

switchr

Ireland's Smartest Energy Switching Platform

Seed Round · February 2026

**Stop overpaying.
Switch smarter.
Save forever.**

Irish households are overpaying. Every year. Without knowing it.



€380

Average annual overspend by Irish households on energy



62%

of Irish consumers have never switched energy supplier



1 in 3

who do switch end up on a rolled-over rate within 12 months

Switchr: Set once.

Save forever.

Uses your actual half-hourly usage data — not averages — to match you to the optimal tariff.

We monitor every Irish energy tariff in real time and alert customers before they overpay — powered by smart meter data and AI-driven comparison.



Smart meter integration



Proactive switch alerts

Monitors the market continuously. Notifies you when a better deal exists, before your contract lapses.



AI-powered tariff engine

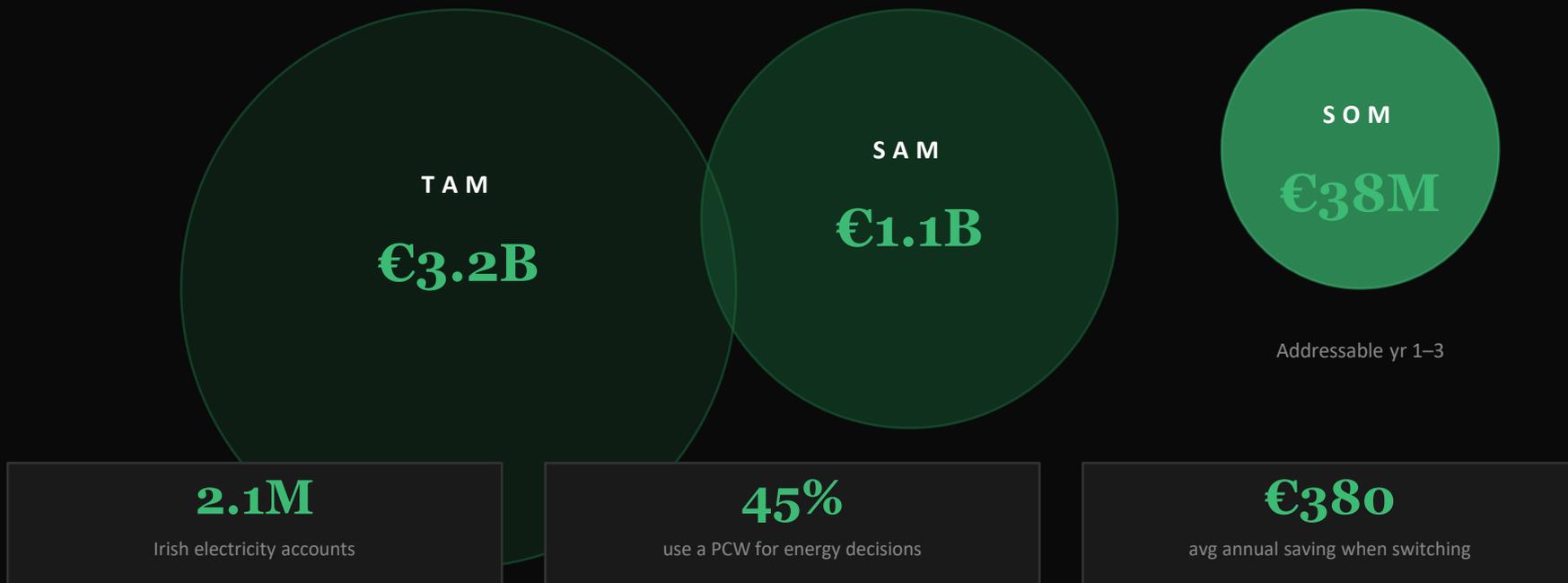
Automated weekly scraping and parsing of all Irish supplier tariffs. Always live, always accurate.

Your

Energia Smart ToU · 12mo	€1,204/yr Save €380
Bord Gáis Electricity Plus	€1,319/yr
Electric Ireland Home Electric+	€1,467/yr
Flogas Standard · 12mo	€1,512/yr

Smart meter connected · Personalised results

A large, underserved market.



We do what others can't.

Feature	Switchr	Bonkers.ie	Switcher.ie
Live tariff comparison	✓	✓	✓
Smart meter data integration	✓	X	X
Time-of-use tariff matching	✓	X	X
Proactive switch alerts	✓	X	X
EV & solar tariff analysis	✓	X	X
Export tariff comparison	✓	X	X
Renter-focused UX	✓	X	Partial

Only Switchr combines smart meter personalisation with proactive monitoring — a defensible technical moat.

Two revenue streams. Both proven, both scalable.

STREAM 1 · FREE TIER

Supplier commission

€30–€60 per switch
paid by the supplier we direct customers to.

- Industry-standard model (Bonkers, MoneySupermarket)
- No cost to the consumer
- Immediate revenue from day one

STREAM 2 · SMART TIER

Subscription — €2.99/mo

Recurring monthly revenue
from users who want monitoring, alerts & smart meter
personalisation.

- €35.88/yr per subscriber (LTV-focused)
- Predictable, scalable ARR
- Creates a defensible, sticky user base

Where we are. Where we're going.

Q1 2026

Q2 2026

Q3 2026

Q1 2027

Concept & validation

- 20 user interviews complete
- Competitive gap analysis done
- Technical prototype in build

CRU application & MVP

- CRU accreditation submitted
- Supplier agreements: 3 signed
- Beta with 200 users

Public launch

- CRU accreditation live
- All 7 suppliers integrated
- Smart meter feature launch

Scale

- 10,000 active users
- Smart tier conversion 15%
- Explore SME expansion

A path to €1M ARR within 36 months.

**5,500**

Switches yr 1 (conservative)

€138K

Total revenue year 1

€1.03M

Total revenue year 3

15%

Smart tier conversion target

Raising €350,000 Seed Round.

40%

€140K · Product & Engineering

Build and harden the tariff engine, smart meter integration, and switching flow

25%

€87K · Regulatory & Legal

CRU accreditation process, compliance infrastructure, supplier agreements

20%

€70K · Marketing & Growth

Launch campaign targeting Dublin renters; content, SEO, and community channels

15%

€52K · Operations & Reserve

12 months runway; team, tooling, and contingency

Target close: Q2 2026 · 12 months runway to CRU accreditation and 1,000 active users

switchr

*Let's make Irish households
stop overpaying — forever.*

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switchr.ie

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