

Sandra Martín

INTERVIEW WITH BHISHMA HERNÁNDEZ,
CEO AND FOUNDER OF CLEVER SOLAR DEVICES



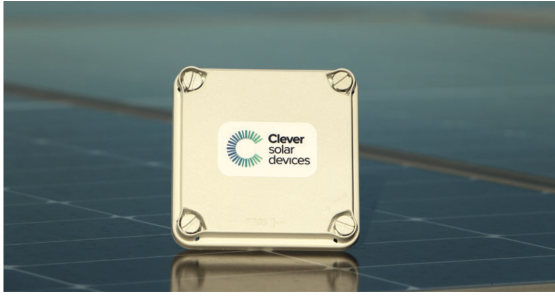
"Innovation is the key to improving the quality of life of Europeans in a sustainable way."

With its initiative for the digitalization of the photovoltaic industry, the startup Clever Solar Devices was proclaimed winner of the VII piosphere award for the best Spanish startup awarded by the German Chamber last October. Based on Artificial Intelligence and Deep Learning algorithms, the so-called Photovoltaic 4.0 collects information in real time, thus facilitating the optimization of energy production and the reduction of costs and emissions. CO2 emissions. In this interview with its founder, Bhishma Hernández, we talk about the challenges facing the photovoltaic industry, as well as the company's plans for growth and internationalization.

Clever Solar Devices has recently been awarded the VII piosphere Prize of the German Chamber. What does the granting of this award mean and what opportunities does it offer for the promotion of your business activity?

It is an honor for us to have received the piosphere Award, not only for the recognition of our innovation but for the path it opens to the collaboration of our company with the largest market of installed photovoltaic power in Europe: Germany. It allows us to start building the foundations for our next step, internationalization.

How did the idea of launching the Clever Solar Devices entrepreneurship come about? On what pillars is your value proposition for the digitalization of the photovoltaic industry based?



A few years ago I was doing the internship in a photovoltaic installation, understanding what all the necessary maintenance processes are and doing them myself. That's when I realized how obsolete maintenance operations were in the PV industry. In those years I had just left a great technology company and had been involved in cutting-edge development teams worldwide.

I am passionate about innovation and photovoltaics. I have worked as an electronic R+D engineer and trained in multinationals such as HP, where we used to carry out innovation projects and publish patents promoting new disruptive solutions.

I decided to found Clever Solar Devices to propose to the photovoltaic industry a new way of doing things based on quality data through the digitalization of manual processes, Photovoltaics 4.0, which in turn increases efficiency, reducing costs and occupational risks and improving sustainability.

With the increase in energy prices, the interest of many companies in having photovoltaic installations for self-consumption has skyrocketed. How do you perceive this acceleration of the photovoltaic market? Are we facing its definitive impulse?

The International Energy Agency, in its Renewables 2022 report, published that renewable energies will account for more than 90% of the expansion of global electricity capacity, especially in the European Union, China, the United States and India. Cumulative solar PV capacity nearly triples in the IEA's forecast and grows by nearly 1,500 GW, surpassing natural gas in 2026 and coal in 2027. All this is caused by the Energy Crisis that has exponentially accelerated the acquisition of alternative energy systems to fossil energy.

The growing demand for photovoltaic installations in all segments (*utilities, commercial & industrial and residential*), causes a little organic and disorganized growth that gives rise to many inefficiencies.

More and more people want to know how much energy they produce and have the most efficient system for

their self-consumption or energy production. We are increasingly accustomed to handling all the information from our mobile phones, forcing all sectors to have to update.

The opportunity with our solar PV diagnostics system comes at the moment when you want an installation of 100 to produce close to 100 over its entire lifetime. The digitalization of diagnostic measures significantly increases confidence in the return on investments, thanks to the reduction of uncertainty factors such as weather or the quality of photovoltaic solar modules.

How important is the foreign market for Clever Solar Devices? In which international markets do you see greater prospects and opportunities for your business development?

Internationalization has always been in Clever's strategy and DNA. From the moment of its foundation, we wanted Clever Solar Devices to be a global company. The energy problem is a problem that affects everyone, and our technology is prepared to work in any type of environment and technology.

We are present today in utilities in Spain, Greece and Italy and working to penetrate northern European countries such as Germany, France and Holland. We have also initiated discussions with potential partners in the United States.

What future can be expected for the Spanish entrepreneurial ecosystem in 2023? With what prospects does Clever Solar Devices face the new year?

Innovation is the key to efficiency, economic improvement, and the possibility of enhancing the quality of life of Europeans in a sustainable way. Allowing, for example, new forms of interaction between teams, such as teleworking, which eliminates the need to concentrate talent in specific places and find it anywhere in Europe.

Clever's proposal goes hand in hand with the needs of renewable energies and both ecological and financial sustainability (improved efficiency, increased production, reduced costs, and labor risks).

We have projects and plans underway for this 2023 that, we are convinced, will be the decisive point to take the leap we are looking for and finish consolidating Clever Solar Devices in the photovoltaic industry. We are actively looking for new customers and investors who want to accompany us in our vision of the future: Photovoltaics 4.0.