

The logo consists of five curved, overlapping shapes that resemble a stylized fan or a series of curved blades, positioned above the company name.

PHILEOLE

« *Make the wind your friend* »

Superb bio-sourced and biodegradable wind turbine to generate power for a large numbers of private and industrial facilities including boats, houses and mobile towers.

Minimizing carbon footprint.

Using non-harmful and innovative techniques, patented and produced in Europe.

BODART Jean-Luc
CEO Phileole

DESCRIPTION OF THE VALUES PROPOSAL

Phileole offers a **successful product** : a **bio-sourced wind turbine** for renewable **energy** production, ready to install, for private and industrial use, respectful of **nature**.

Phileole seeks co-creation and excellence with integrity and passion.

Produced and designed in **Europe**, the Phileole wind turbine is a new, modern, **ecological** product with an **aesthetic design**.





TEAM MEMBERS

Jean-Luc BODART

CEO Philéole

Serial entrepreneur, keen on new challenges. Married for 30 years and father of four children. Friendly character capable of building a solid network of knowledge and endowed with skills in customer relations, sales and marketing. A dynamic, enthusiastic and compassionate listener.

Philippe DEJAEGERE

R&D inventor Philéole

Civil engineer teeming with ideas in his head, on boxes and pencils. Creator of large Belrobotics robot mowers. Concerned about the environment, he is the designer of this new wind turbine.

Maurine BODART

Office & Communication Manager Philéole

University graduate, trilingual. Competent in communication and management, past experience in a large innovative Belgian construction company. Anxious to evolve in a respectful world. Creative and passionate about art and human relations.

Michel COENRAETS

Chairman of the board of directors Philéole, shareholder

Serial entrepreneur (Portomatic, Automatic Systems, Belrobotics, Creativ 'Center, ...), keen on technology and defender of a certain idea of Belgian industry. Past- President of the Union Wallonne des Entreprises, with an insatiable desire to help each and every company to reach its best potential.

Jean-Louis GEYR

Shareholder and member of the board of directors Philéole

Passionate about finance, responsible for taxes worldwide for a large Swiss food group, in charge of financial control.

Laurent RUIDANT

Administrateur Philéole

Gifted in management and technical implementation, after-sales service, ... "Preventer from going around in circles" with various experiences in the production of machines, the creation of robots, the management of projects in industry. Passionate about the building trades and always attracted by renewable energies.

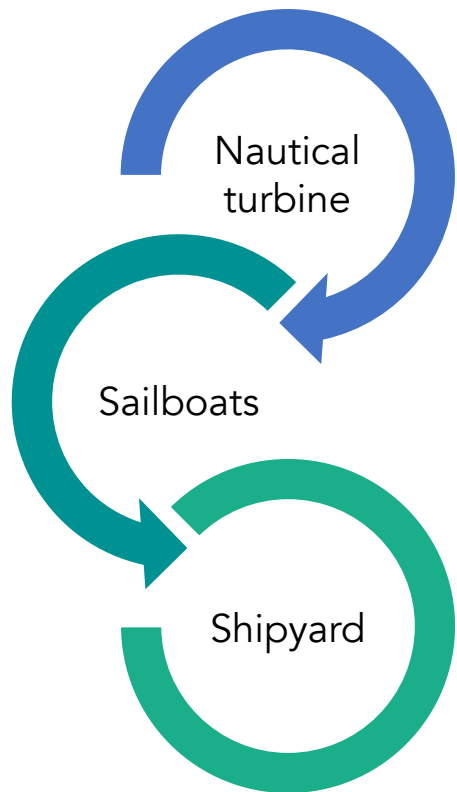
THE POTENTIAL MARKETS

Three potential markets have been identified:

1. **Phileole Sailing:** sailors, owners and builders of sailboats
2. **Philéole Housing:** owners of buildings exposed to the wind and not easily connectable to electrical network
operators of agricultural sheds, farms ...
the occupants of mountain chalets, isolated hamlets ...
residents of coastal regions exposed to the wind
3. **Institutional phileole:** along motorways, pylons, market open to other uses



THE SAILING MARKET



The most directly and short term promising market : the **nautical wind turbines**.

