



PHILEOLE sa

Domestic Wind Turbine

*"Make the wind your friend"*

BODART Jean-Luc



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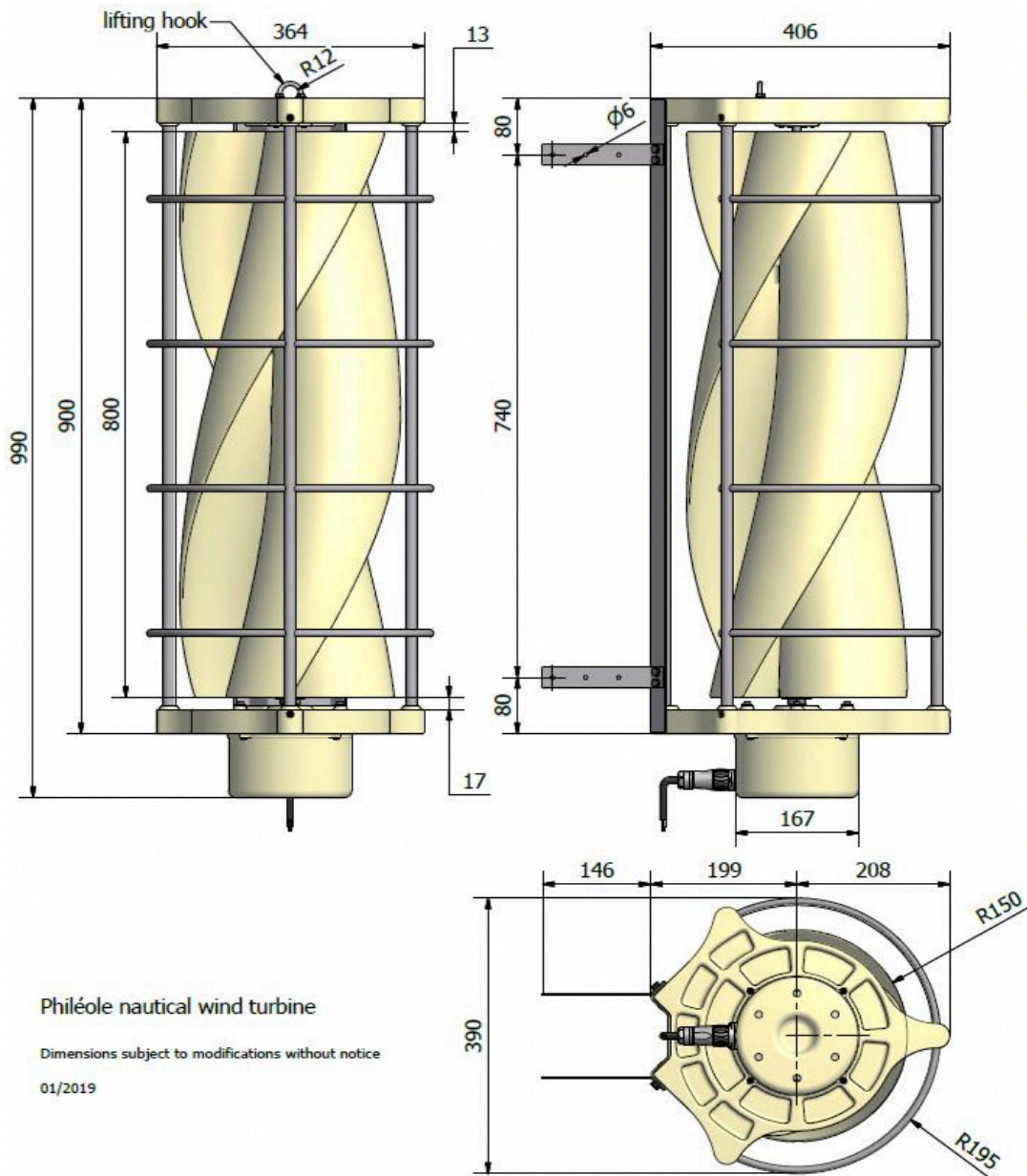
# WIND TURBINE DESCRIPTION



# WIND TURBINE DESCRIPTION

- ✓ Wind turbine developed by a **Belgian inventor & produced in Europe**
- ✓ **Prototype** already manufactured and demonstrated under normal conditions
- ✓ Patent filed at **European level** and valid for 20 years until 2035
- ✓ Maximum electricity production of 100 to 300 watt
- ✓ Size: Height 98 cm - Width 38 cm
- ✓ Weight of 12 Kg
- ✓ Side frame and protection grid in **anodised aluminium & corn starch blades**
- ✓ Alternator three phases 24 Vac permanent magnets, brushless, rectifier included in regulation
- ✓ Use of an individual propeller on a boat mast or in a block of three propellers for houses and buildings (or in series of three)
- ✓ Technical development (R&D), production quality control and assembly provided by an engineer who is part of the project and who will be employed by Philéole SA, tested in a wind tunnel
- ✓ **Bio-sourced**

