



H ∞ R D A D
E N E R G Y

Hoordad Energy

BUILDING INTELLIGENCE INFRASTRUCTURE
FOR ADAPTIVE ENERGY ASSETS

Light becomes **energy**.
Energy becomes **intelligence**.
Hoordad **orchestrates** the transition.



Orbit

— proves

AI Energy Intelligence Layer
for adaptive buildings.

FIRST COMMERCIAL PRODUCT



Prism

— activates

Active Surfaces &
Intelligent Glazing.

INDUSTRIAL EXPANSION



Atlas

— scales

Portfolio Intelligence &
Multi-site Optimization.

SCALE LAYER

€500K
NOW

€3M
TOTAL ROADMAP

Software-first.
Pilot-driven.
Impact-focused.

 www.hoordad-energy-ariyan.eu

 maryam.h.roodsari@gmail.com

 Paris, France

 HOORDAD ENERGY SASU
SIRET 105 976 203 00015

FRENCH CLEANTECH
PARIS, FRANCE



02/15

The Missing Intelligence Layer

Buildings generate data, but rarely turn it into verified operational decisions.

The building market is full of fragmented systems: BMS, HVAC, PV, sensors, meters, dashboards and ESG tools. But they rarely operate as one continuous intelligence loop.



 Fragmented measurement Data lives in silos with inconsistent quality and limited context.	 Slow decision-making Manual analysis and static rules delay or block action.	 Isolated action Systems act alone without coordination or optimization.	 Missing performance proof No verified outcomes, baselines or audit-ready impact trail.	 Underused glass/ façade potential Façades generate data and energy, but intelligence is missing.
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✦ The opportunity is not only to collect building data. It is to make buildings **act, prove and improve.**



Software-first de-risking



Measurable control loop



Pilot-driven proof path



Strategic fit with glass, energy & automation players

03/15

Cooler, Smarter, Measurable Buildings

Produce. Temper. Prove.

Hoorad turns buildings into controllable,
comfortable and verifiable energy assets.



Orbit

AI operational intelligence

Control • Optimize • Prove

✦ First commercial product



Prism

Active surfaces

Produce • Tint • Display

Photovoltaic and
adaptive glazing expansion



Atlas

Portfolio intelligence

Compare • Optimize • Supervise

Multi-site
performance layer



Hoorad AI is not generic generative AI.

It is operational, edge-aware, energy-focused and measurable.



Vector

Real-time
decision intelligence



Horizon

Predictive
intelligence

Both integrated into **Orbit**.



Hoorad dynamically manages **light, heat and indoor comfort**, with **measurable proof**.

04/15



The Market Is Accelerating

The building is becoming the next **active energy infrastructure**.

Buildings
account for

~ **40%**

of global
energy
consumption

Making buildings one of the largest and fastest opportunities for energy impact.