- The search for energy independence using natural elements
- The search for an alternative to photovoltaic panels and horizontal and / or non-bio-sourced wind turbines

There are **3 million Sailboats** on the water in the world including 1.2 million in Europe

60 thousand new sailboats leave shipyards every year on a total of 136 shipyards in Europe

0.5% of the sailboat market in Europe represents **6000 wind turbines**

5% of the new sailboat market represents **3000 wind turbines**

COMPETITION AND COMPETITIVE ADVANTAGES

Vertical axis wind turbine

Wind turbine with three completely helical blades

Without coupling

Bio-sourced & recyclable

After sales service

Price

European production

Patents



Silent

Noiseless

Safe

Without vibration

neither for the sails
neither for browsers



Light & space-saving

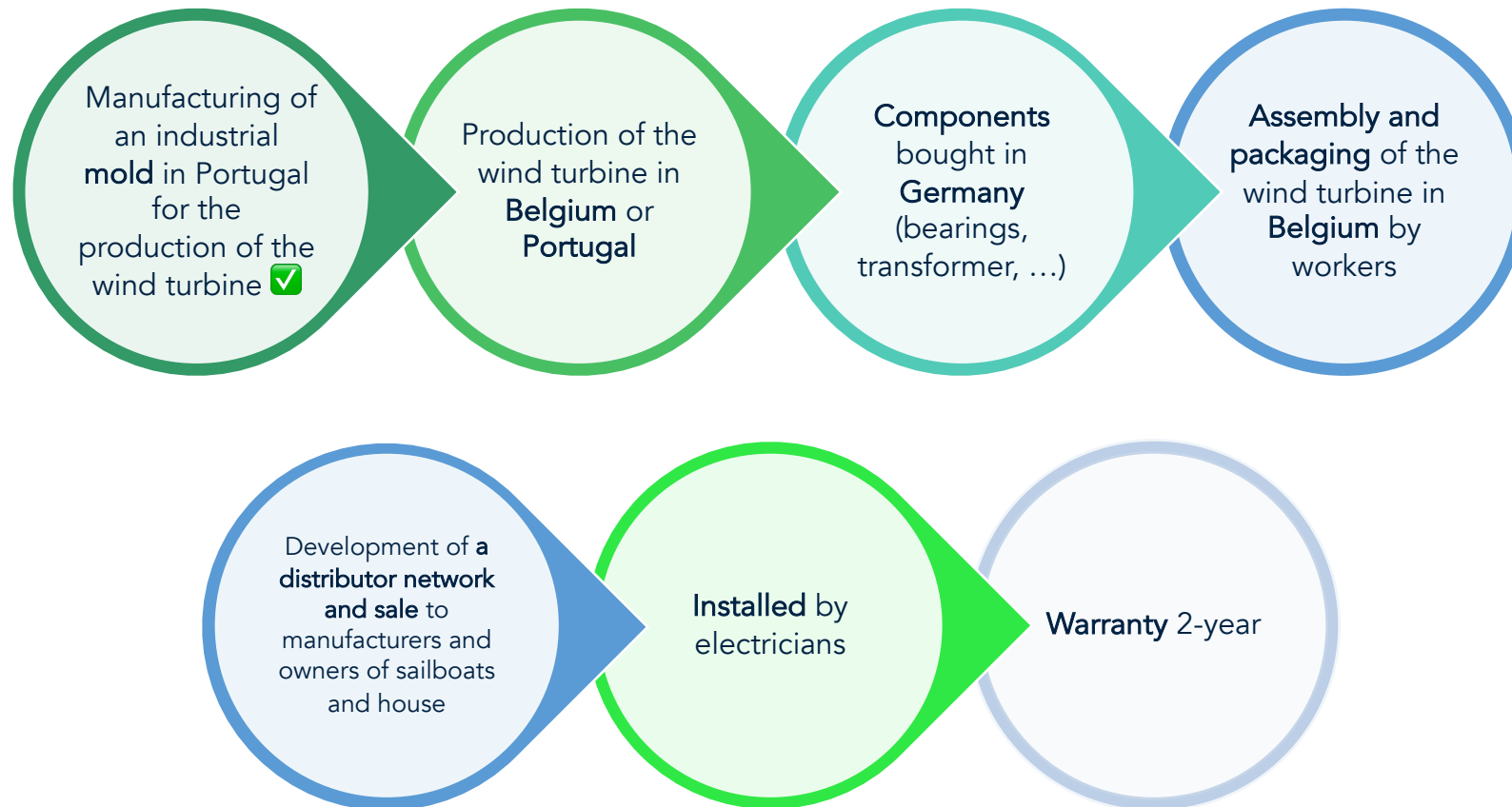
Green energy production

Active day and night

All year

All seasons

THE PROJECT



BUSINESS AND MARKETING STRATEGY

MARKETING ACTIONS

Internet & social networks
The specialized **press - interviews**
Nautical & building **fairs**
The main ports

