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2023

OYOenergy

be part of the solution

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OYA Energy

# INTRODUCTION



# INTRODUCTION

OYA Energy UK is a smart company focused on providing full service, future-proofed, intelligent, sustainable household heating systems which will immediately **reduce a household's carbon emissions by 75%**.

Stephen Kelly founded OYA Energy in early 2021 after working in the construction industry for 40 years. Stephens's younger daughter Lydia then left her marketing role in London to join OYA and help grow the business to the best of their abilities. Lydia brings creativity and enthusiasm, and Stephen brings experience and technical knowledge, and this creates what they think, is a fantastic team!

When people discuss heat pumps, the first thing that is normally said is "NO, they will not work as a direct replacement for a gas boiler" and this is correct - Heat pumps on their own will not work for every property in the UK. However, here at OYA Energy, **we have created a hybrid heating system**, whereby heat pumps and a gas boiler work in tandem to create up to a **75% reduction in carbon emissions**. Whilst this is not the whole step to net-zero home heating, it is an enormous first step, and this can be achieved using the OYA hybrid approach with existing machines and working practices right now.





# CLIMATE ACTION



The UK and most of the world have a goal to reach Net-Zero by 2050, which means there is a balance between the amount of greenhouse gas emissions produced and the amount removed from the atmosphere.

However, sadly we are currently on track to missing our temperature target of 1.5°C due to the ongoing burning of fossil fuels.

For context, in relation to household heating: There are 23 million gas boilers heating homes around the UK.

These 23 million gas boilers emit 65 million tonnes of carbon each year.

This is around 1/6th of all UK emissions.

With one simple fix, we could reduce that by 75% which would be an incredible first step on the journey to Net-Zero.

For context climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, but since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels (e.g. coal, oil and gas), which produces heat-trapping gases.

**"We are in a  
climate  
emergency, and  
it really is time to  
take action."**



**“Be part of the  
solution to  
Net Zero  
in one simple step  
with OYA Energy”**

STEPHEN KELLY  
FOUNDER & DIRECTOR



# OYA Energy

# **OUR STRATEGY**





# OYA'S MISSION

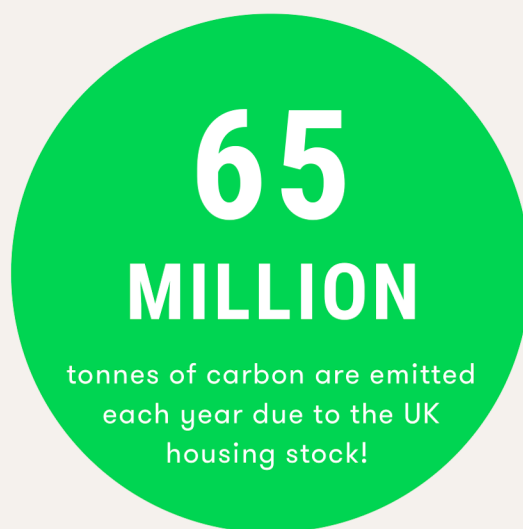
The UK housing stock emits over 65 million tonnes of carbon each year – and we have a solution to reduce this by up to 75% in one simple step.

Overall, our UK housing stock has been poorly insulated, so as a result, decarbonising household emissions is difficult. Unlike many market leaders' opinions, you cannot simply swap a gas boiler for a heat pump and expect a warm, carbon-free house.

However, waiting until heat pump design develops so that they are directly comparable with gas boiler performance, is not an option – we must start to decarbonise now.

The heat pump will do most of the work for most of the time and carbon emissions can be reduced by 75% immediately.

We have been spreading our word to the general public and to housing associations across the country, as we believe we have a simple idea, that uses existing technology, that can make a huge different difference right now.



