

NetEdison International

The Global Operating Hub for the EnergyNet™ Ecosystem

INVESTOR THESIS

NetEdison IP Holdings GmbH

Zug, Switzerland

NetEdison International (NI) is a purpose-built operational entity positioned between NetEdison IP Holdings GmbH — the Swiss trademark owner and royalty collector — and the national entities that build and operate EnergyNet infrastructure in each country. It is the franchise center that makes the global brand commercially coherent: activating licensees, transferring technology, coordinating cross-border accounts, and enforcing the quality standards that give the NetEdison™ badge its meaning in every market.

THE THREE-TIER MODEL

NetEdison IP Holdings GmbH — Zug, Switzerland

Trademark owner · Royalty collector · Swiss IP Box · Standard-setter · ViaEuropa liaison
Open Doors Management · US operating entity · Lane Sharman, Solana Beach CA

licenses NetEdison™ brand, Energy Protocol standards, and EROS specifications

NetEdison International

Global operating hub · Licensee onboarding & support · Technology transfer · Brand enforcement
Cross-border coordination · NCEE curriculum governance · Commercial intelligence

THIS ENTITY

Investment target

activates and supports country franchises

India

Parinama / GIFT City

Australia

Grid reform market

China

DC micro-grid scale

Kenya

East Africa hub

Vietnam

SEZ deployments

+ 25 more

Global pipeline

SIX CORE FUNCTIONS

Licensee Activation

Recruits, vets, and signs national ESP licensees. Manages the full pipeline from initial outreach to executed agreements — including the active Parinama/India engagement.

Technology Transfer

Distributes EROS firmware, Energy Protocol specifications, hardware certification packets, and ELAN software updates to every country entity on each release cycle.

Brand & Quality Enforcement

Audits national deployments against NetEdison™ certification standards. Issues and revokes the NetEdison badge for products and installations that meet or fail the standard.

Cross-Border Accounts

Manages multinational clients whose deployments span more than one country entity, routing project revenue and royalty overrides to each relevant national licensee.

NCEE Curriculum Governance

Owns the master NetEdison Certified Energy Expert curriculum. Keeps it current with EP/EROS evolution and issues certifications to regional training centers globally.

Commercial Intelligence

Tracks global pipeline, regulatory shifts, and competitive moves in all 30+ markets. Publishes quarterly intelligence briefings to the full licensee network.

REVENUE ARCHITECTURE

Network Service Fee	Multinational Margin	NCEE Certification Fees	Technology Transfer
<ul style="list-style-type: none"> • Annual fee from each national licensee • Fixed retainer + variable % of country revenues • Zero marginal cost per new country activated • Scales linearly as network grows to 30+ markets 	<ul style="list-style-type: none"> • Retained on cross-border deployments • NI coordinates; country entities execute locally • Project management margin on global accounts • Grows as multinationals adopt EnergyNet globally 	<ul style="list-style-type: none"> • Exam and credential revenue per candidate • Paid by regional training centers per country • Annual re-certification provides recurring income • Headcount of certified installers drives volume 	<ul style="list-style-type: none"> • EROS firmware and EP stack distribution fee • Hardware OEM certification fee per product • Annual update and technical support subscription • NetEdison Registry platform access license

WHY NETEDISON INTERNATIONAL IS INVESTABLE

The Franchise Center Model

NI occupies the same structural role as a franchise corporate office: it does not hold the underlying IP (NetEdison IP Holdings GmbH does that) and it does not operate in any single market (national licensees do that). Instead, NI makes the entire global network function — coherently, consistently, and profitably.

Every country entity activated generates recurring service income for NI with zero incremental capital deployed from the center. The more countries join, the more valuable the NetEdison™ brand becomes in every market simultaneously — a compounding network advantage unavailable to any single-country operator.

Capital-Light Scaling

- Each country entity self-funds its local operations; NI captures service revenue without deploying capital per market
- Network effects: each new licensee strengthens the brand for the next in every other market
- 30+ priority markets identified; NI fee income grows with every activation — linear revenue, sub-linear cost
- Oregon (HB 2065/2066) and India/Parinama licensing discussions validate the model today
- Swiss IP Box structure limits effective tax on qualifying NI income to 8.5-12%

EARLY TRACTION

✓ **Oregon — Regulatory Clearance**

Oregon HB 2065 and HB 2066 (2025) permit Freedom Cables connecting buildings across property lines — the first US jurisdiction to clear this barrier. NI will coordinate the interstate rollout strategy, support replication in other states, and track the California Section 218 repeal campaign (netedison.com/petition/).

★ **India — Parinama / Guneet Banga**

Active licensing discussions are underway with Parinama (led by established investor Guneet Banga), targeting housing societies, SEZ developments, and GIFT City. NetEdison India would be among the first country entities activated through NI's licensee pipeline, with a projected addressable market of ₹12 M–₹102 M in annual license revenue.

STRUCTURING THE INVESTMENT

Equity in NI	Country Anchor LP	Sector Operator SPV
<p>Direct equity stake in NetEdison International as the global network service operator. Participate in service fee income from all 30+ country entities without bearing per-market operating risk.</p> <ul style="list-style-type: none"> • Pre-network scale entry pricing • Service fee income from each country activation • Swiss governance; scalable to global royalty network 	<p>Lead investor in a specific country entity — e.g., NetEdison India alongside Parinama. Combine local market upside with NI's brand, technology, and NCEE infrastructure.</p> <ul style="list-style-type: none"> • India, Australia, China available for anchor discussions • Co-invest alongside established national licensee • NI provides brand rights, EROS, and NCEE curriculum 	<p>Fund a specific vertical (Business Parks, Housing Societies, Hospitals) operating across multiple country entities. Receive vertical licensing rights issued by NI.</p> <ul style="list-style-type: none"> • Operate within a defined sector across geographies • Revenue independent of single-country market risk • NetEdison hardware and software stack supported by NI

Contact

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