SELLING CHANNEL

Contract with **purshasing centers** such as
USHIP, BIGSHIP, ACCASTILLAGE
DIFFUSION
Contract with **shipyards**, such as Beneteau
Contract with **architectural firms** and
construction professionals

SALES FORCES

Bodart Jean-luc
Creation of a **team**

COMMERCIAL PARTNERS

Walloon Export Agency
(AWEX)

PROSPECTS

Prospecting
Identification - client - Interest
Proposal, negotiation and sale

PIPELINE

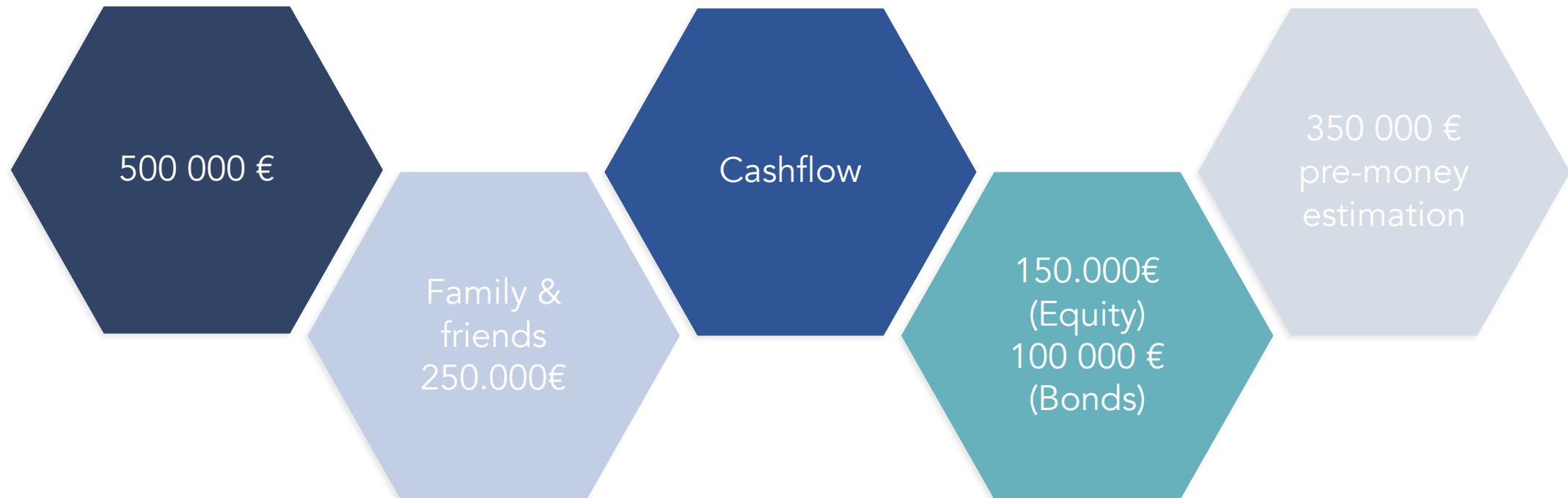
Sailboats	→	Developped
Homes	→	In progress
Highways	→	In progress

FINANCIAL NEED

Capital increase needed for :

Manufacturing a mold (6 months) to start the production of wind turbines by injection.

The Business development, visiting potential prospects, marketing and communication.





BUSINESS PLAN

	1	2	3	4	5
CA	750 000,00	1 500 000,00	3 000 000,00	6 000 000,00	9 000 000,00
Nmbre d'éoliennes	500	1 000	2 000	4 000	6 000
MB	(2 350,00)	120 200,00	394 798,00	947 500,00	1 539 200,00
MN	(1 763,00)	90 150,00	432 714,00	710 625,00	1 154 400,00
EBITDA	17 650,00	140 200,00	414 798,00	967 500,00	1 559 200,00
Cash Flow	11 650,00	84 750,00	291 899,00	706 425,00	1 150 800,00

Philéole offers a [percentage of its capital](#) to be part of an exciting, rewarding and engaging **project** : "*Make the wind your friend*".

