BOREPRO200

Reducing Costs for Ground Source Heat Pumps (GSHP) bore hole drilling

Jane Smith
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Introduction

Mission:
To make GSHP heating affordable
& accessible for every UK household.

Jane Smith

Mechanical Engineer
with 15 years of experience
in renewable energy system
design.

John Doe

Entrepreneur and energy
policy expert who scaled a
solar installation company
to £10M in annual revenue.

Ella Brown

Marketing strategist with a
track record in launching
successful green tech
products.

The problem

Ground source heat pumps (GSHPs) tend to perform better than air source heat pumps (ASHPs) in the UK due to stable underground temperatures, resulting in higher efficiency, with Coefficients of Performance (CoP) typically 3.5–4.5 compared to ASHPs' 2.5–3.5.

GSHPs are quieter, more durable, and offer consistent performance year-round, whereas ASHP efficiency drops in colder weather.

Barriers to Adoption: Traditional drilling methods are labour-intensive, slow, and expensive (£6k per borehole), deterring market growth.

Climate Challenge: Meeting the UK's carbon reduction targets requires accelerating the adoption of low-carbon heating systems.

High Costs: Ground source heat pumps are recognised for their efficiency but remain financially out of reach for most households due to installation costs averaging £12,000-£20,000.

The solution **BorePro**200

- A patented drilling machine that uses advanced precision-guided drilling technology.
- An innovative technique for borehole installation that is 50% cheaper with cost reduction to £3,000 per property.
- Compact, quiet, and designed for use in urban and suburban areas with minimal disruption.
- Combines lightweight materials with automated borehole placement to reduce manpower needs.

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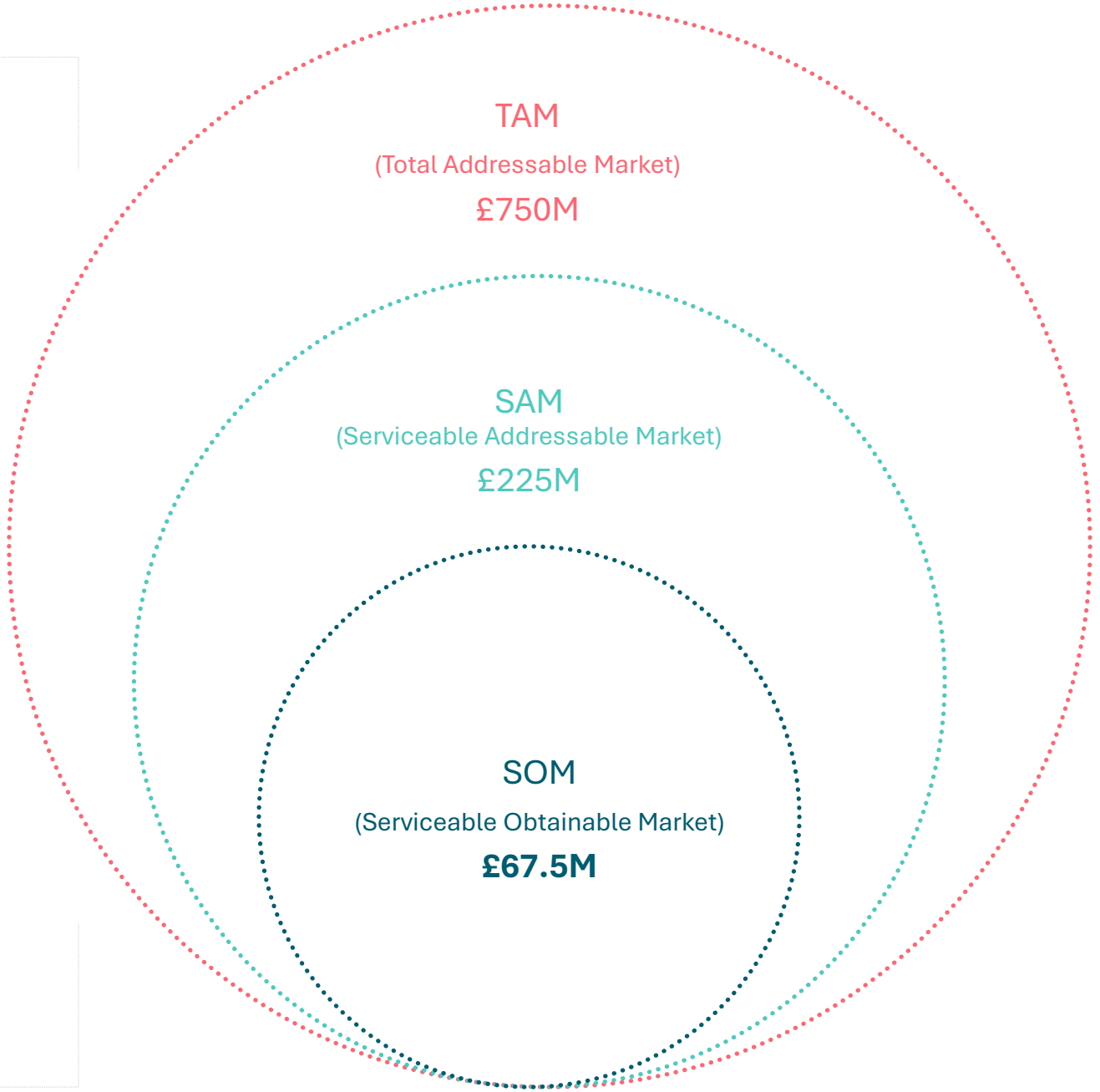
Market Size & Opportunity