Regulation

EPBD, tertiary building obligations, CSRD, energy-performance reporting



Energy volatility

Rising pressure on operating costs, comfort, cooling and resilience



Electrification

HVAC, mobility, storage and local energy make buildings harder to orchestrate



AI and automation

The value shifts from passive reporting to measurable control

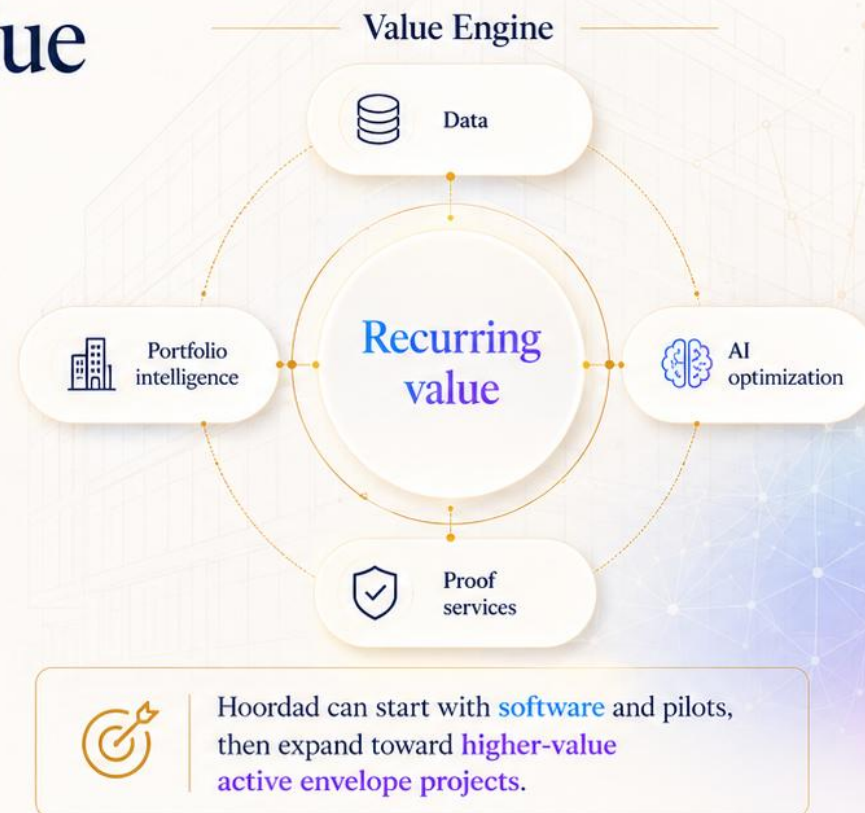


The market is moving toward buildings that are **productive, controllable** and **provable**.

Hybrid Model, Recurring Value

The glazing opens **access**. Software creates **recurrence**. Data increases **margin**.

Six Revenue Streams



From project revenue to **recurring software and data value**.

A Rare Convergence

The market still separates what Hoordad connects:
AI, active envelope, energy control and proof.

Category	Main Limitation	What Is Missing
 BMS / BEMS	Heavy systems	Limited AI-native intelligence
 EMS software	Dashboards	Limited operational proof
 BIPV / glass players	Specialized hardware	Limited data and AI layer
 ESG platforms	Reporting	Limited real-time control
 Hoordad	AI + active envelope	Proof + traceability



Hoordad connects **data**, **action**, **envelope** and **proof**.

Target Markets & Strategic Access

07/15

Hoordad is not only targeting building owners. It also creates strategic value for energy companies, ESCOs, utilities and flexibility players because buildings are becoming distributed energy assets.



1 Energy companies, utilities & ESCOs

Distributed energy assets • Flexibility • Demand optimization • VPP-readiness
Strategic fit: EDF, ENGIE, TotalEnergies, energy service operators