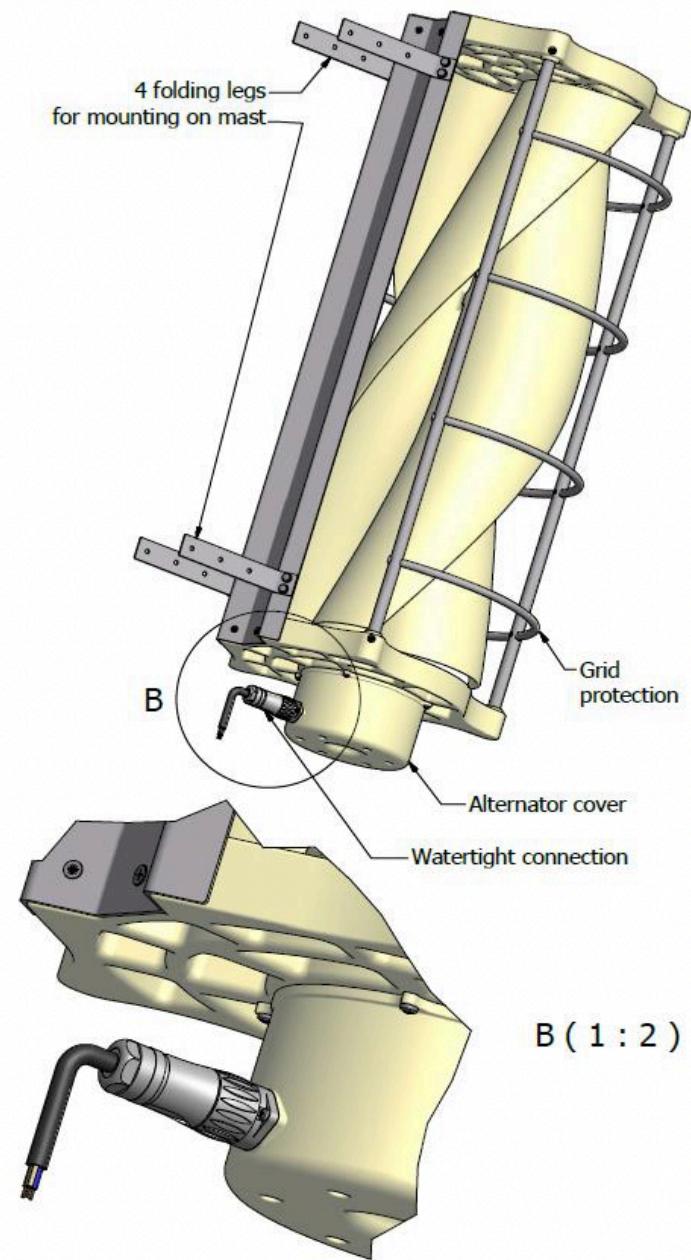




Philéole nautical wind turbine

Dimensions subject to modifications without notice

01/2019



# WIND TURBINE 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

Without vibration

Safe

neither for the sails  
neither for browsers



Light & space-saving

Energy production

Active day and night  
All year

All seasons



EXPEdition  
7e CONTINENT

GBR

6881

DLS

EXPEdition 7e CONTINENT

Comprendre et réduire l'impact du plastique dans l'océan

7e CONTINENT

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THE PROJECT





# THE EOLIAN PROJECT

## COMPANY PHILEOLE SA

**Phileole** presents a **successful product**: a **bio-sourced** wind turbine for independent and renewable **energy** production, urban and domestic, respectful of **nature** (Co-creation, Excellence, Integrity, Passion).

Produced and designed in **Europe**, the Phileole wind turbine is a new, modern, **ecological** product with an **aesthetic design** (Co-creation, Excellence, Integrity, Passion).