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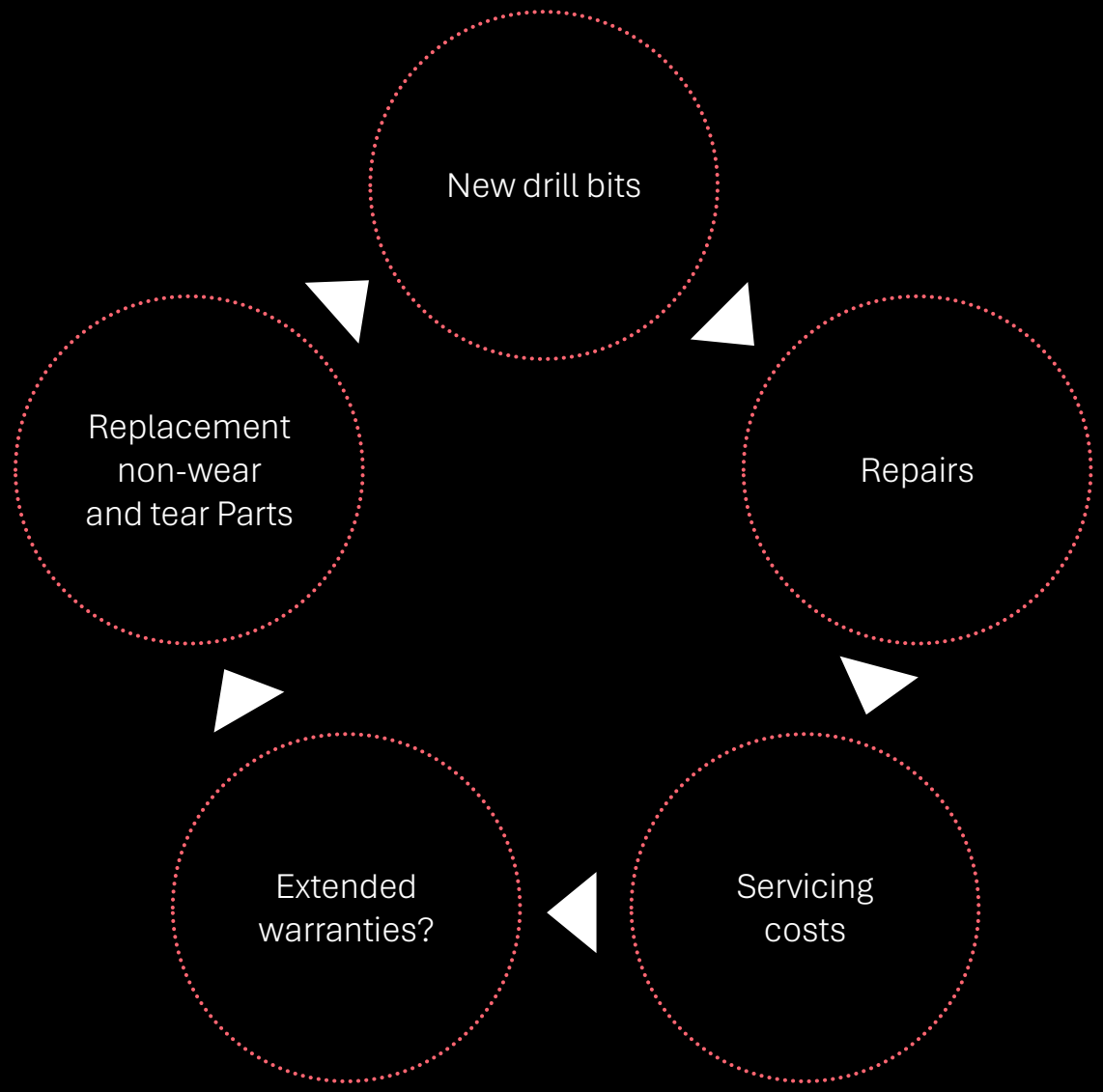