2 Commercial real estate & offices

Performance • Energy savings • Comfort • Operational proof



3 Public buildings & municipalities

Compliance • Resilience • Budget control • Measurable impact



4 Hotels, retail & museums

Comfort • Experience • Display • Energy optimization



5 Smart greenhouses & agrivoltaics

Light control • Climate optimization • Yield support • Energy autonomy



6 Architects, façade engineers & glass players

Active surfaces • Technical integration • Building envelope value



7 Developers, integrators & facility managers

Pilots • Deployment • Operations • Scale-up

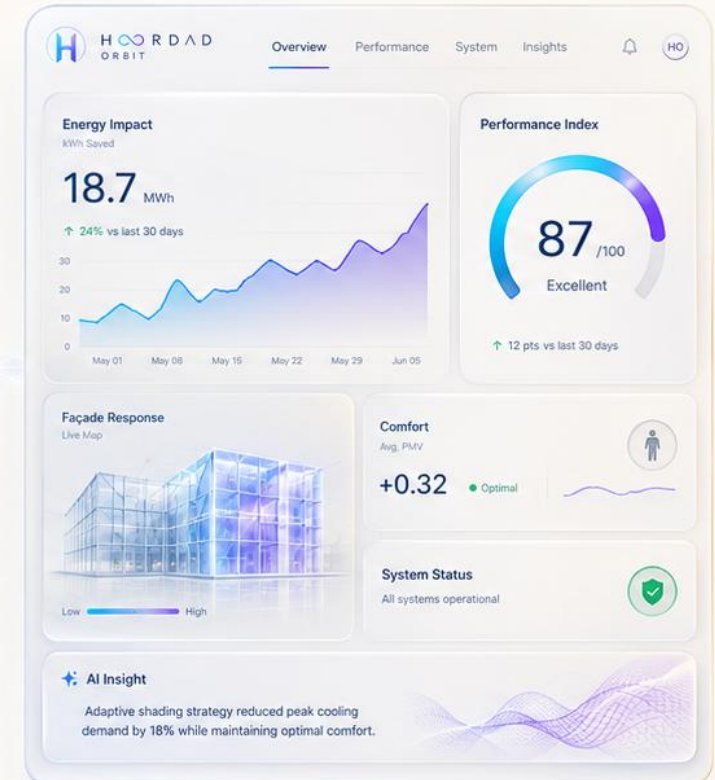
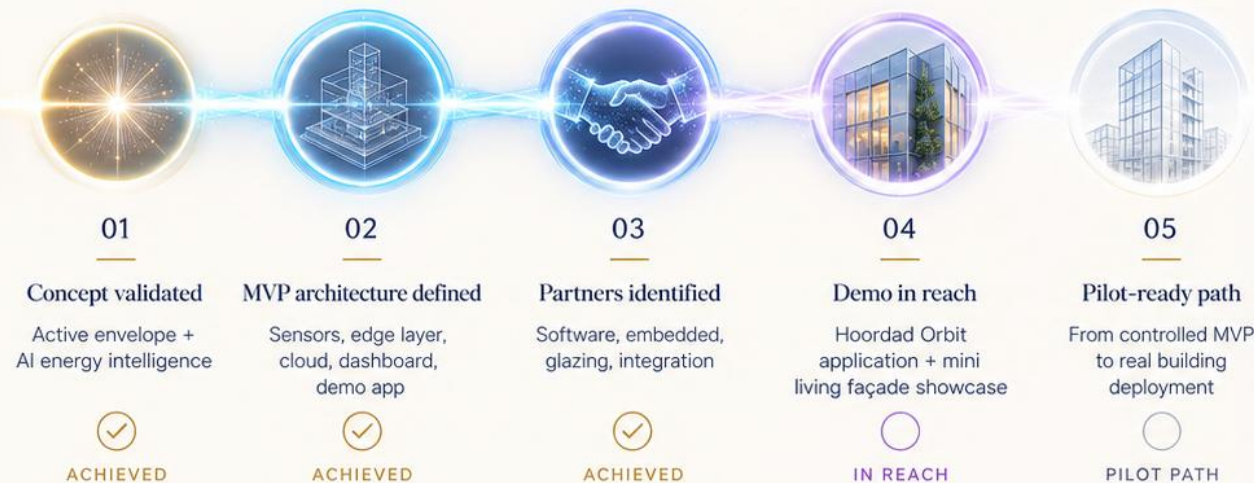


Hoordad targets buildings as energy assets, and energy players as strategic scale partners.

The first market is buildings. The strategic scale path is energy, façade and infrastructure partners.

From Vision to MVP

The first operational layer of Hoordad Orbit is already taking shape.

