



Hello  
Tomorrow  
Challenge

**Entry Name** LUXEOLE SKY MEDIA, Smartest Wind Power  
**Which country are you applying from?** FRANCE

### Details about the form

### Basic Information

**Select you track required**

IT-Com

**Public description required** 2 words left

LUXEOLE's EXCLUSIVE DESIGNED WIND TURBINES  
TURN SMART & CONNECTED!

LUXEOLE SKY MEDIA is a new energy harvesting urban wind turbine & streetlight & dynamic digital display device at once, that can be customized with removable blade extension modules, collecting GREEN energy for multiples usages.

ADVERTISING becomes SUSTAINABLE COMMUNICATION...

...with WATT-is-LUXEOLE.NET -works, composed each of ca. 200 remote controlled LUXEOLE SKY MEDIA wind turbines, installed in urban and suburban areas, generating up to 1 MW of decentralized GREEN energy for LOCAL use, infrastructures, IT/Com systems, Web & Apps services.

In one Click (or smartphone scan), you access the dedicated website, WATT-is-LUXEOLE.NET that offers dynamic content, always relevant and up to date, according to the installation location, usage and users behaviour.

**Have you already incorporated your startup?**

Yes



**If yes, since when?** 19/11/2009

**How much money have you already raised for this project?** 40,000 € (own funds invested yet)

**Website** <http://luxéole.wordpress.com>

## Problem

**What is the problem you are addressing?**

Population growth and urbanization induce that the world's energy consumption continuously grows!  
We are only at the dawn of the electrical and digital era and many more SMART energy solutions have to be developed, in particular to REDUCE CARBON IMPACT in BUILT ENVIRONMENT.

Although, concerns on achievable energy efficiency and longer payback periods are known barriers, in particular as for the development of urban wind power.

To reduce OVERALL CARBON FOOTPRINT, how to boost and develop efficient and revenue bringing solutions in renewables, especially urban wind turbines and micro-generating street furniture?

## Solution

**What solution do you bring to this problem?**

TO COMBINE SMART RENEWABLES & SUSTAINABLE MARKETING  
An innovative media to boost sustainable consumption and globally promote renewable energy solutions.

Street furniture become aesthetic, customized microgeneration platforms, providing electricity for LOCAL USE, offering capability to benefit from numerous self-powered, cost-efficient, revenue-generating applications, i.e.:

\* outdoor display media



- \* Energy-efficient streetlighting
- \* Electric-charging-stations
- \* water-purification-pumps
- ...

To adapt to related cross markets, "Internet of Things" and "Smart Grids", LUXEOLE develops a new website dedicated to "Open & Big Data", associated to products the company offers:

"WATT-is-LUXEOLE.NET" WEB-platforms are dedicated to the PROMOTION, MANAGEMENT and ONLINE SERVICES of public or private LUXEOLE sites, that will be gradually listed, i.e. all sites equipped with micro-generating LUXEOLE assets as well as any ancillary equipment.

## Technology

### What is the technology behind this solution?

An innovative VERTICAL AXIS WIND TURBINE TECHNOLOGY, EXCLUSIVE MODELS & CONCEPTS as well as...

...proven and new related technologies in renewables, energy harvesting and smart grid solutions (software and hardware): vertical axis wind turbines, photovoltaics, batteries, LED / LIFI lighting systems, digital display devices, sensors, ITC systems, telecommunication infrastructures, Open & Big Data management, ...

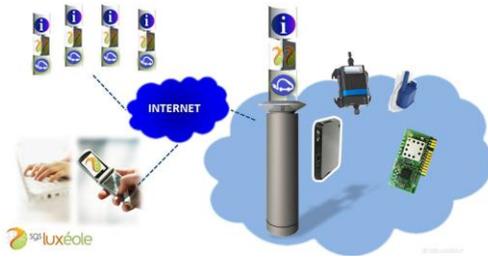
### How far along are you with this technology?

Yet the project has already involved more than 20 persons and benefitted from multiple inputs, i.e., in forms complementary competences, expertises, experiences, feasibility studies and advices from different contacts and partners, who have already contributed.

2013-October, 1st SUCCESS:

Exhibition of first developed SOLAR STREETLIGHT SL PREMIUM-1 model: positive test results with high performant batteries and German LEDs (>90% higher efficiency!).

2013-December, 1st: VAWT-INSTALLATION:



**Is it patented?  
What are the competing technologies?**

The French town Thorigny-sur-Marne (77) near Paris and Disneyland Resort leads the way in the WATT-is-LUXEOLE.NET-community by installing a first 1.5 kWp LUXEOLE wind turbine at the entrance of the new school building. A dozen other communities and landowners are interested to follow.

IN PROGRESS:  
Development of optional integrated VSAT telecom mast module.

As for the conception of the patents pending wind turbine LUXEOLE SKY MEDIA, feasibility study results are OK.

Provisional patent

The sector of vertical axis wind turbines (VAWT) comprises +/- thirty manufacturers in Europe. Indirect competition are advertising wind turbines connected to outdoor display panels, which involve less than 10 companies, including the German partner BLUETERRA WIND MEDIA GmbH with +/- 1,000 installations worldwide.