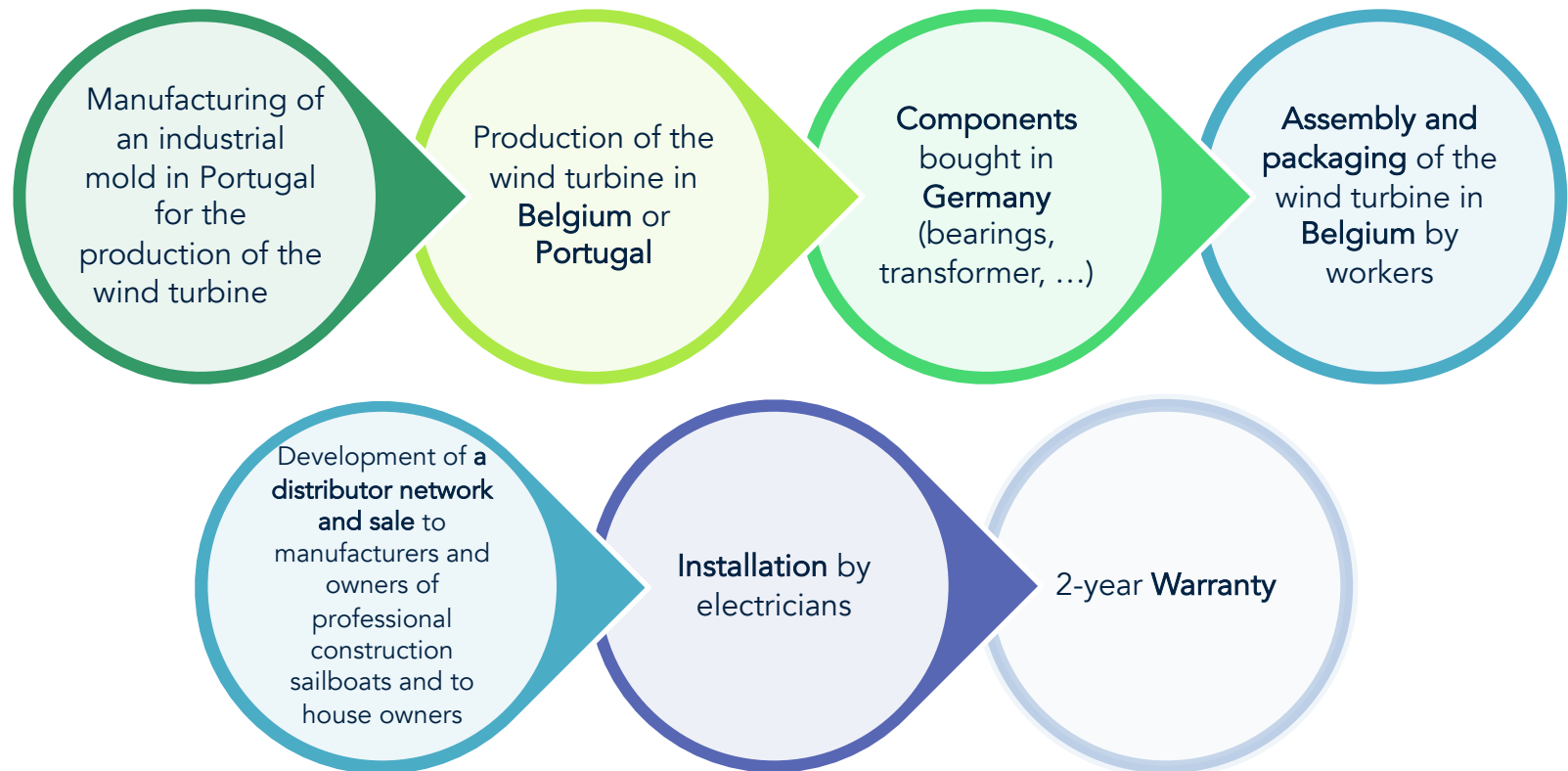
# THE PROJECT

## COMPANY PHILEOLE SA

- ✓ Ensure its **technical and commercial development**
- ✓ Getting in touch with **boat owners, boat manufacturing companies, visiting shows, etc.**
- ✓ Market study and distributor research in progress
- ✓ Identification of a mold manufacturer in Portugal (via an agent on site) and suppliers of essential parts
- ✓ Shareholder search for € 500,000 in additional financing
- ✓ Objective to finalize the project by the end of June 2020 (depending on the restrictions imposed by the COVID-19 crisis)

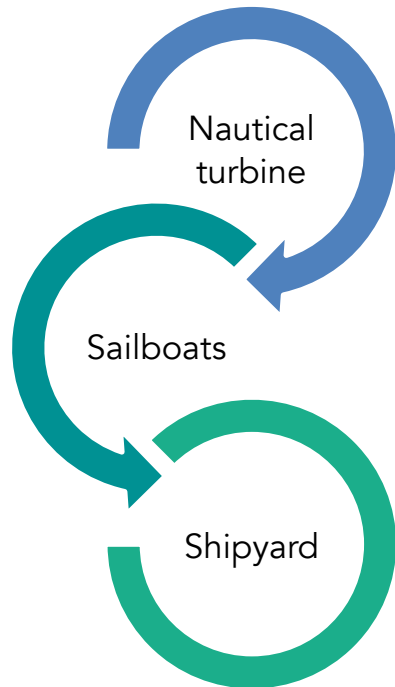
# THE PROJECT

## DEVELOPMENT STAGES OF THE PROJECT



# LE MARCHE POTENTIEL

## AN ALTERNATIVE SOLUTION IN A MARKET WITHOUT LIMITS



- ✓ sailors, owners and builders of **sailboats**
- ✓ owners of **buildings** exposed to the wind and not easily connectable to electrical networks

The most directly and quickly promising market: **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

