

**M I D S U M M E R**

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Cambridge  
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**Application pack - Business Development Manager**

Many thanks for your interest in a post with us helping us to expand our renewable energy software business! Please find enclosed a description of the role along with some information about what makes us tick.

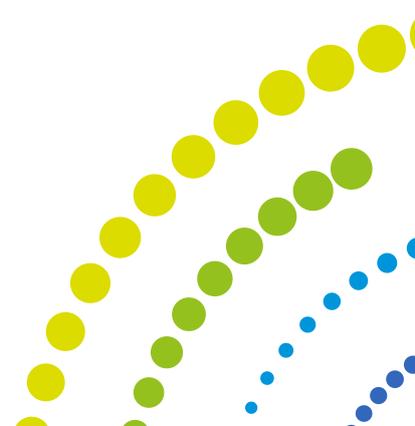
We're best known as one of the UK's leading distributors of renewable energy products. But our future is in the software we have built to design solar PV and heat pump systems. It is already used daily by hundreds of installers in the UK and abroad - and we have ambitions to take it much further. We need someone with the initiative and the drive to take us there.

To apply for the post, please complete the online application form and upload your CV and a cover letter at <https://midsummerwholesale.co.uk/jobs>.

Thanks for your interest in being a part of what we do. We really look forward to hearing from you.

Yours faithfully,

Andy Rankin,  
**Managing Director, Midsummer**



# The role

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## The software

Our software team have produced incredible products - Easy PV, for designing solar PV and battery storage systems, and Heat Punk, for heat loss calculations and heat pump system design. There are very exciting opportunities for expanding the use of the software into other markets, and for partnerships with energy companies, manufacturers, distributors and installers both in the UK and abroad.

## Our business model

We make Easy PV and Heat Punk available to end users in the UK for free. Installers use the software to design renewable energy systems - and find it very easy to click through to our shop websites to buy the products they need for an installation. When they buy our products, we benefit from increased sales. It's driven the growth of our business over the last few years.

But there are many opportunities to work with parties that can benefit from Easy PV, and to sell them additional services.

- **Installers** can benefit from bespoke quotes and documents being produced by the system, or from integration with their CRM systems
- **Energy companies** can use our 'self-quote tool' to generate leads for solar installations
- **Distributors** in countries where we don't have a presence can use our tools to drive sales to their online shops
- **Manufacturers** can pay to have their products in Easy PV, or have bespoke design tools created for their own use.

We have some paid partnerships in place already - and there is potential for many more, and for software sales to become a significant part of our business. There are exciting times ahead!



# About us

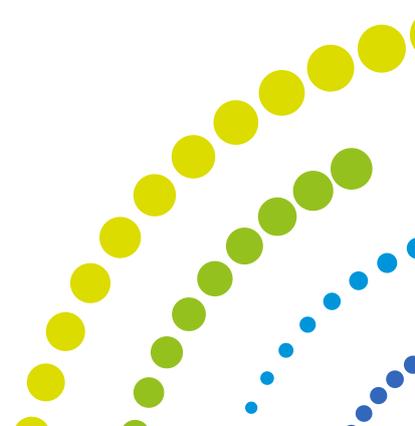
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**We're a distributor of components of renewable energy systems** - from solar panels to batteries and heat pumps. We're working to empower a low-carbon future through the products that we sell.

**We are a fast-growing company** - founded in 2005 from the spare room of a narrowboat, we've grown through 6 ever-larger warehouses and recently opened a subsidiary in Dublin. Our team of around 50 staff process around 15,000 orders a year for solar pv systems, battery storage, electric vehicle chargers and heat pumps. We were proud to be named the UK's best renewables distributor in 2020.

**Our software division is the fastest-growing part of the company**, and where we believe a lot of opportunity for future growth lies.

**As an organisation, we have a strong environmental ethos and a passion for promoting the uptake of renewables**, and our team share a belief in an open and honest approach to business. Find out more about our story, purpose and how we make sustainability, integrity and innovation central to what we do at <https://midsummerwholesale.co.uk/values>.



# About you

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## Who you are

**You are enthusiastic and a great communicator.** You are approachable, friendly and persuasive both in person and through email and social media communication.

**You are good at taking the initiative,** as you will largely be left to get on with things and to make a success of what you are tasked with. You need the vision to see what is effective and what works, and the drive to put it into practice.

**Good people skills are key.** Our approach to business is always to build mutually beneficial relationships with our suppliers, our customers and the users of our software. You will be the face of Midsummer to the people you contact - it is vital that you share our values and our approach to business.

**You'll have a sharp mind.** You need to gain enough technical understanding of our software to explain it and demonstrate it to users in the industry.

