



CITRUS ENERGY PAUL CLARK

A sustainable solution, helping to eradicate fuel poverty



In the beginning.....



Take an idea and bring it to life, with a long life expectancy !



Fuel Poverty – The problem



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Refreshingly Different

- What is Fuel Poverty?
- How big is the problem in Scotland?
- Energy Supply Market- how does it work?
- Regulation- how well is it regulated ?
- What are the funding issues?
- What part does Citrus play in solving the problem?



CITRUS SERVICES EXPLAINED

Citrus for
business



Lemon Aid



Citrus
Switch



Citrus Voids



The Citrus Way – a unique financial vehicle



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A robust financial business model helping us to be self sustainable with no reliance on funding – How does it work ?

Citrus Energy – Refreshingly Different



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Be a Lemon in a basket of Plums



What makes Citrus different- unique ethics? - How does your business stand out from the crowd?

Growth by sharing our secrets?!



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Citrus has a unique partnership model with many organisations such as;



Sheep = Innocent, considerate,
non threatening



Wolf – Clinical, focused, organised



CITRUS SURPLUS



2015/16 - £9k

2016/17- £94k

2017/18 - £134k

Its ok to make a profit ! Its what you do with that
profit that determines your morality !

Be the Sheep in Wolves clothing



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