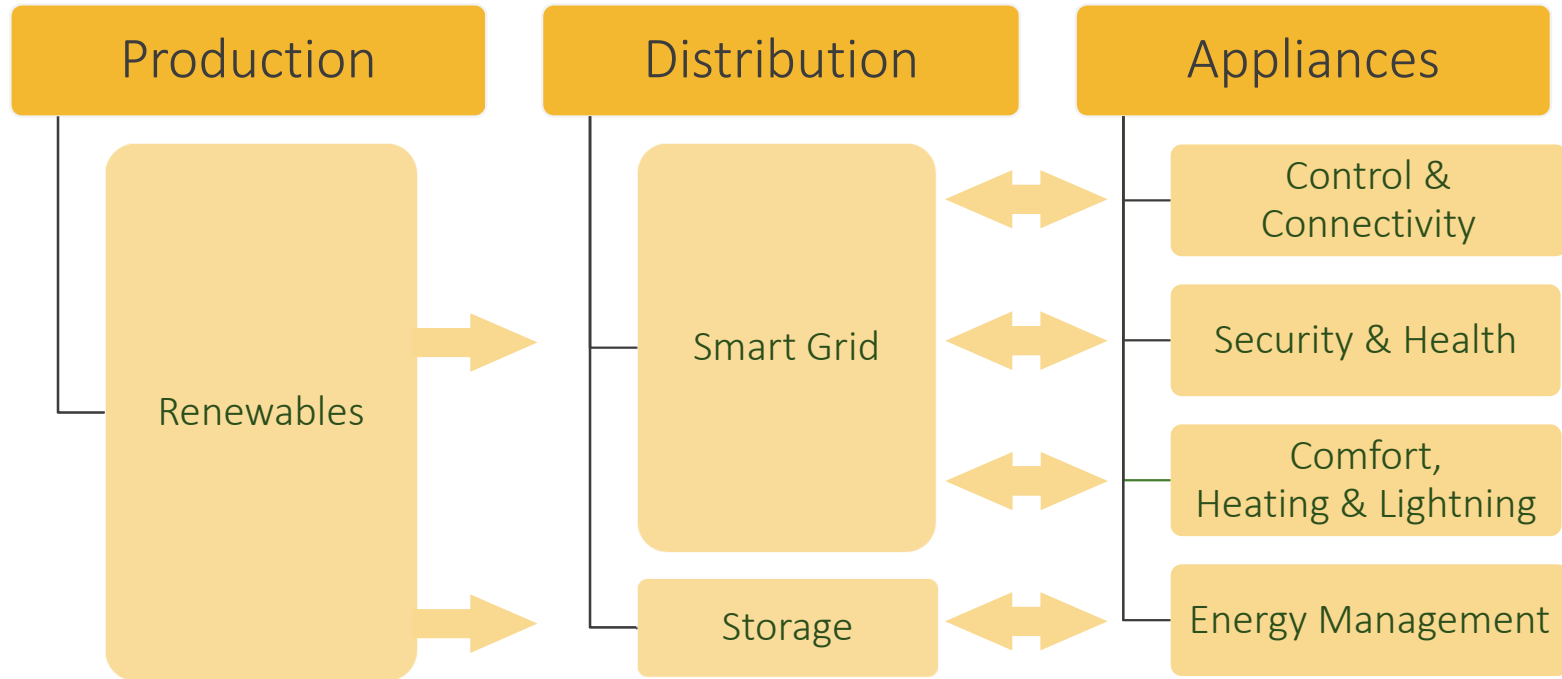
...SMART ENERGY.



- **People** make the difference.
- We work together with **experts** and **institutions** who are enthusiastic about making this Smart Energy project a success.
- Our Management Team wants to pass on their **long-standing expertise**.
- They believe, that energy transition combined with renewable energy, digitalization and Smart Home applications will have a **disruptive impact** on how we produce, distribute and use energy.
- All three segments – production, distribution/storage and usage – are expected to have **immense growth rates** over the next years.

THE WAY TO HEIDI

SMART ENERGY



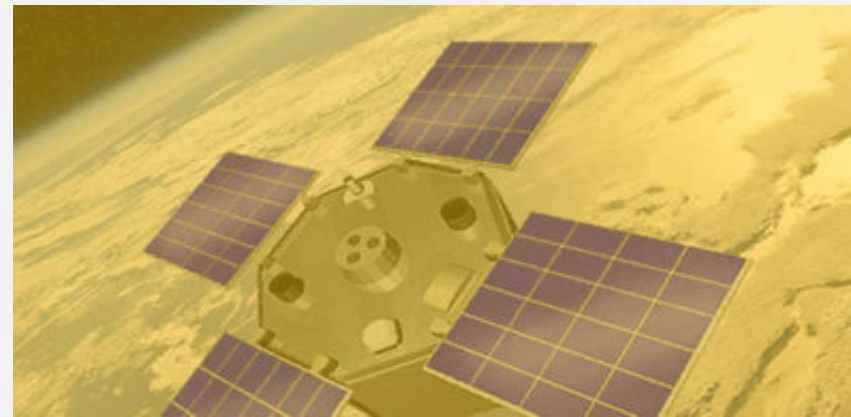
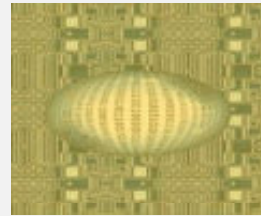
HEIDI

SMART ENERGY

HEIDI is a planned SPAC investing into sustainable energy production and smart home applications.