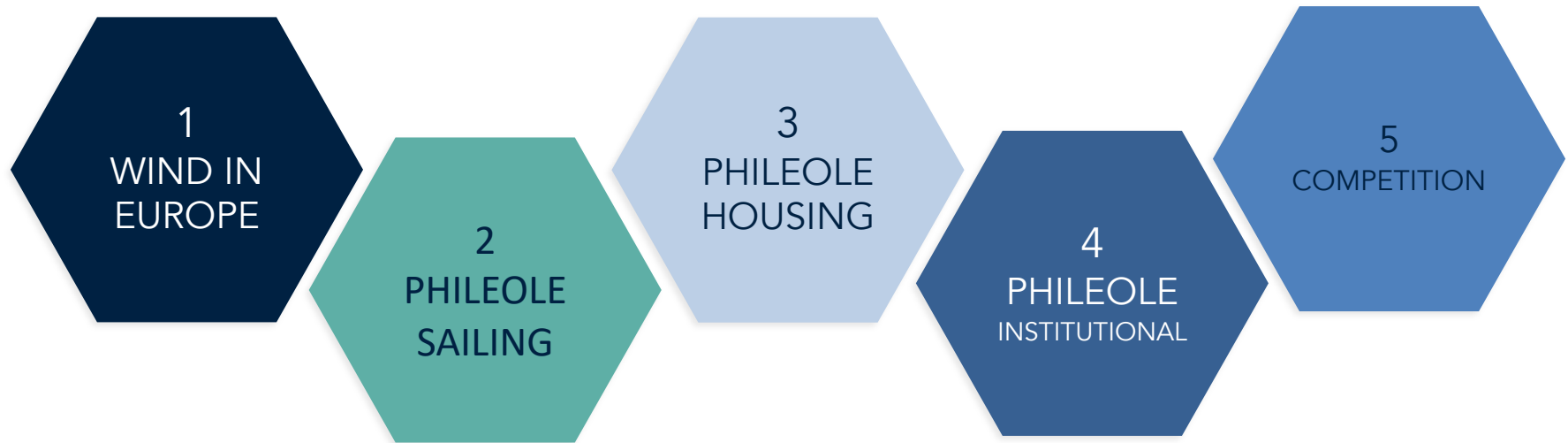
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BUSINESS  
DEVELOPMENT