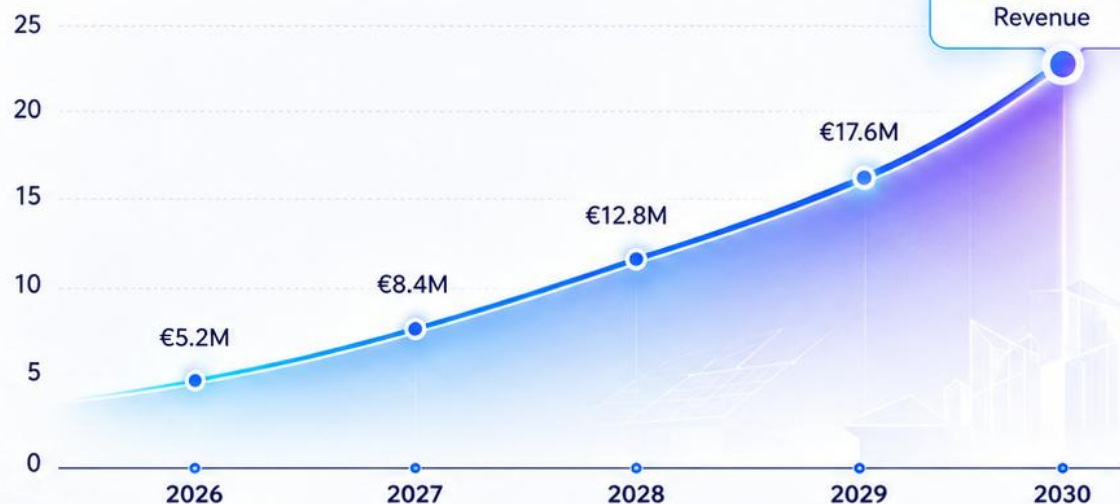


★ The risk is moving from “Can it exist?” to “How fast can we validate it?”

2030 Growth Trajectory

A bottom-up ambition toward €23.5M revenue by 2030.

Revenue (€M)



Ambition scenario — not a guaranteed forecast.



€7.2M

EBITDA ambition



160

EMS sites by 2030



25

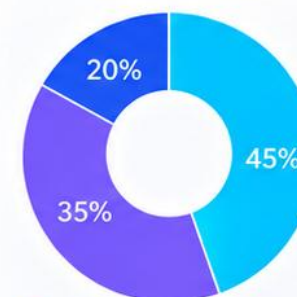
BIPV / active-envelope projects



Growth drivers

- EMS site deployment
- BIPV / active-envelope projects
- Increasing share of software, AI and data revenues

Revenue mix



- EMS SaaS
- BIPV / Projects
- AI & Data



As deployment grows, recurring software and data value increase.

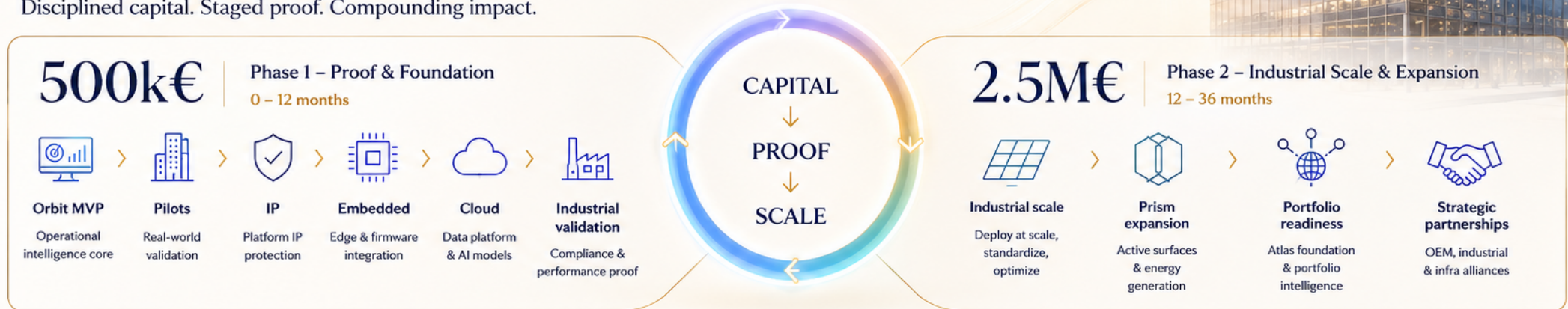


500k€ to Proof. 2.5M€ to Scale.

Disciplined capital. Staged proof. Compounding impact.

Fuel the Building
Intelligence Infrastructure

From one building to
adaptive energy portfolios.



Every euro is deployed to **de-risk, prove and expand.**

WHAT THIS
CAPITAL
REDUCES



Execution risk
Build, test and deliver Orbit.



Technology risk
Validate edge, cloud and AI.



Market risk
Pilots prove value.



IP risk
Secure and own key IP.



Industrial risk
Prove performance at scale.



