



Business Strategy and Capital Raise for Innovative Zero Carbon Hydrogen Generation Company

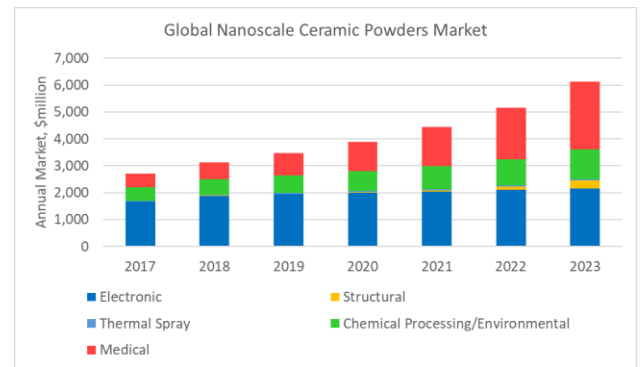
Situation

A hydrogen generation startup had developed an innovative technology that efficiently converts aluminum waste into hydrogen, hired a core team to advance the technology and move the company forward, and needed to refine their business plan and strategy to raise capital. The management team also identified key questions and risks in their strategy that needed to be addressed. Key questions that needed to be addressed revolved around understanding the market and market targeting, determining optimal system size, evaluating key risks facing the business, and developing a business plan that mitigate risks while realizing the company's ambitions.

Solution

Velerity was brought in to develop the company's business plan and strategy, to advise the management team on numerous matters, and to position the company for a capital raise. Velerity focused on developing the company's business plan, and engaging senior management, including:

- Defining the vision and ambition of the senior management team;
- Identifying and characterizing key risks and points of exposure associated with realizing the company's ambitions;
- Building a cash flow model that analyzes solution economics;
- Performing a detailed market evaluation, including the market size, prices and associated economics of the company's three co-products: hydrogen, electricity and aluminum hydroxide;
- A detailed assessment of the market for various forms of aluminum hydroxide including the nano-materials market, and associated post processing steps required;
- The size and pricing associated with the recycled aluminum market;



Result

The company succeeded in raising \$5 million in capital and identified the hosts and partners for its initial full scale deployments.