The Market Size and Opportunity is only based on the sales of new machines the further revenue will be raised through...

Marketing channels

Offline:

- Participate in renewable energy, construction expos and industry trade shows.
- Direct outreach to GSHP installers and contractors via trade organisations.

Online:

- Build a professional website to showcase the product (BorePro 200) and its features.
- Use targeted digital marketing campaigns (Google Ads, LinkedIn, and industry forums) to reach GSHP installers and renewable energy contractors.
- Leverage social media platforms like LinkedIn and Twitter to share case studies and testimonials.

Partnerships:

- Collaborate with GSHP association, Green Building Council and similar.
- Build relationships with local councils promoting green energy initiatives.
- Partner with universities and research institutions for product validation.

PR:

- Press releases announcing product launches and key milestones.
- Pitch stories to renewable energy publications about cost reductions and environmental benefits.
- Work with various trade press.

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Sales Strategy

Sales funnel

Awareness: Digital ads, PR campaigns, and industry events

Post Purchase Support: Offer compelling post purchase support

Interest: Offering webinars and product demonstrations

Training: Offer free operator training

Face 2 Face: Face 2 Face company visits by sales reps

Competitor Analysis

Competitors

Large-scale borehole drilling machine manufacturers such as Geodrill and Grundodrill.

Smaller domestic drilling solutions with higher costs or limited transportability.

Competitive Edge

Cost Reduction: 50% cheaper drilling compared to traditional solutions.

Low Maintenance: High durability with automated placement technology.

Scalability: Optimised for contractors servicing residential markets.