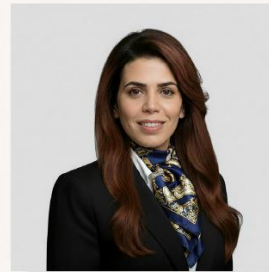
Scale risk
Prepare for portfolio expansion.

From software foundation to industrial infrastructure. One platform. **Infinite impact.**

TEAM AND EXECUTION

A founder-led, contributive and partner ecosystem able to connect software, energy, deeptech and the field.

Hoordad combines founder-led expertise, specialized contributors, technical partners and strategic control of intellectual property.



MARYAM H. ROODSARI

Founder & President

- Software · Data · Physics · Business strategy
- Product leadership and EMS architecture
- Strategic vision, financing and execution

ARASH NIKNIAZI

Optics & Deeptech Contributor

- Optics · Active envelope · Technical validation
- Contributes to active glazing and technical validation of the concept

JACQUES LEUGER

Senior Advisor, Corporate Finance & Capital Strategy

Founding Partner, Jaflore · ESSEC Business School

- Capital structuring, financing strategy & investor readiness
- Financial planning, funding roadmap & value-creation perspective
- Senior counsel on strategic financing and growth decisions



HOORDAD ENERGY

Hoordad Platform

Building intelligence infrastructure

-  ORBIT
-  Controlled IP
-  Unified architecture
-  Coordinated execution



INDUSTRIAL ECOSYSTEM

Partner targets & strategic pilot pipeline

- Glass · Facade · Energy management
- Building automation · Pilot sites · Certification pathways



Phenytech

EMS / Cloud / Data Partner

- Software architecture · Cloud · Building data
- Supports the EMS platform, cloud infrastructure and data flows



Witekio

Firmware / Embedded / IoT Partner

- Embedded systems · Firmware · Field connectivity
- Contributes to embedded integration, firmware and field connectivity



Remolab

Incubation & Venture Building

- Incubation · Structuring · Acceleration
- Supports startup structuring, venture building and strategic acceleration



IP and strategic governance led by Hoordad

Strategic Exit Routes

Hoordad can become a strategic asset for building, energy and automation players.



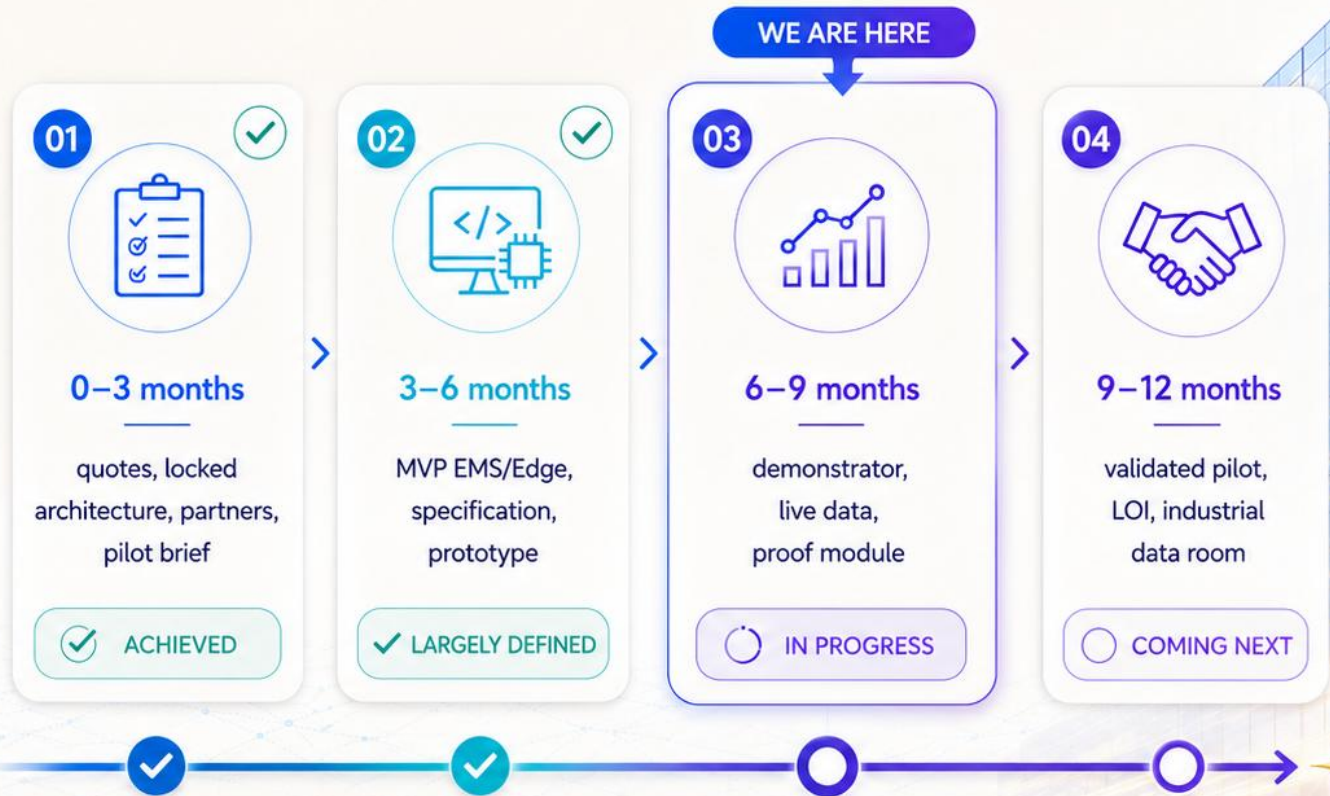
Hoordad creates strategic value through technological convergence and field proof.

