

[Pangyo Interview] Climate Tech Startup WEJ Inc. Guides Corporate Carbon Neutrality with PPA Integration Platform zurigo

"Our On-Device AI and Cloud-Driven Architecture Simplify Complex Off-site PPAs, Connecting Corporate Buyers to Private Solar Farms in under Five Minutes."

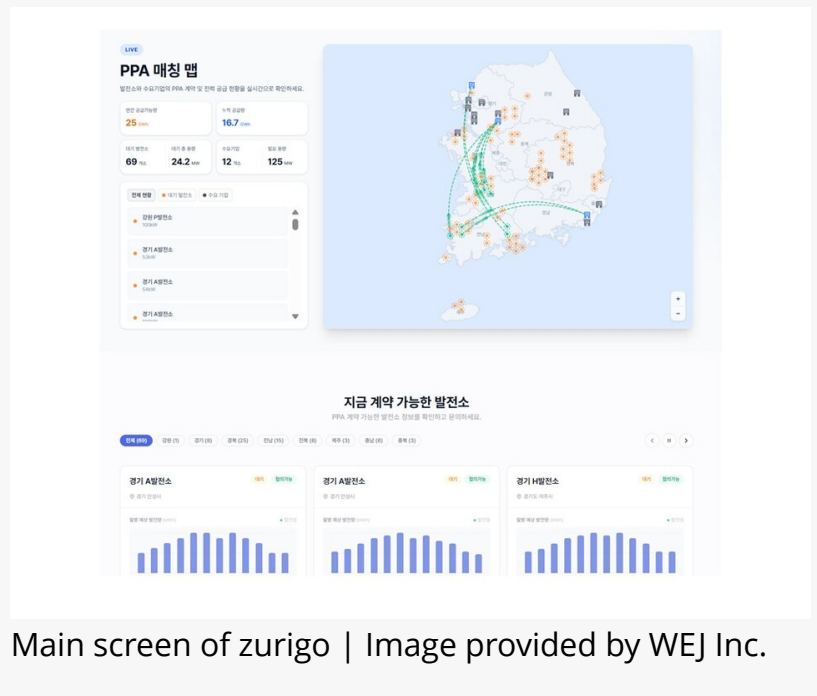
PANGYO, GYEONGGI-DO, SOUTH KOREA, August 19, 2026

/EINPresswire.com/ -- Climate tech startup [WEJ Inc.](#) (CEO [Patrick Park](#)) supports corporate carbon neutrality and RE100 implementation through [zurigo](#), its Power Purchase Agreement (PPA) integration platform. WEJ Inc., established in 2023, focuses on using digital technology to resolve the complex contract structures, power plant matching, and economic assessment difficulties that corporations face when adopting renewable energy through off-site PPAs. Currently based in Pangyo Techno Valley, WEJ Inc. expands its business by leveraging IT developer recruitment and proximity to the metropolitan area, where the headquarters of high-demand major corporations are located.

The core service of WEJ Inc., zurigo, offers the entire PPA adoption process, which previously required separate steps for economic analysis, power plant matching, and post-monitoring, on a single platform. First, the PPA calculator functions as an open analysis tool that combines corporate power consumption data



Patrick Park, CEO of WEJ Inc.



Main screen of zurigo | Image provided by WEJ Inc.

supplying renewable energy to support corporate carbon neutrality. We offer an integrated, end-to-end service—from initially supply-testing solar power installations on a client company's idle properties to enabling them to easily receive off-site Power Purchase Agreements (PPAs) through detailed analysis, matching, and generation monitoring. Many corporations aim for carbon neutrality and RE100, yet lack professional support in power data analysis, plant matching, and economic evaluation. We provide data- and technology-based solutions to bridge this gap effectively.

Q2. Thomas Frederiksen: What exactly is a PPA agreement between a power provider and a company?

A. Patrick Park: While the term PPA is used in various contexts, our focus is specifically on 'Off-site PPAs'. Under this model, a company signs a virtual purchase agreement with a renewable energy power plant physically separate from its facilities. The company purchases the volume of power generated by that specific plant, which is then deducted from its electricity bill with KEPCO (Korea Electric Power Corporation). This is one of the most representative and widely used implementation methods for companies seeking to transition to renewable energy and achieve RE100.

Q3. Thomas Frederiksen: Can you break down the three steps of your platform's operation?