## HELP US TO HELP YOU ADDRESS THIS ENORMOUS ISSUE.



# WHAT WE OFFER

We provide you with a one-stop fully serviced solution which packages together everything you need for a successful upgrading project:

- A single point of contact for all stages of the process
- Full survey and design of the system to be installed
- Project plan with clear measurable deliverables and contractual clarity
- Assistance with grant applications and finance
- Installation and integration with existing heating systems with minimal disruption to your housing stock
- Lifetime service and responsive maintenance
- UK designed and manufactured 'best in class' smart system
- Future upgrades program and end of life recycling (so nothing is wasted)

# WHAT YOU GET

You will meet (or exceed) your CSR targets whilst achieving a maximum return on your investment knowing that everything will be taken care of. You get:

- One number to call for everything from project enquiry through to end of life
- An experienced, proven team who can assist with grants and finance as well as project design and implementation
- Evidence based reduced carbon emissions from your housing stock with minimal disruption
- A comprehensive project plan delivered on spec, on time and on budget
- No worries about future service and maintenance (we do it all for you)
- Confidence that your investment is future-proofed with our upgrade programmes and end-of-life recycling (so nothing is wasted)

# FINANCE

We have partnered with a finance house that will provide flexible options to individual homeowners that will help people decarbonise now, but pay later.

Every house is slightly different, which in turn means every hybrid solution is slightly different. You wouldn't pay the same price for a small and large popcorn, so why would retrofitting be any different?



Competitive finance options are available,  
from 0% to 15.9% APR at your discretion  
Spread the cost of your contribution to net  
Zero over a period of time



# 0%

## INTEREST



# OYA Energy

# **TECHNICALITIES**



# THE OYA HYBRID APPROACH

In essence, OYA Energy will install an air source heat pump in a dwelling but leave the existing gas-fired boiler in place, thus creating a hybrid home heating solution. Existing technologies dictate that heat pumps cannot simply replace gas-fired boilers, but by working as a hybrid, the heat pump can take most of the heating load for most of the time. Whilst this is not the whole step to net-zero home heating, it is an enormous first step, and this can be achieved using the OYA hybrid approach with existing machines and working practices right now.

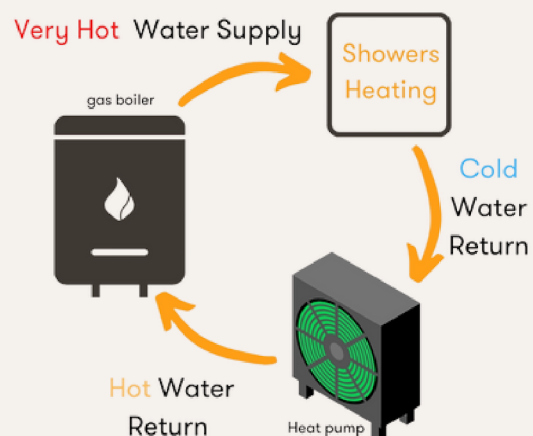
The OYA Hybrid Solution is simple.

Below we have shown how a home is heating BEFORE OYA and after the OYA hybrid solution - pretty self-explanatory!