Philéole offers you the opportunity to [co-create together an ambitious project](#) and to share our **lived experiences**.

BUSINESS MODEL



Basic business model



Price per wind turbine : 1.500 € BVAT



Production, sales and distribution of the wind turbine



Manufacturing costs (23%)



Commercial and administrative costs (20%)

MEDIAS/EXAMPLES

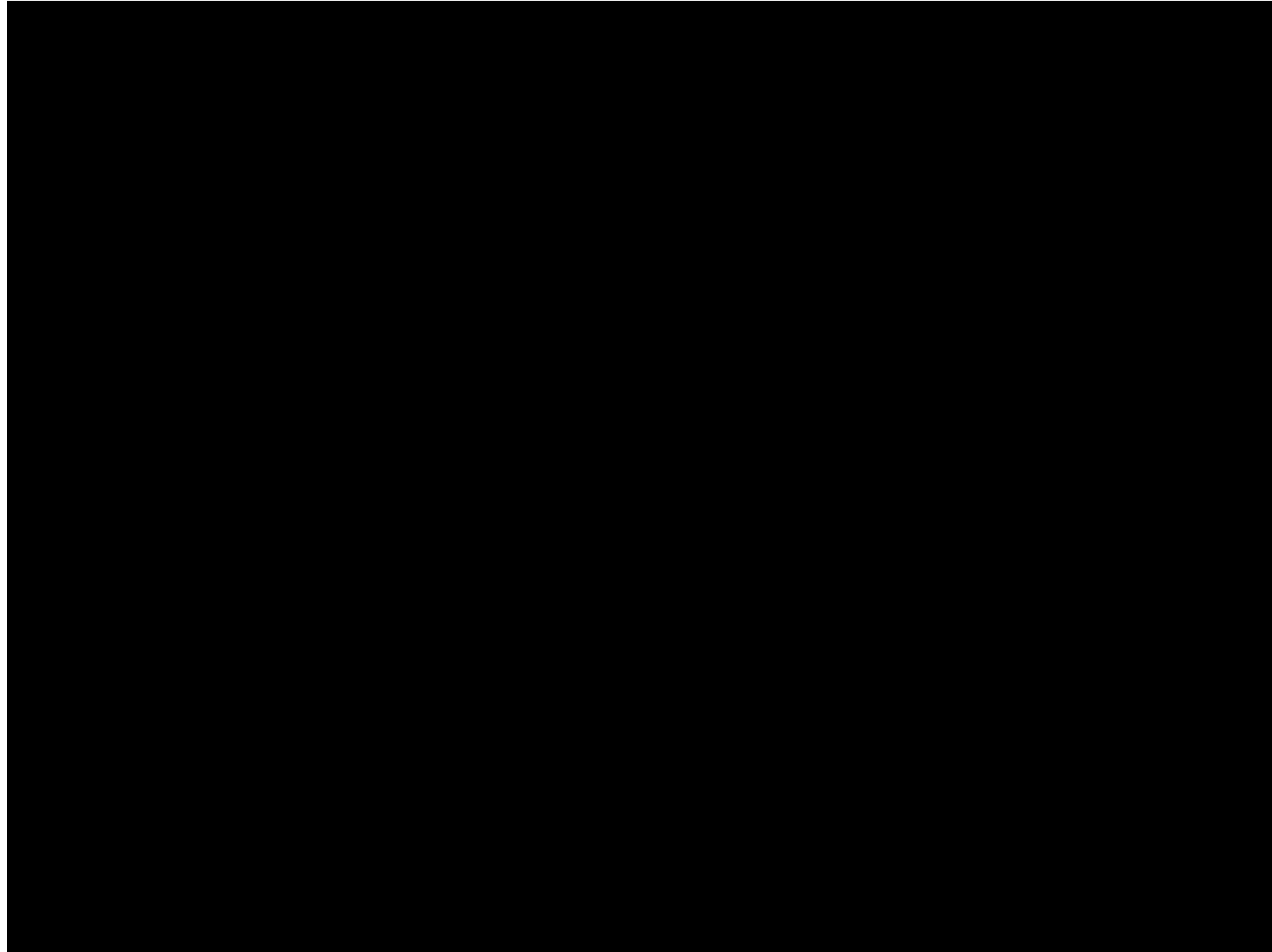


1. Phileole Sailing
2. Phileole Housing
3. Phileole Institutionnel

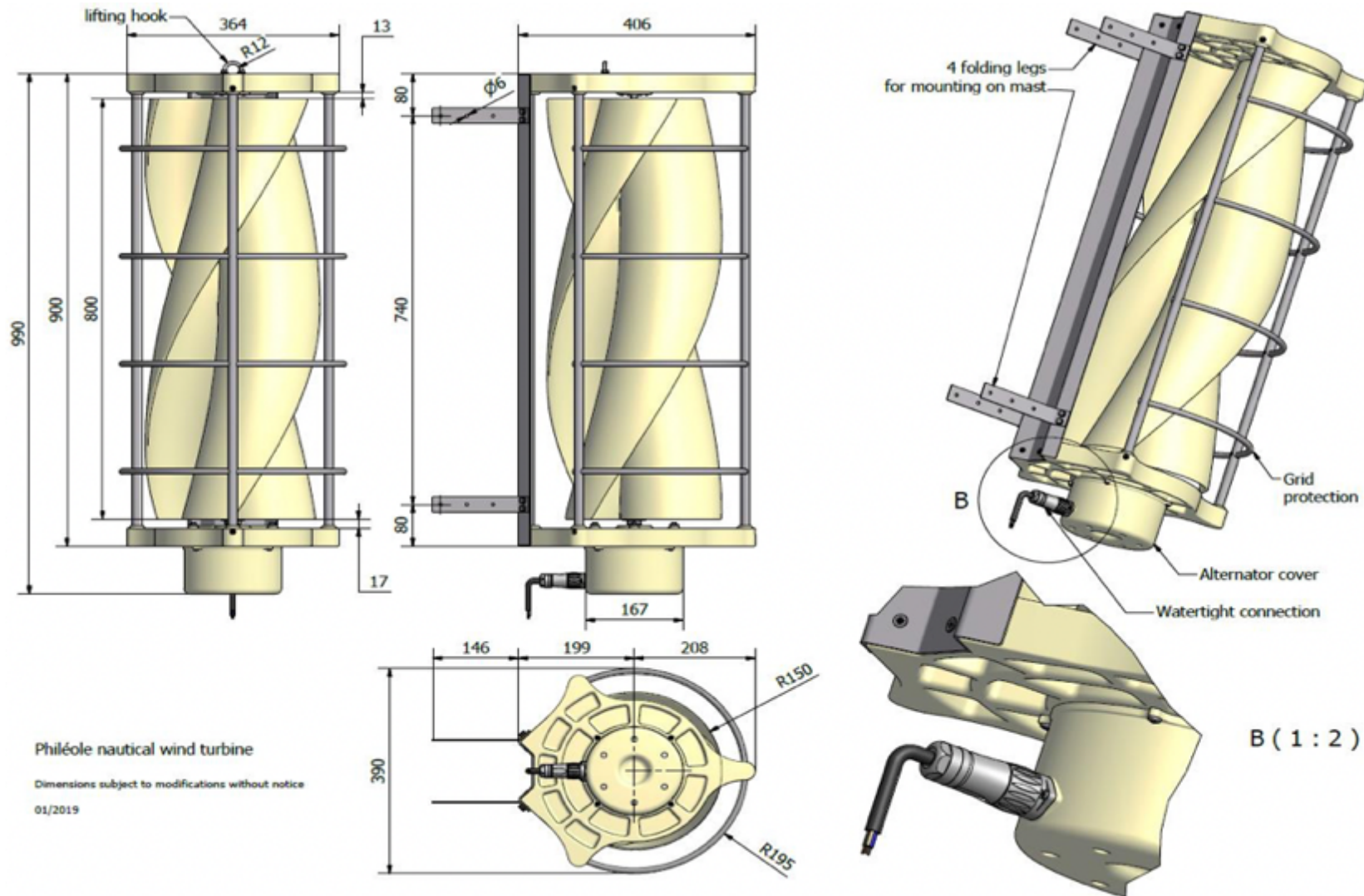
MEDIAS/EXAMPLES



VIDEO PRESENTATION



WIND TURBINE CHARACTERISTICS





PHILEOLE

"Make the wind your friend"

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