A. Patrick Park: When we evaluated the PPA market, we realized that the first critical need for any company is to easily analyze the economic viability of adopting a PPA. To solve this, we launched an open analysis tool called the 'PPA Calculator'. By simply inputting basic operational information, companies can easily analyze their projected savings, overall costs, and generation potential compared to their current electricity consumption. Once they complete this evaluation and decide to move forward, the second phase is 'PPA Matching', where we scout, match, and connect them with power plants that fit their specific corporate requirements. Lastly, once the renewable energy is deployed, we provide a 'PPA Monitoring' system—a comprehensive, one-stop dashboard that allows companies to monitor everything from their power consumption patterns to actual renewable energy generation live. Offering all of these steps as a single, unified process is our defining differentiator.

Q4. Thomas Frederiksen: What made you want to start WEJ and build this unified PPA platform?

A. Patrick Park: Before starting WEJ, I worked in corporate consulting for RE100 implementation and renewable energy development. As the PPA market began to emerge in Korea, I met with many companies trying to adopt it. I quickly realized they faced a massive lack of clear information, struggled with data analysis, and found it incredibly difficult to locate and secure power plants on their own. Because no solution on the market addressed all these corporate bottlenecks collectively, I decided to tackle them one by one. I started by developing the PPA Calculator, which gradually expanded into our full-scale platform, zurigo, that handles everything up to energy supply.

Q5. Thomas Frederiksen: How has the market traction been so far, and why are Korean companies suddenly prioritizing this renewable energy transition?

A. Patrick Park: To date, about 190 business sites—including domestic conglomerates, global multinational corporations, and major Korean mid-sized manufacturing firms looking to evaluate PPAs—have utilized our PPA Calculator to analyze their energy metrics. We are currently supplying renewable energy through 200 GWh of PPA contracts to two major Korean distribution conglomerates, such as Lotte Shopping and Shinsegae, and a global Japanese semiconductor corporation. Additionally, we have about 30 MW worth of power plants currently queued on our platform awaiting matching. Many domestic companies are adopting renewable energy not only to achieve global RE100 targets but also to actively participate in and align with South Korea's national carbon neutrality goals. Furthermore, by purchasing and using renewable energy through PPAs, companies can substitute this green power for their government-allocated carbon emission quotas, helping them navigate their overall ESG metrics more effectively.

Q6. Thomas Frederiksen: Beyond South Korea, are you targeting any other international markets where your platform would be highly valuable?

A. Patrick Park: On the global front, we are actively targeting the Southeast Asian market. Last year, we participated in an IR competition in Singapore, which gave us a great opportunity to study the regional market. Specifically, Southeast Asian countries such as Vietnam, Indonesia, and Malaysia, which host highly dense manufacturing bases, face long-term requirements to transition to RE100 to maintain their global export competitiveness. Because companies in Vietnam rely heavily on installing solar power setups on their idle properties, we are currently preparing a specialized analysis platform optimized for idle-space solar installations. Following that, we aim to launch IoT-based services to manage, control, and monitor solar generation, laying a solid foundation to expand our supply capabilities into these overseas markets.

Q7. Thomas Frederiksen: Since we are here filming at the Startup Campus, what are your thoughts on Pangyo Techno Valley as an innovation hub for tech companies like WEJ?

A. Patrick Park: Since WEJ is fundamentally an IT- and software-driven climate-tech firm, recruiting top-tier IT developers is one of our most critical priorities. Pangyo is incredibly advantageous because a massive pool of software developers lives and works in this immediate area. For example, our CTO lives nearby and commutes smoothly to our office here. Externally, having our headquarters located in Pangyo also significantly elevates our brand image. Additionally, since we frequently travel to various provincial regions to meet with clients and inspect industrial power plants, Pangyo's highly developed transportation infrastructure and central location make business travel exceptionally efficient.

Q8. Thomas Frederiksen: So, to clarify: your customer base consists of both corporate demand clients who need to buy renewable energy and private power companies who have clean energy

to sell, with your platform bridging the connection?

A. Patrick Park: Yes, precisely. The demand-side buyers purchasing PPAs are typically large conglomerates or multinational corporations. On the supply side, electricity is sourced primarily from privately owned solar power plants. In the early stages of the market, PPAs were dominated by large-scale power generation assets owned directly by massive corporations. However, the PPA market has rapidly transitioned to a private-led model where decentralized, mid-sized private solar farms supply energy directly to conglomerates. Our platform acts as the central facilitator, bridging that connection.

Q9. Thomas Frederiksen: What is your primary focus or milestone for WEJ moving forward?

A. Patrick Park: Our primary business goal is to successfully achieve a cumulative 1 GW of renewable energy supply through our marketing and sales operations. Up to this point, we have scaled and maintained our company entirely through organic revenue and our own capital without raising external funding. However, we are currently evaluating our first external investment round. Once we secure this funding, we plan to invest heavily in developing IoT-based software solutions to control and manage power grids, energy storage systems (ESS), and solar power generation assets, enabling us to expand our software platform with hardware-adjacent control capabilities.

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