## BEFORE OYA

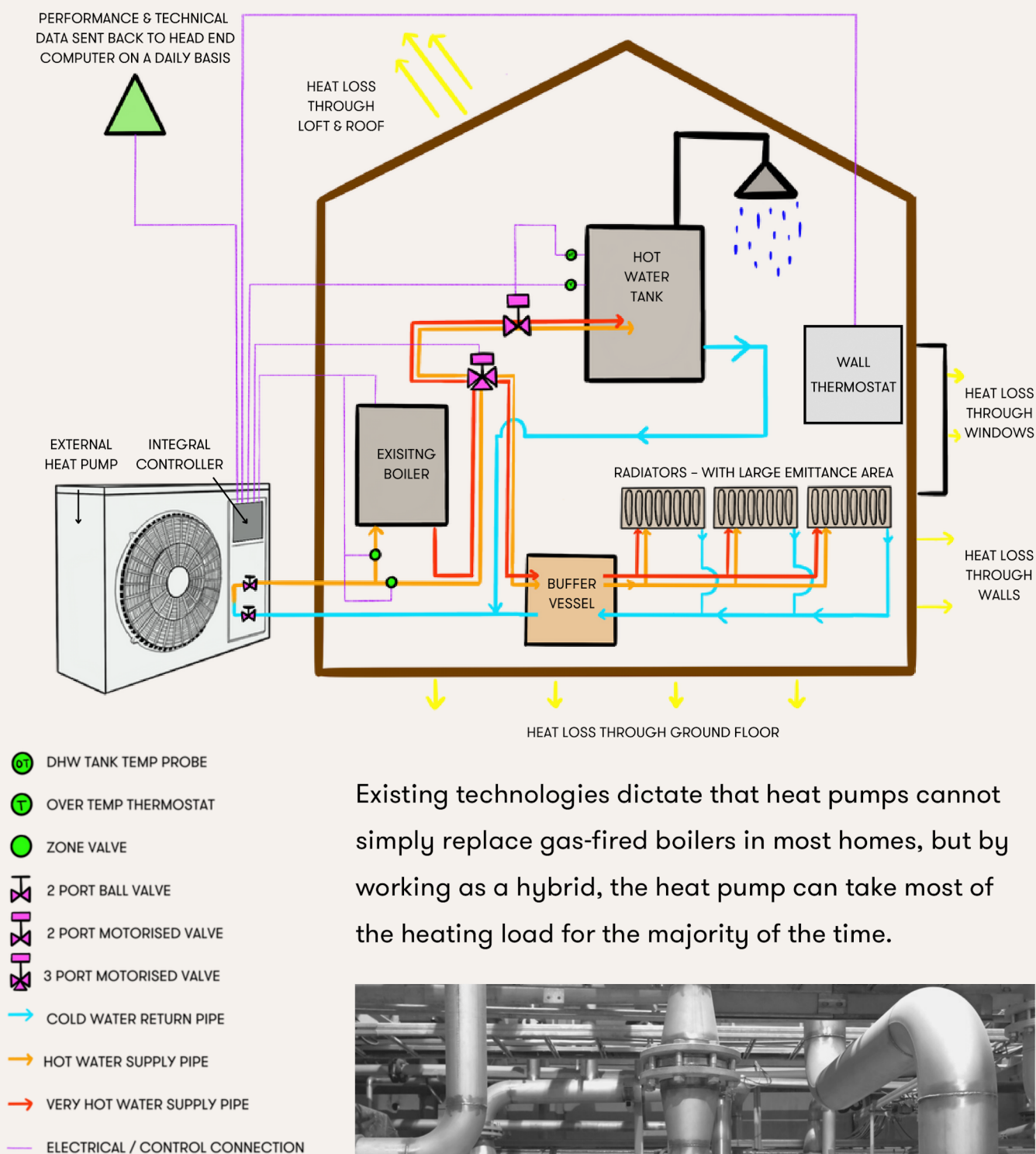


## AFTER OYA





# THE OYA SCHEMATIC



Existing technologies dictate that heat pumps cannot simply replace gas-fired boilers in most homes, but by working as a hybrid, the heat pump can take most of the heating load for the majority of the time.



**“Here at OYA Energy we  
cut the corporate jargon  
and make things simple.**

**Life is complicated,  
hybrid heating isn’t!”**

STEPHEN KELLY  
FOUNDER & DIRECTOR



# TOTAL CONFIDENCE



## No. 01 Remote Monitoring

By remotely monitoring over 100 sensors on the heat pump, we can ensure maximum efficiency and reliability at all times.

Meaning no stress & total confidence!



## No. 02 Resilience

Double the heat source = double the resilience.

By creating a hybrid system we have ensured you will never be left without a heat source in the event of a system failure.

Meaning you always have a plan B!