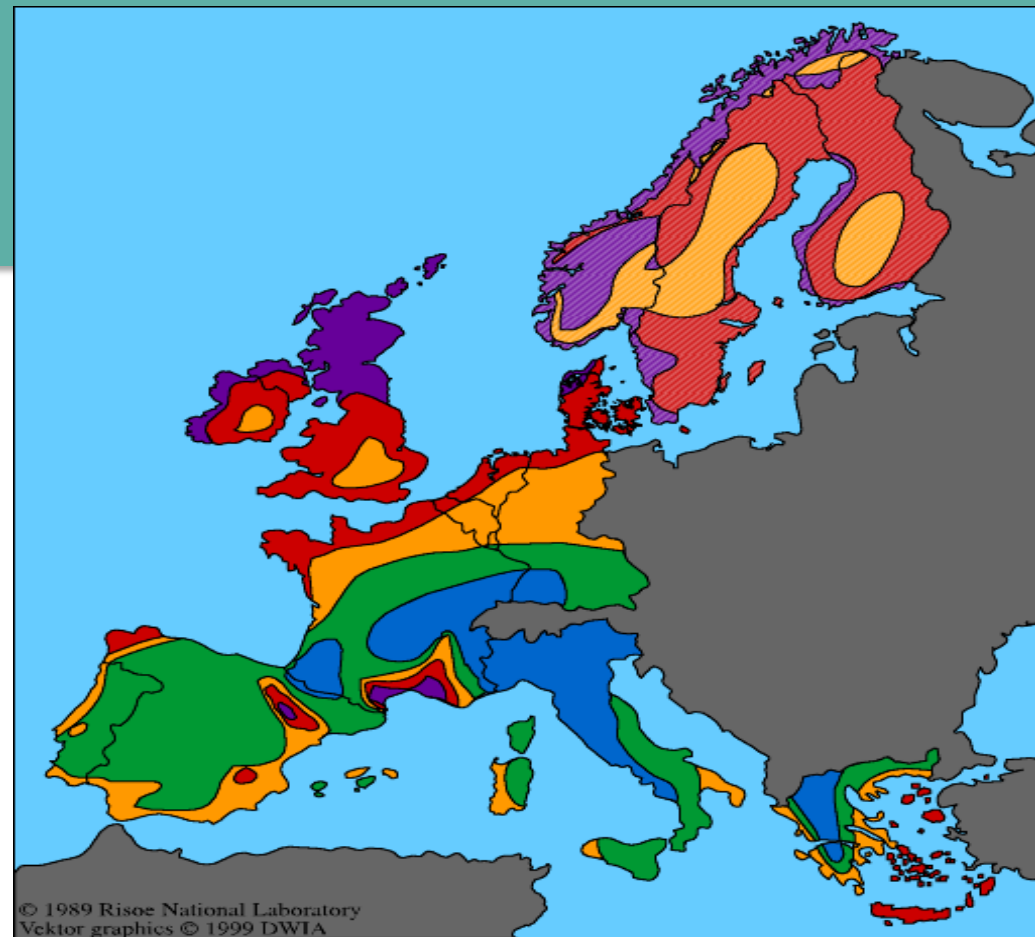


# BUSINESS DEVELOPMENT

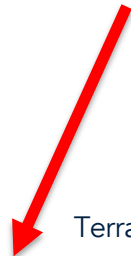
## BUSINESS DEVELOPMENT



# 1. THE WIND IN EUROPE



**IDEAL AREAS**



Color

Terrains with obstacles

Open Terrains

By the seaside

Open sea

Hills and hill crests

Color	m/s	W/m <sup>2</sup>	m/s	W/m <sup>2</sup>	m/s	W/m <sup>2</sup>	m/s	W/m <sup>2</sup>	m/s	W/m <sup>2</sup>
	>6.0	>250	>7.5	>500	>8.5	>700	>9.0	>800	>11.5	>1800
	5.0-6.0	150-250	6.5-7.5	300-500	7.0-8.5	400-700	8.0-9.0	600-800	10.0-11.5	1200-1800
	4.5-5.0	100-150	5.5-6.5	200-300	6.0-7.0	250-400	7.0-8.0	400-600	8.5-10.0	700-1200
	3.5-4.5	50-100	4.5-5.5	100-200	5.0-6.0	150-250	5.5-7.0	200-400	7.0-8.5	400-700
	<3.5	<50	<4.5	<100	<5.0	<150	<5.5	<200	<7.0	<400
			>7.5							
			5.5-7.5							
			<5.5							

Filéole sa "Faites du vent votre ami"

1. Phileole  
SAILING  
« Grain Blanc »

2. Phileole  
HOUSING  
« Tramontana »



# 2. PHILEOLE SAILING

## THE WIND TURBINE « GRAIN BLANC » FOR SAILING BOATS

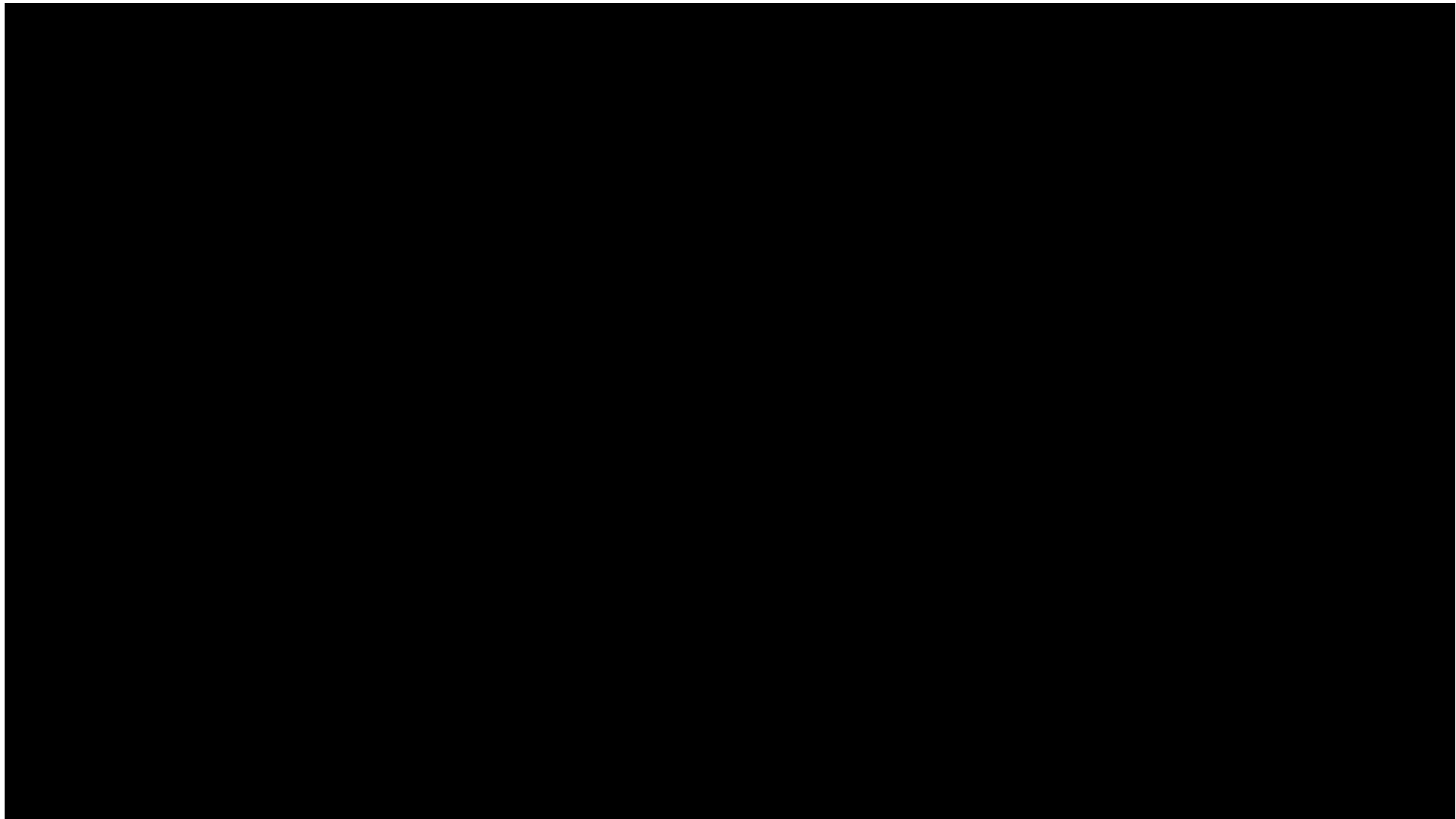
- ✓ 3 MILLION SAILING BOATS over 7 meters worldwide
- ✓ 1.2 million sailboats in **Europe**
- ✓ 60,000 new sailboats built / year
- ✓ 75% in Europe
- ✓ Buying a boat is an emotional purchase
- ✓ Low option prices
- ✓ Search for utility, quality and performance