Market Size & Opportunity

SWOT

Strengths

Innovative, patented technology

Affordable for contractors

Reduced manpower needs with automated borehole placement

Weaknesses

Limited brand recognition in the early stage

Initial reliance on early adopters to build market confidence

Opportunities

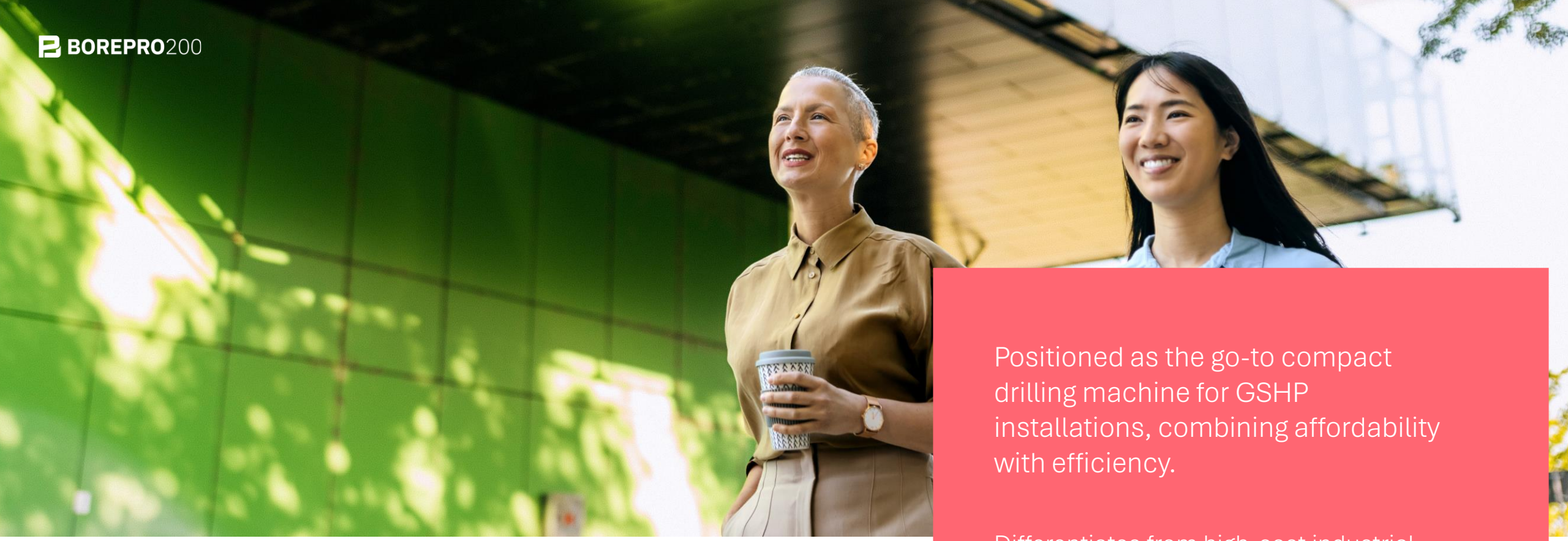
Growing demand for GSHP installations due to government incentives

Expanding into EU markets with similar renewable energy goals

Threats

Competitors innovating rapidly

Regulatory changes affecting renewable energy incentives



Market Positioning

Positioned as the go-to compact drilling machine for GSHP installations, combining affordability with efficiency.

Differentiates from high-cost industrial solutions by targeting domestic and small-scale contractors.

Financials

Cash Flow Projections:

Year	Machines Sold	Cumulative Machines	Machine Sales Revenue at £100k each	Service Revenue	Parts Revenue	Total Revenue
1	8	8	£800,000	£0	£48,000	£848,000
2	10	18	£1,000,000	£32,000	£108,000	£1,140,000
3	13	31	£1,300,000	£72,000	£186,000	£1,558,000
4	17	48	£1,700,000	£124,000	£288,000	£2,112,000
5	22	70	£2,200,000	£192,000	£420,000	£2,812,000

Revenue Model:
Direct sales of machines (£100,000 each).
Additional revenue from servicing (£1,800/year),
and spare parts (£500 per machine on average).

Revenue to Date: None (pre-revenue stage).

Expenses: Manufacturing, sales & marketing, and team salaries.

Gross Profit Margins: Targeting 40%.

Funding Requirements: £1M to scale production from one working product to manufacturing and marketing.

Traction

Current Progress:

Developed a working model capable of drilling 200m boreholes. Initial testing shows a 50% reduction in drilling costs.

Milestones Achieved:

Patent secured for precision-guided technology. Established relationships with two GSHP contractors for pilot testing.

Key Metrics:

Estimated cost savings for users: £3,000 per installation. Time-to-drill reduced by 30% compared to traditional methods.

Ideal Customers:

GreenHeat Installations: Focused on urban GSHP projects, requiring compact, transportable solutions. EcoGround Contractors: Seeking cost-effective, durable drilling machines for residential projects.

Valuation & Requested Investment

PRE-MONEY VALUATION:

£1.95M

INVESTMENT REQUEST:

£1M

POST-MONEY VALUATION:

£2.95M

EQUITY STAKE FOR INVESTORS:

34%

Skill gap

Identified Gaps

Expertise in scaling manufacturing processes.

Experience in large-scale B2B marketing.

Overcoming Gaps

Hire a seasoned operations manager with experience in hardware production.

Engage a marketing consultancy specialising in renewable energy

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Questions & Contact Details

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