

The Innovation & Collaboration Centre (ICC) is the University of South Australia's startup incubator.

The ICC engages with the community through the delivery of community events, workshops and programs which draw on the research and professional expertise of UniSA and our partners, to support the generation of new startups and the growth of existing companies.

The ICC is headquartered in Adelaide and has a regional centre in Whyalla, South Australia.

[icc.unisa.edu.au](http://icc.unisa.edu.au)

## VENTURE CATALYST

The ICC's flagship program is designed to develop and grow founders with innovative or disruptive ideas. It targets early stage ventures and works to make their journey more achievable, accessible and focused.

## FURTHER INFORMATION

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# Oxamii

Electricity direct from solar farms in your community



## BENEFITS

- Changing the energy market
- Creating a market for buyers and sellers of energy to transact
- No more big energy companies; buy local energy supporting the community.

## BACKGROUND

Oxamii aspires to allow anyone who owns renewable energy to sell their energy to anyone else.

The company was formed in 2017 in Adelaide by banking professional Aaron Yew and software engineer Ray Carlaw to accelerate the transition to 100% renewable energy owned by the community rather than big energy.

Energy markets around the world have worked in the same predictable way since electricity systems started over 100 years ago. Now for the first time, there is a change in the energy market and an opportunity for disruption as adoption of renewable energy, batteries and electric vehicles increases.

The problem is that energy companies have legacy energy infrastructure not designed to accommodate millions of rooftop solar systems, batteries and electric vehicles and so the energy sector is still dominated by big energy companies that limit the potential for a modern, smart grid.



**Aaron Yew**  
Chief Executive Officer



**Ray Carlaw**  
Chief Technology Officer

**Chris Adams**  
Investor Relations, Advisor

**Luke Marshall**  
Energy Expert

## TECHNOLOGY

Oxamii has developed a retail electricity platform (The People's Grid™) that matches local households to a local generator of electricity, that could be from a local solar farm on a nearby property or nearby biowaste plant which can support their local community.

This puts a real face to the supply of electricity in the home and promotes a 'circular economy' where resources are both produced and consumed within the local area creating a smarter, more dynamic and decentralized electricity market.

The team are currently working on various projects to demonstrate what a future powered purely by renewables could look like. Their vision is of an energy system where power is in the hands of people, and electricity is generated by the communities who use it.

The Oxamii Trading Engine uses data from half-hourly meters and existing grid infrastructure to match energy generated and consumed based on customer preferences and pricing.

## POTENTIAL MARKETS

Oxamii's initial target market was individual households and businesses. Following the launch of their prototype and testing the validity of their proposal via a trial, Oxamii now has interest from larger corporates and even communities.

Oxamii is piloting with a community to trade excess solar energy to others in their local community. For example, a farmer who wishes to trade excess solar energy during low seasonal usage.

## PARTNERING OPPORTUNITIES

Oxamii is talking with retailers and corporates around providing innovative energy products to the market, previously unavailable from the big energy retailers. They are looking for corporates that want to innovate in the energy market. For example, a corporate may be buying their energy from a large solar farm, but also want to give access to their staff to buy at great rates from the same solar farm.