# REMOTE MONITORING

Using our remote monitoring system you can monitor your

- Electricity usage
- gas usage
- external temperature

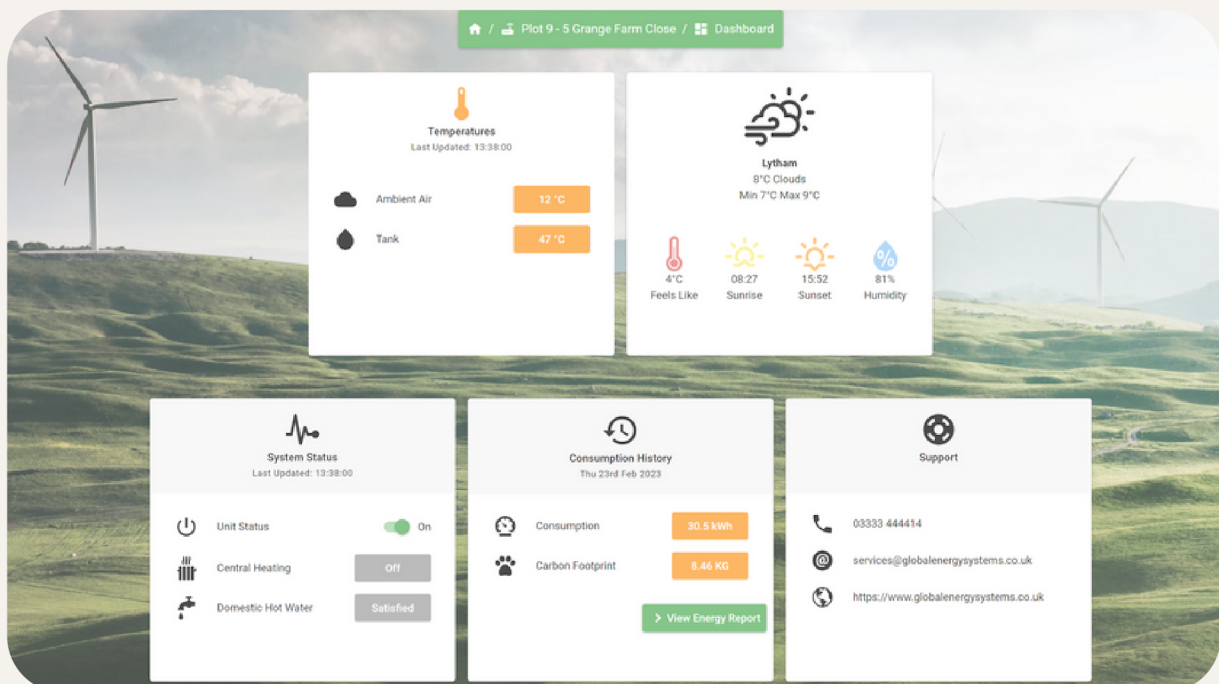
In addition, we have added heat meters to machines in the past and are now exploring damp meters. Technology is forever evolving, so we are too!

# 100

sensors make a lot of data to analyse, learn from and improve!

## Remote monitoring means you will never have an unexpected problem again!

# THE DASHBOARD





# OYA Energy **CLIENTS**

# HOUSING ASSOCIATIONS

Working only with class-leading, smart products and certified, experienced installers, OYA offers a one-stop fully serviced solution to help you achieve an immediate 75% reduction in carbon emissions from your housing stock, with minimal disruption for tenants and a future-proofed route to net zero.

No. 01      2 Bed Bungalow

Estimated Carbon Saving with OYA

**1.11 Tonnes per annum**

No. 02      3 Bed Semi

Estimated Carbon Saving with OYA

**1.9 Tonnes per annum**

No. 03      3 Bed Terrace

Estimated Carbon Saving with OYA

**1.69 Tonnes per annum**

No. 04      3 Bed Flat

Estimated Carbon Saving with OYA

**1.11 Tonnes per annum**



We have recently started work with a housing association in the northwest and we have bucketloads of information regarding our successful trials, so please get in touch to learn more.



# HOMEOWNERS

## The next steps are simple.

**OYA offers a one-stop fully serviced solution to help you achieve an immediate 75% reduction in carbon emissions from your home, with minimal disruption.**

1. Email us to confirm your interest and wait for the fabulous OYA team to get back to you, regarding booking a date to complete a technical survey of your property.
2. Once we have completed the technical survey we will assess your property, to see if the OYA hybrid solution will work effectively in your home. If YES - we move to the next step.
3. We install an air source heat pump that will work in tandem with your existing gas-powered boiler, meaning you never compromise on heat but you reduce your carbon emissions dramatically.
4. With your newly installed hybrid heating system up and running, you have reduced your household carbon emissions by 75% and you know that we are on our way to Net Zero. You are now part of the solution!



**"We ensure maximum carbon efficiency, the lowest possible running costs and home occupier satisfaction including no compromise on household heating and comfort!"**