Competing products exclusively based on wind energy are highly unsuited and difficult to integrate into the urban landscape.

LUXEOLE, winner in the national SmartGrids France 2013 award and Digital Challenges DIGIT'ALL 77, stands out clearly with a new concept in "Energy harvesting" associated with "Active" street furniture networks.

As cross markets and technologies are involved, the LUXEOLE SKY MEDIA innovation programme will be organized in several R&D sub-batches.

**What is your go-to-market timeline?**

18 to 20 months from 1st fundraiser for the collaborative project LUXEOLE SKY MEDIA are scheduled with our scientific research groups, industrial, sales & financial partners, including also associations, universities and graduate business schools (INSEAD, HEC,...).

Meanwhile, conception, implementation and launch of WATT-is-LUXEOLE.NET website is planned with further IT/Com, Web & apps competences to come, either as partnerships, major customers and / or additional team members.



Further sales and installations of smart street furniture LUXEOLE commercializes, such as the hybrid XXL e-Tower from BLUETERRA and SL PREMIUM solar streetlighting systems are forecasted in the coming months.

### What is the biggest challenge you will face?

- To FINALIZE the shareholders' agreement allowing the implementation of the R&D programme within its agenda.
- To WIN and CONTRACT with further (especially public) clients wishing to install and use our products:
  - Regions, communities, ministries, landowners,...
  - and partners, such as advertising agencies, integrators, major companies in any sector,...
- To RAISE 750 k€, required to structure the company and accelerate the R&D project LUXEOLE SKY MEDIA.

The first fundraiser via MyMicroInvest Crowdfunding platform is on progress and will be launched as soon as 300 fans have subscribed or, at least, one major investor has joined us.

<https://www.mymicroinvest.com/startups/12-sgs-luxeole-s-a-s-?locale=en>

### Team

**How many people are on your team?**

9

**Why do you believe your team will be successful with this project?**

1) COMPLEMENTARY EXPERTISES

LUXEOLE is member of SYSTEMATIC PARIS-REGION Excellence Cluster. Our exiting project represents a tremendous opportunity, which inspires qualified students we already worked with, additional entrepreneurs and experts who are willing to join us.

2) HIGH MOTIVATION

All collaborators, who have joined us yet, are convinced of it's success, highly motivated and invest time and expertise in the collaboration. Some



stakeholders will also become shareholders.

3) A WIN-WIN-WIN situation

We all have mutual interests in this sustainable project with high potential and impact on social economy. It allows collaborative teamwork on a long term basis and to become a leader in VAWT, in SmartGrids as well as to develop globally further sustainable decentralized businesses by usages.

## Vision

**What most motivates you about this project?**

A VISION OF GLOBAL SMART WIND POWER SOLUTIONS

- 1) To be creator, initiators and stand out with federating new products and innovative concepts to roll out globally.
- 2) From the start, LUXEOLE is proud to be supported and encouraged with 1st PRIZES (among others) in the European competition C2EI in 2011, by the regional JCI, PEEPS / FIE-IOGS in 2012 and the SmartGrids France 2013 Awards...
- 3) To take part in a COLLABORATIVE PROJECT and TEAMWORK for huge business developments.
- 4) To create new sustainable activities and jobs in urban wind energy and smart grids ANY POPULATION REQUIRE.



### What is the big idea behind it?

TO DEVELOP GLOBAL SMART WIND POWER BY USAGES  
in line with social economy and solidarity!

Our multifunctional "Active" street furniture assets reduce carbon impact of urban infrastructures up to 100 % and provide tailored, scalable solutions.

Moreover, the consumer's behavior, "connected" to desire with their Smartphone to the Internet, fundamentally changes.

Our connected GREEN assets perfectly meet the needs of this new "Consum'actor" and "Eco-users" with relevant information that is VISIBLE and ACCESSIBLE 24h/24, 7/7 on WATT-is-LUXEOLE.NET© online platforms.

Especially in an ongoing context of crisis, our products are economically interesting to contribute to the energy transition and sustainable development.

### Why is it inspiring?

PROTECT the ENVIRONMENT & CREATE GLOBAL BUSINESS thanks to RENEWABLES & SUSTAINABLE MARKETING  
FREE GREEN POWER & ACCESS to CITY SERVICES & REAL-TIME INFORMATION with EYE-CATCHING effect!

Installed at strategic locations in the city or even in isolated areas our smart GREEN assets can be customized to fit any environment. Silent and aesthetic, our products offer besides FREE GREEN energy for e-bikes, mobile phones,... at a glance and at any time, (= single scan of QR code with a Smartphone) a

FREE, FAST and EASY overview and access to online city services via WATT-is-LUXEOLE.NET and relevant real time information .

### Video

#### Youtube Link

[https://www.youtube.com/watch?feature=player\\_embedded&v=QIBG18dMMwI](https://www.youtube.com/watch?feature=player_embedded&v=QIBG18dMMwI)

### Slide-deck

#### Upload your pdf/ppt file.

<http://www.sgs-ecogreen.fr/download.php?f=89>