12-Month Milestones

The foundations are secured.
We are entering the **demonstrator** and **proof** phase.



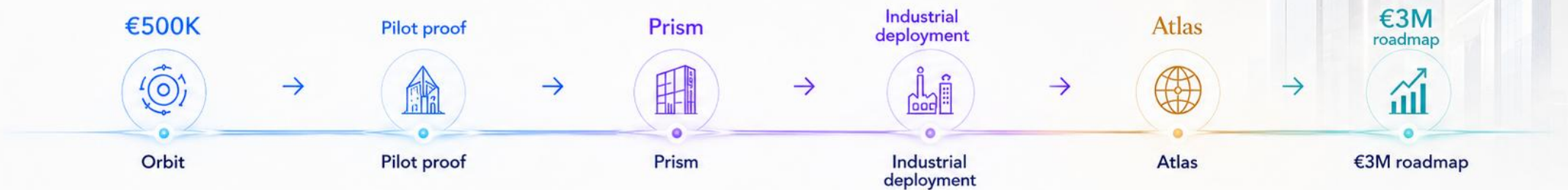
Each step converts **risk** into **proof**:
architecture, prototype,
field data, pilots
and partners.



Architecture → Prototype → Data → Pilot : **a clear de-risking trajectory.**

From Capital to Proof to Scale

A staged **€3M** trajectory from Orbit validation to Prism expansion and Atlas scale.



€500K — Proof & Validation Phase

Validate Hoordad's first operational layer and create measurable field proof.



Demonstrate • Learn • Validate • De-risk • Create proof

✓ **€500K** proves the operating core.

€2.5M — Expansion & Industrialization Phase

Convert field proof into product deployment, industrial readiness and multi-site scale.



Accelerate • Deploy • Industrialize • Scale

✓ **€2.5M** transforms proof into infrastructure scale.

The first capital proves **Orbit**. The next capital expands **Prism** and scales **Atlas**.

Living Buildings

Hoordad transforms buildings into intelligent, controllable, and measurable energy assets.

Orbit provides operational intelligence, **Prism** activates surfaces, and **Atlas** extends intelligence across the portfolio.

**ORBIT**

Operational
intelligence

**PRISM**

Active
surfaces

**ATLAS**

Portfolio
intelligence



Scan to contact us

Request an **Orbit** demo

Pilot. Prove. Deploy.

Maryam H. Roodsari

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www.hoordad-energy-ariyan.eu



maryam.h.roodsari@gmail.com



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