# PHILEOLE SAILING



# PHILEOLE SAILING



# MARINA

## SAILING BOATS IN EUROPE AND THE WORLD

**EUROPE** : 5.000 Marina , 1.2 million sailing boats, 1.5 million boat places

### Northern Europe

France	473
(200.000 places)	
UK	
Germany	
Belgium	
The Netherlands	
Norway	347
Sweden	1500
Finland	1000

### Southern Europe

Turkey	58
Croatia	95
Spain	395
Portugal	42
Greece	233
Italy	

### World

...

# FRANCE MARINA ANALYSIS

## NUMBER OF MARINA IN FRANCE

- ✓ 473 Marina in France
- ✓ 150,000 **Sailing boats** (cabin)
- ✓ 70% of the boats are in **30% of the ports**
- ✓ (140 Ports = 105,000 Boats)
- ✓ 20 largest ports = 30,000 sailboats



# NUMBER OF MARINA

## NUMBER OF MARINA AND BOATS IN FRANCE



# TARGET

## DISTRIBUTION AND MARKETING « GRAIN BLANC »

- ✓ **Distributors network** in the wind port regions in Europe and then in the world
- ✓ Commitment of a **sales team**
- ✓ Distribution contract with USHIP, BIGSHIP, ACCASTILLAGE DIFFUSION
  - ✓ Presence at 80% of marina in France
- ✓ **Commercial relationship** with all shipyards
- ✓ Hiring of a relationship manager
- ✓ Participation in different boat shows

# SHIPYARDS

## SHIPYARDS THROUGHOUT EUROPE

✓ 39 shipyards



✓ 112 shipyards



✓ 62 shipyards



✓ 6 shipyards



In total 260 shipyards in Europe of whom 136 dedicated to sailing boats

3 millions de Voiliers sur l'eau dans le monde dont 1,2 million en Europe

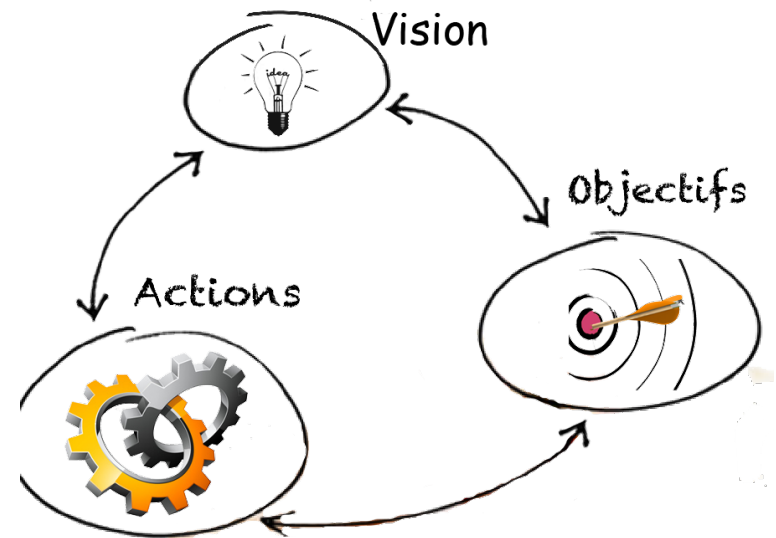
60 mille nouveaux voiliers sortent des chantiers navals par an dont 75% produits en France



# 7 YEAR TARGET

## FIXED TARGET FOR THE COMING SEVEN YEARS

- ✓ **0.5%** Sailing boat market
  - 6.000 wind turbines sold
- ✓ **5%** New sailing boat market
  - 3.000 wind turbines sold



# 3. PHILEOLE HOUSING

## « TRAMONTANA » WHO IS THE WIND TURBINE HOUSING FOR?

- ✓ Private houses located in windy places
- ✓ Private houses association with a photovoltaic installation (inverter)
- ✓ Detached houses without access to electricity
- ✓ Caravan / Tiny House
- ✓ Buildings with roof installation