STEPHEN KELLY  
FOUNDER & DIRECTOR



# HOTELS

## Guests travel with a smaller footprint

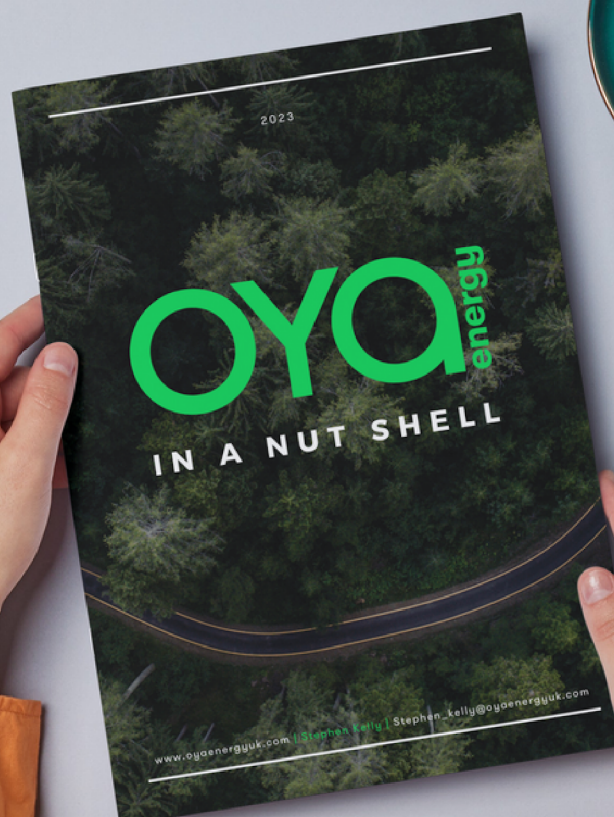
It is important to first note that, every hotel is different - meaning there could be many different decarbonising strategies for different assets. We are sure it will come as no surprise that a hotel heating system is much more complicated than a domestic one, however, after 40 years in the industry we can conduct a technical survey which will conclude a carbon reduction solution in a few simple steps!

Carbon reduction doesn't always just have one approach, which is why The OYA technical survey is vitally important to ensure you get the best results.



# OYA Energy

# WHY OYA





# WHY CHOOSE OYA

## OUR HIGH-QUALITY APPROACH = HIGH-QUALITY FINISH

- You can expect total professionalism from start to finish with OYA Energy.
- We project manage the whole process - from conception to completion with a dedicated personal approach.
- Client satisfaction is our only goal and we achieve this using our customer service skills gained from over 40 years in the construction industry. We understand clients' needs and requirements.
- Importantly, no problem is too big! We believe we can fix any issue with enough time, thought and effort - so you are safe with OYA.
- Unlike many of our competitors, we don't buy the cheapest heat pumps on the market. We buy quality products, which are built to last with remote monitoring and remote control - we know from a lot of experience that a higher quality product is always the best solution.
- Along with our high-quality heat pumps comes our high-quality approach; Following our technical survey we advocate the implementation of a full scope of work that is not purely based on the lowest price, but on the best results.

We understand that a straight boiler to a heat pump swap will not work in the vast majority of homes, which is why we created the OYA hybrid solution which can work for everyone. However, there are many competitors still out there selling a 'heat pump only' system, which we believe will leave home occupiers both out of pocket and cold - not a good combination!

**"A home occupiers  
happiness & warmth  
always comes first.**

**Unlike many businesses  
profit isn't our driver.  
Clients, carbon reduction  
& climate action is our  
trifecta of success"**

STEPHEN KELLY  
FOUNDER & DIRECTOR



# THE ORIGINAL TEAM



**"Life is complicated,  
hybrid heating isn't!"**

Stephen Kelly



## Stephen Kelly

Director & Founder

Stephen is a hugely experienced chartered engineer with a PHD in Engineering from Cambridge and over 40 years of experience managing complex projects for major clients and running his own businesses in the construction industry. Stephen founded OYA to retro-fit the millions of homes in the UK reliant on fossil fuels with the conviction that we need to take action immediately to reduce carbon emissions to ensure a sustainable future.

## Lydia Kelly

Marketing Executive - Lydia graduated with 1st Class Honours from UWE, Bristol, having since worked across Europe she now calls London home and is the youthful breath of fresh air at the heart of OYA. Lydia has a deep passion for climate action and is pivotal in communicating the role of OYA in providing solutions for carbon reduction, changing consumer behaviour and driving positive change.

# OYA Energy

# GET IN TOUCH





# MAKE CONTACT

We are more than happy to answer any questions you might have, whether they are general questions about hybrid heating systems, heat pumps or specifically about OYA Energy; so please do not hesitate to get in contact.

Yours sincerely,

Stephen Kelly.



Director of OYA Energy UK Ltd.

We want to hear from you



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