VoltaRocks Secures $450K in Pre-Seed Funding to Accelerate Home Energy Independence  
  
Geelong, Victoria – VoltaRocks, a forward-thinking startup based in Geelong, has successfully secured $450K in pre-seed funding, with significant support from LaunchVic and the Department of Energy, Environment, and Climate Action. Founded in April 2023, VoltaRocks is the brainchild of energy and technology innovator Oscar Omegna, who saw the need for a more accessible path to sustainability in every Australian home.

Energy independence shouldn't be a puzzle," says Oscar Omegna, VoltaRocks’ founder. "Our mission is to demystify the process, making it enjoyable for families to save on their energy bills while contributing to a sustainable future.

VoltaRocks stands out with its simple yet powerful proposition: Make it easy to reduce electricity bills. The app connects directly to household meters, eliminating the need for additional hardware. It crafts personalised home energy profiles through advanced AI models, offering tools, tips, hacks, and opportunities for efficient energy usage.

The app has already shown impressive results. "We've seen users reduce their energy costs by an average of 15% just by setting goals in the app," Omegna shares. "But it's not just about big investments like solar panels or batteries. Sometimes, it starts with small, family-involved changes."

Oscar recounts how a simple game with his daughters significantly reduced their family's energy bill. "Paying our 6-year-old a small weekly reward to turn off unused lights saved us around $7 monthly. It's about creating awareness and taking small steps together as a family."

The fresh funding will fuel the development and March 2024 full release of VoltaRocks' core features: Data Geek, The Hustler, and Private Eye. These AI-driven components aim to transform every smartphone into a pocket energy buddy, guiding Australian homes towards significant savings and sustainable living.

As 2023 draws to a close, VoltaRocks has garnered over 1000 users, with an additional 5000 homes on the waiting list. The startup is set to embark on pilot programs with four Victorian councils starting in March 2024, furthering its mission to support home and community energy independence.

"This funding marks a pivotal moment for VoltaRocks," Omegna adds. "With a robust board of advisors spanning sustainability, renewable investment, and private equity, we can help Australian homes meet and exceed the 2030 climate goals.

About VoltaRocks:

Founded in April 2023, VoltaRocks is a Geelong-based startup committed to making home energy management easy, affordable, and sustainable. Its innovative app connects directly to household meters, providing real-time data, tips, and tools to reduce energy bills and carbon footprints. For more information, visit https://www.voltarocks.com/.