Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



- **Electricity providers**
- Government
- Citizens
- A/C manufacturers
- Investors
- Other Partners

- Device development and enhancement
- Algorithm Research
- Marketing and promoting the product
- Communicating with key partners

Key Resources



- Network of devices
- **Technology Talent**
- **Improving** algorithms and Data **Analysis**
- Product Awareness
- Govt. Funding

For government:

- Reduce peak load
- More control over **GRID** load
- Serving more citizens
- Reduce power outage losses

For manufacturers:

Increase product appeal

For public:

- Reduce power cuts
- Less electricity bill
- **Eco-friendly**

Government Officials

- Regulators
- Manufacturers
- Customers
- General Public

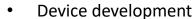
Channels



- Social Media
- Media Coverage
- Word of mouth
- **Digital Marketing**
- **Awareness** Campaigns

- **General Public**
- Governments
- **Electricity Providers**
- A/C Manufacturers

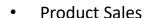
Cost Structure



- Researching algorithms
- Infrastructure Cost
- Platform cost

- Legal and Settlement Costs
- Marketing and Awareness Cost

Revenue Streams



- **Licensing Fees**
- Govt. Funding



