



Fact Sheet

Version 2.2
Date 02/2024



About Robinsun.com

Robinsun is a European tech company based in Madrid, Spain, developing innovative renewable energy solutions that combine proven technologies with mass market applications. It was founded in early 2023, and launched robinsun.com in June 2023.

The company is a pioneer of Plug & Play Solar Kits. Launching initially in Spain, the company recently added France, Portugal and Italy as additional markets in late 2023. Robinsun also offers Solar Batteries for on-grid residential use, giving customers an option to store excess energy generated by their Plug & Play Solar Kits.

The company's mission is to enable unserved households to benefit from the advantages of solar power and to participate in our energy transition.

When Robin Hood meets Robinson Crusoe

So far, residential solar energy has been exclusively accessible to homeowners with a roof. But not everybody can afford a solar installation worth thousands of Euros, and the majority of households in Southern Europe live in apartments, with no roof for such a bigger installation. A 21st century Robin Hood would definitely fit his balcony with a Plug & Play Solar Kit, would stop paying huge power bills and would go get a subsidy from the sheriff.

The idea of using existing PV components to build small kits for locations where no roof is available, was born among environmentally conscious DIY enthusiasts, mainly Germany. This is reminiscent of how Robinson Crusoe built a home and livelihood with tools and materials at hand in the fictitious island of Trinidad. Today's Robinson Crusoe would definitely want to generate solar energy on his balcony or garden, heading over to the nearest DIY store to get components and build himself a Plug & Play Solar Kit. And he would not be asking for permits.

Ongoing innovation

Since launching in summer of 2023, Robinsun has been introducing various innovations to get the latest technology into the hands of consumers fast, and at the lowest possible cost.

Robinsun launched with 2 types of solar kits, the Performance kit for higher output installations, and the Light kit featuring ultra-light solar panels. The company soon added plug & play battery systems as well.

In November 2023, based on recent market price development, Robinsun was able to cut the prices of its kits by up to 30%, making plug & play solar kits ever more affordable.

In December 2023 Robinsun launched the 2.0 version of its flagship Performance kit, upgrading the solar panels used to bifacial panels, TOPCon technology and N-Type cells. As a result, kits went from an output power of 820 Wp to 840 Wp, plus an extra 15-30% in production from the bifacial cells. With this improvement, plug & play solar kits can produce up to 1.600 kWh/year in Southern Europe. At current power prices, the earnback of a kit can be as low as 1 year and 8 months.

Where do the savings come from?

Every kWh produced by a Plug & Play Solar Kit is immediately consumed by the household appliances. This reduces the need for electricity from the grid, that is mostly generated using fossil fuels, and keeps rising in price all the time. During its lifetime of 30 years a Plug & Play Solar Kit produces renewable energy every day, without any extra cost at all. The saving comes from lower electricity bills, as the household won't need to buy from the utility the kWh produced by the kit.

What is a Plug & Play Solar Kit?

A Plug & Play Solar Kit is an energy generating device for households that want to produce their own renewable energy for self consumption. They are composed of 1 or 2 solar panels, a micro inverter, and all cables and mounts needed for an easy, safe and fast installation. With a max. output power of 800 W, they can be self-installed by anybody, avoiding the delay and cost of hiring a solar installer or electrician. If you know how to set up a simple piece of furniture and how to plug in an appliance, you can for sure set up your Plug & Play Solar Kit in minutes.

This simplicity in setup allows everybody to participate in our fight against climate change, generating renewable energy at home for immediate self consumption. It also gives households that don't have a roof for a bigger solar installation the opportunity to reap the benefits of solar energy (stable, low electricity prices over many years). Plug & Play Solar Kits also allow everybody to participate in our energy decarbonization and the fight against climate change. This fight is won by all of us doing their part, big or small. Every kit installed means less grid energy used. This in turn means less need for fossil fuel powered energy.

Following EU regulation, Plug & Play Solar Kits have a maximum output of 800 W. This frees them from requirements that apply to bigger PV installations that require a certified installer to carry out the installation. That's why Plug & Play Solar Kits can be self-installed by the user. The electricity they produce is meant for immediate self-consumption.

Robinsun offers two types of kits, called "Light" and "Performance". Light kits use lightweight and flexible solar panels, while Performance kits use conventional monocrystalline panels. Kits are available with various output power, depending on the number of panels the kit includes (one or two panels).



Robinsun kits can be installed on a range of different locations, like on flat roofs, pergolas, car ports, gardens, balconies or walls. For those of us that have the DIY spirit in them, there are Basic kits that come with no mount, so that customers can mount them their way.

Kits are extremely affordable, starting at just €449 incl. VAT and shipment. In an average Southern European location they generate so much energy, that the price per kWh over the 30 year warranty period of the solar panels can be as low as €0,02 (VAT incl.). No other energy provider today can guarantee such a low price over such a long period of time.

Considering average electricity prices in Spain, a Plug & Play Solar Kit can pay back in as little as 1 year and 8 months, and then deliver free electricity for the rest of the 30 year warranty period of the solar panels.



The founder

Robinsun was founded by [Boris Hageney](#), a veteran entrepreneur and investor in eCommerce in Europe and the US. He specializes in transactional consumer ventures at their earliest stage.

Among the companies founded by Boris are CityDeal/Groupon in Southern Europe, GoReadyMade (together with HelloFresh), Southern Europe's first beauty booking site Blissbooker.com, Spain's first price comparison site tarifas24.es. Boris is an active Business Angel, and has had a stint as a VC with Global Founders Capital in the Bay Area.

Boris' main motivation to found Robinsun was the desire to build a scalable consumer tech company that participates in the fight against climate change. Every Plug & Play Solar Kit sold by Robinsun is a small step in our common goal: to decarbonize the energy we use, and save our planet.