# DEVELOPMENT

## DISTRIBUTION AND MARKETING OF « TRAMONTANA »

- ✓ Contact the architectural offices
- ✓ Contact the roofers and placers
- ✓ Contact property owners through real estate agents, building trade unions and real estate funds
- ✓ Establishment of a network of distributors for the different target areas

# 4. PHILEOLE INSTITUTIONAL

## DISTRIBUTION AND MARKETING PHILEOLE INSTITUTIONNEL

- ✓ Highways with the wind created by road traffic
- ✓ Urban (same)
- ✓ Towers
- ✓ Road Signs (in addition to solar panels)
  
- ✓ Contact with politicians - highways and cities
- ✓ Contact with telecom operators – telecom tower
- ✓ Other ideas

# RESEARCH & DEVELOPMENT

## EVOLUTION AND DEVELOPMENT OF WIND TURBINE



- ✓ Search for better performance and design
- ✓ Industrial production by injection
- ✓ Finest products
- ✓ Engineer Philippe Dejaeger

# 5. COMPETITION

## POTENTIAL COMPETITION

- ✓ Less expensive
- ✓ No follow up
- ✓ Less efficient
- ✓ No environmental quality (Sustainable)
  
- ✓ Horizontal axis wind turbines
  - Bulky
  - Vibrations
  - Noisy



# SWOT ANALYSIS PHILEOLE



4

FINANCIAL  
PLAN





# FINANCIAL PLAN

## TWO FINANCIAL PLANS HAVE BEEN DEVELOPED

The 1st with a **SOLID GROWTH** and the 2nd with a **CONSERVATIVE GROWTH** scenario:

1. Years 1 and 2 have the objective of launching industrial production and setting up the commercial network by investing in commercial and marketing costs, and by limiting other costs, to arrive at a profit 0 for year 1 and slightly positive for year 2. Same goal for the Conservative financial plan.
2. According to the Basic Financial Plan, if growth follows, profitability will quickly rise to 10% and gradually increase to 15%. If the price of the wind turbine must be reduced, if commercial development must be intensified and / or if the distributors' margin must be increased, the reserve for costs and investments (by 8% for year 3 and 17% of turnover for subsequent years) can be used first before reducing profitability.
3. According to the Conservative Financial Plan, profitability increases to 10%, with the same remark for the reserve for costs and investments.
4. In both plans, the profitability on the capital of the shareholders progresses and remains high according to the decision to distribute the dividends, up to 50% and more in the 1st plan and 20% for the 2nd

# FINANCIAL PLAN 1

## 1. SOLID GROWTH: MAIN ELEMENTS

1. **1 + 10 year plan** with year 1 of launch
2. Sale price of the wind turbine of **1.500 € each** (excluding VAT and installation)
3. **Sales target of 500** for year 1, with **growth of 100%** for years 2 to 4, 50% and 25% for years 5 and 6, and then 20%
4. Purchase of the **industrial mold** in year 1 for € 200,000 (possibility of reduction to 100,000 if purchased directly in Portugal), potentially financed by borrowing from a Belgian economic promotion agency.
5. **Reduced** compensation costs for year 1
6. 5% **commercial costs** (trade shows, travel, marketing)
7. 1% **after-sales service** charge
8. Gradual increase in **assembly workers** and salespeople in line with growth
9. **Reserve** for contingencies and investments from year 3 (8% and then 17%), and / or for reduction of the sale price to € 1,250 each
10. **Distributor margin** of 25%
11. Any increase in **production costs and inflation** reflected in the sale price
12. **Office and warehouse** rental for assembly and storage in the Brussels region
13. Minimum dividends of **35% of profit after tax**