**Prior experience in business development** or in the renewables industry would be an advantage, but isn't essential. We'd be equally happy with someone who is looking for a career change, but who can demonstrate that they have the initiative the drive and the ability to build strong relationships.



# What we offer

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**You'll be joining a small team, so you'll get early responsibility and the work you will do will immediately make a difference.** Our office and warehouse work side by side, so you'll be sharing a dynamic, busy site with the rest of the team. There's a friendly and informal atmosphere, and a real buzz when things get going.

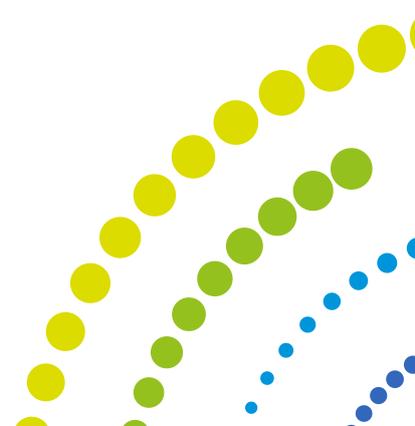
**The position is based in our offices on the outskirts of Cambridge,** although we can consider an element of remote working.

**We are advertising the post with a wide salary range, from £28K to £40K depending on experience.** We are very open to young, enthusiastic, ambitious people applying - if that's you then great, but expect an offer towards the lower end of the range initially. If you have significant experience of business development, and have a proven track record we would offer towards the higher end of the range.

**In addition to base salary we have a policy of sharing 10% of the profits of the company equally amongst long-term employees.** In time this can add significantly to your basic pay, although you should note that you would not be eligible for the profit share in the first year of your employment.

We can be flexible with start dates.

Please complete the online application form and upload a CV and cover letter at <https://midsummerwholesale.co.uk/software-business-development-officer>. If you have any questions before applying, please email us at [jobs@midsummerenergy.co.uk](mailto:jobs@midsummerenergy.co.uk).





# MIDSUMMER

2020 Distributor of the Year, Solar & Storage Live Awards



# MIDSUMMER

Delivering tomorrow's energy

## Front room to boardroom

Midsummer began in the front room of a narrow boat. We've moved through 6 ever-larger warehouses since then, have expanded overseas and we have a brilliant team of more than 50 people across different parts of the business.

## What we do

Our business is broken up into 3 key areas:

- We distribute renewable energy products including solar PV, EV chargers, battery storage systems and renewable heating in the UK and Ireland.
- We supply off-grid systems to customers who need power away from the national grid
- We've written our own PV design software that makes designing solar power systems incredibly easy. It's used by installers and manufacturers in the UK and internationally.

## The future

The transition to clean energy will touch on all aspects of modern life. Generating and storing clean energy at source makes ever more sense as we wean ourselves off fossil fuels throughout society.

Electrification of transport is happening now, for heating it's just beginning, and intelligent home energy systems are becoming mainstream. The wholesale industry is a key delivery mechanism for this transition.



2005-2021

*"I can't imagine a job I'd love more or a company I could be more committed to. Every single day we're moving renewables forward and I'm surrounded by a great bunch of people helping to do it."*

**Jamie Vaux, Commercial Director**

## The snowball effect

We have a winning formula and we're still picking up momentum.

We've recently moved into our largest warehouse to date on the outskirts of the beautiful university city of Cambridge, and we've just revealed our new wholesale brand to the world.



UK SALES

**£18m**

2020



## Ireland office

We opened for business in Dublin in May 2019 and the team are going from strength to strength, with two new members just appointed. The Midsummer formula is ideally suited to a new and growing market.

## Off-grid experts

It's what we started out in and a market with huge potential as battery costs fall. We've got a huge amount of experience in off-grid systems, and we've developed a loyal customer base.



## International software

Our easy-pv software can be used by installers based anywhere in the world. We have a growing international user-base and have lots of plans for expansion



# Easy PV

Solar design made simple

We used to install solar PV systems ourselves - and found that we had to use 5 or 6 different software packages to complete a full design.

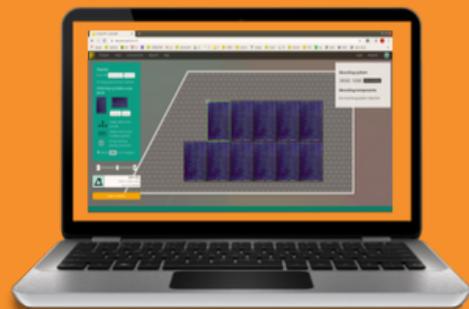
Every mounting system, every inverter brand, had their own design tool - and then you had to use spreadsheets and word processors to pull everything together and create a nicely formatted quote.

We shoehorned a design package together that did everything - and saved ourselves a lot of time and wasted effort!