Contrary to existing companies, HEIDI shall combine different advantages and modern technologies to bring up an integrated product for production and use of power tracked by blockchain technology and controlled by AI.

Making energy smart is the lynchpin of this SPAC: From a demand-oriented production of energy using renewables, distribution of energy by coordinated networks to user-friendly applications.



THE MARKET

HEIDI

SMART ENERGY

To manage energy consumption from production to end-user and beyond:

HEIDI aims for nothing less than to be complete integrated power network with highest standard of convenience.

Artificial Intelligence (AI) will control on-demand production of electric power. Alongside HEIDI will be providing personalized heating and lighting applications based on a specified user behavior.

Combined renewable energy, smart grid, cross-platform usability and power conscious usage-controlled AI and managed by blockchain technology will take the energy transition a decisive step forward.

BRIEF OUTLINE

HEIDI will be a coherent system of companies enabling smart power supply to increase the quality of life and living, safety and efficient use of energy.

The outstanding point is that HEIDI controls the entire supply network via AI, which derives its information from user behavior. Those trillions of information are verified in their dependence by blockchain technology. Customers shall be able to use energy conveniently whilst having a calm conscious on their CO2-footprint.

MARKET

Worldwide market for Smart Home will be USD 108 billions in 2022 with a CAGR of 25%. European Smart Grid will be USD 30 bn at the same time; worldwide annual revenue will be more than USD 70 bn. Adding renewable energy, in five years the market for HEIDI will be clearly above USD 180 bn worldwide with CAGR of 4.8% to 27%, depending of sector and region. E-Mobility has not been taken into account in this calculation but could be added to this SPAC.

MANAGEMENT

Management team will be assembled by experts from the relevant industries with a track record in governing companies and having a strong financial background. A supervisory board with well reputed professionals from the industry and finance will advise and support executive management in selecting targets and outlining long-term strategy.

POTENTIAL TARGETS

Although acquisitions prepared by the management and final decision to be made by the shareholders, we have identified more than 15 potential targets from energy producers, transmission & distribution companies up to private & commercial end-user applications to match the strategy of this SPAC.

INVESTMENT, TARGETED IPO PROCEEDS & ACQUISITION VALUE

Given that other market participants are financially strong, and that HEIDI has a broad approach, the pre-IPO investment should not be less than USD 15 millions.

Thus, IPO-proceeds are likely to reach USD 220 to 250 millions and enable HEIDI to acquire companies worth USD 700 M to USD 1.1 B in the best-case scenario.

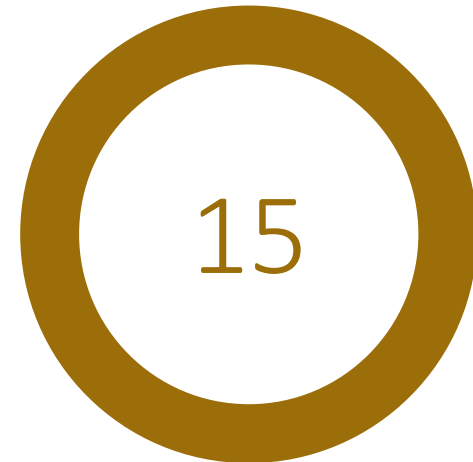


HEIDI'S POTENTIAL TARGETS



- Although acquisitions prepared by the management and final decision is made by shareholders, we have **already identified more than 15 potential targets** from energy producers, transmission & distribution companies up to private & commercial end-user applications to match the strategy of this SPAC.
- Naturally, the management team and perhaps pre-IPO investors (Sponsors) will contribute their own experience and network to choose profitable acquisition targets.

POTENTIAL ACQUISITION
TARGETS



SMART POWER = ENERGY OF THE FUTURE



- Without any doubt, **energy consumption will increase** each year despite of massive efforts to save energy.
- Resources **decline** and grid capacity is to most extend **limited**.
- Political decisions and social changes **exacerbate market conditions**.
- Users like to have for a more **convenient and safer** living environment.
- At the same time there is a **demand for constant prices** for electric power.

- **The strategy of HEIDI:**
 - use existing energy resources **wise** and distribute energy **on demand**,
 - tracking users' behavior of the past by **Blockchain technology**,
 - forecast demand in individualized and more defragmented markets by **Artificial Intelligence**,
 - producing renewable energy to be relatively **independent**.

- Gathering Big Data en passé from users' behavior will form a second leg for HEIDI's business model.

INTERESTED AND WANT TO KNOW MORE?

Please ask us for further information:



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