# FINANCIAL PLAN 1

## PHILEOLE SA

## PLAN FINANCIER "NORMAL" - RESUME

Année	Lancement						Moyenne		Total	
	1	2	3	4	5	6	7 à 10	11		
Total Vente Unités	500	1 000	2 000	4 000	6 000	7 500		18 662	87 974	
<i>Vente par mois</i>	42	83	167	333	500	625		1 555		
<b>Chiffre d'Affaires</b>	750 000	1 500 000	3 000 000	6 000 000	9 000 000	11 250 000		27 993 600	131 961 600	
<i>Croissance annuelle</i>		100%	100%	100%	50%	25%	20%	20%		
<b>Coûts de production et assemblage</b>	203 350	375 800	533 423	1 359 500	2 027 800	2 532 000		6 250 712		
<i>en % du CA</i>	27%	25%	18%	23%	23%	23%	22%	22%		
<b>Coûts commerciaux et administratifs</b>	361 500	479 000	589 625	1 193 000	1 683 000	2 097 500		4 456 608		
<i>en % du CA</i>	48%	32%	20%	20%	19%	19%	18%	16%		
<b>Réserve pour frais et investissements</b>	0	0	250 000	1 000 000	1 500 000	1 875 000		4 665 600		
<b>Total coûts</b>	564 850	854 800	1 373 048	3 552 500	5 210 800	6 504 500		15 372 920		
<i>en % du CA</i>	75%	57%	46%	59%	58%	58%	57%	55%		
<b>Marge des distributeurs</b>	187 500	375 000	750 000	1 500 000	2 250 000	2 812 500	25%	6 998 400		
<b>Bénéfice avant impôt</b>	-2 350	120 200	576 952	947 500	1 539 200	1 933 000		5 622 280	23 936 934	
<i>en % du CA</i>	0%	8%	19%	16%	17%	17%	18%	20%	Hauteur 8%	
Impôt des sociétés	-588	30 050	144 238	236 875	384 800	483 250		1 405 570	5 984 234	
<b>Bénéfice net après impôt</b>	-1 763	90 150	432 714	710 625	1 154 400	1 449 750		4 216 710	17 952 700	
<i>en % du CA</i>	-0,2%	6,0%	14,4%	11,8%	12,8%	12,9%	13,6%	15,1%	13,6%	
Dividende aux actionnaires	95%	0	85 643	411 078	675 094	1 096 680		4 005 875	17 056 740	
<i>Rendement sur capital total</i>		0%	4%	22%	35%	58%	72%	123%	210%	895%

# FINANCIAL PLAN 2

## 2. CONSERVATIVE GROWTH: MAIN ELEMENTS

Same as for Basic Financial Plan but:

1. **Reduced growth**, with sales target of **500 units for year 1**, with growth of **100%** for years 2, **50%** years 3, **25%** year 4, **20%** year 5, **15%** year 6 and **10%** for years 7 to 11
2. **Reserve** for costs and investments reduced accordingly

# FINANCIAL PLAN 2

PHILEOLE SA		PLAN FINANCIER "CONSERVATEUR" - RESUME								
		Lancement				Moyenne				
Année		1	2	3	4	5	6	7 à 10	11	Total
Total Vente Unités		500	1 000	1 500	1 875	2 250	2 588	3 302	4 167	27 089
<i>Vente par mois</i>		42	83	125	156	188	216	275	347	
<b>Chiffre d'Affaires</b>		750 000	1 500 000	2 250 000	2 812 500	3 375 000	3 881 250	4 953 542	6 250 792	40 633 711
<i>Croissance annuelle</i>			100%	50%	25%	20%	15%	10%	10%	
<b>Coûts de production et assemblage</b>		203 350	375 800	533 423	651 450	777 050	889 843		1 397 119	
<i>en % du CA</i>		27%	25%	24%	23%	23%	23%	23%	22%	
<b>Coûts commerciaux et administratifs</b>		331 500	479 000	542 125	672 375	764 250	893 938		1 304 963	
<i>en % du CA</i>		44%	32%	24%	24%	23%	23%	22%	21%	
<b>Reserve pour frais et investissements</b>		0	0	75 000	468 750	562 500	646 875		1 041 799	
<b>Total coûts</b>		534 850	854 800	1 150 548	1 792 575	2 103 800	2 430 655		3 743 880	
<i>en % du CA</i>		71%	57%	51%	64%	62%	63%	62%	60%	
<b>Marge des distributeurs</b>		187 500	375 000	562 500	703 125	843 750	970 313	25%	1 562 698	
<b>Bénéfice avant impôt</b>		27 650	120 200	311 952	316 800	427 450	480 283		944 213	23 936 934
<i>en % du CA</i>		4%	8%	14%	11%	13%	12%	13%	15%	18%
Impôt des sociétés		6 913	30 050	77 988	79 200	106 863	120 071		236 053	5 984 234
<b>Bénéfice net après impôt</b>		20 738	90 150	233 964	237 600	320 588	360 212		708 160	17 952 700
<i>en % du CA</i>		2,8%	6,0%	10,4%	8,4%	9,5%	9,3%	10,1%	11,3%	13,6%
Dividende aux actionnaires	95%	19 701	85 643	222 266	225 720	304 558	342 201		672 752	17 056 740
<i>Rendement sur capital total</i>		1%	4%	12%	12%	16%	18%	25%	35%	895%

# FINANCIAL PLAN

## FUNDING

	Montant	
Apport JL BODART	930 000 €	65 %
Apport cash actionnaires	500 000 €	35 %
<b>Capital total</b>	<b>1 430 000 €</b>	
Emprunt	200 000 €	Remboursable sur 10 ans
Taux d'interêt	3 %	
Prix du moule	200 000 €	Belgique
Potentiel	100 000 €	Portugal

# 5

## TEAM MEMBERS



# TEAM MEMBERS

## PHILEOLE: THE TEAM

### **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. Dynamic, enthusiastic and able to sell a bicycle to one to anyone.

### **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**

*Communication Manager Philéole*

Concerned to grow her future children in a respectful world, passionate about art and creativity. Past experience in a large innovative Belgian construction company, in charge of training and promotion. Co-founder of Phileole.

### **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.



# PHILEOLE SA

*"Make the wind your friend"*

## CONTACT

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