When we gave up installations to concentrate on distribution, we realised our design tool was actually one of our greatest assets. We put a huge amount of effort into improving it and making it available to our distribution partners. It's now used by hundreds of people every day to design PV systems. And because it connects seamlessly to our e-commerce website, it makes it easy for users to purchase from us. We have seen our sales grow enormously as a result.

Our integrated solar design software simplifies design, paperwork and ordering into one neat package. It :

- Draws roofs to scale
- Automatically creates solar array layouts that make best use of the available space
- Designs the mounting system and undertakes structural calculations
- Selects an appropriate inverters and undertakes stringing calculations
- Specifies electrical components such as meters and isolators
- Creates a schematic
- Productes shading & yield calculations
- Generates a professional quote and technical report
- Makes financial projections for the customer
- Auto-completes commissioning forms
- Connects to our websites for rapid ordering



## 30,000

designs a year  
(and growing rapidly)

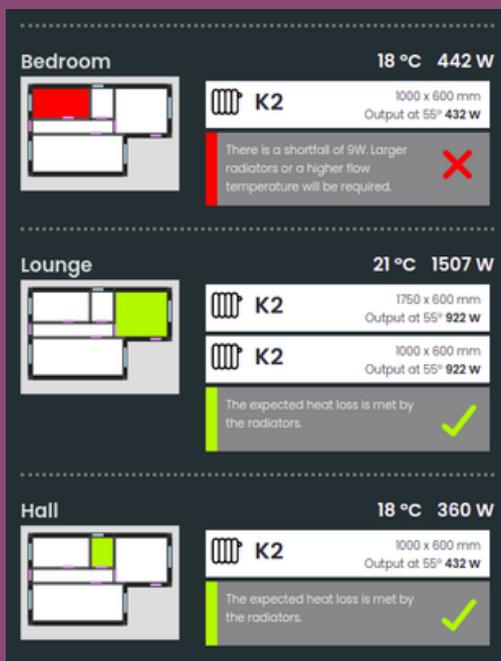
[easy-pv.co.uk](http://easy-pv.co.uk)

# HEATPÜNK

We've just released a new tool that allows installers to survey properties and design heat pump systems.

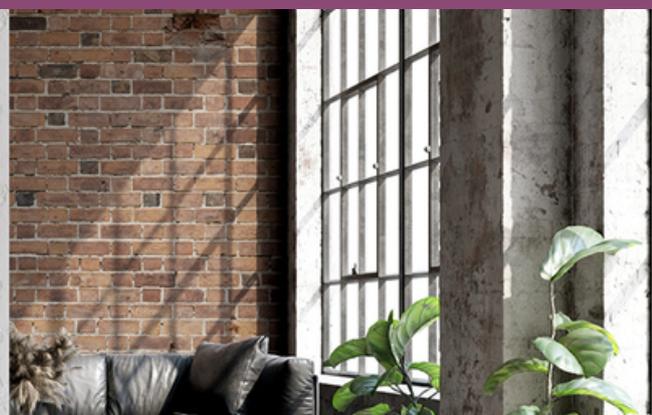
Building on the web technology we used to create the roof editor for Easy-PV, we've created a floorplan editor that makes it extremely easy to draw a house to scale and undertake detailed room-by-room heat loss calculations.

The software automatically selects the optimum heat pump and shows which rooms may need upgraded radiators to work at the relatively low flow temperatures that a heat pump produces.



Heat pumps are the future of heating. They will be shortly required for new-build properties - and then a huge retrofit programme needs to take place to replace gas boilers up and down the land.

Policies are gradually being put in place to encourage take-up of heat pumps. We're at the beginning of a transformation - and our software will be a big part of that. There are exciting times ahead!





# MIDSUMMER

Delivering tomorrow's energy

## Andy Rankin, Founder

A former climate scientist who started a solar company from his off-grid home 15 years ago. Andy likes to build things from scratch, whether that's companies, houses, solar farms, software or freight bikes. Perhaps the only MD in the industry with ultra-running titles under his belt.

## Jamie Vaux, Commercial Director

An environmental business enthusiast who went looking for a company to throw his idealism at, Jamie has spent 10 years chasing sales and building the Midsummer team. If he's not frowning at his phone, you'll find him lifting something heavy or cooking.

## Lowri Goodyer, Sales Director

A fellow eco-crusader, Lowri heads up UK sales as well as looking after the company's finances - and climbing, surfing, running, snowboarding or gardening when she wants a rest!

## Tom Livesey, Operations Director

Tom keeps the wheels of Midsummer turning. From purchasing to logistics and a good dose of technical sales too, his immense product knowledge is only rivalled by his knowledge of craft beers, gourmet recipes and fantasy football tactics.

## Leadership Team

