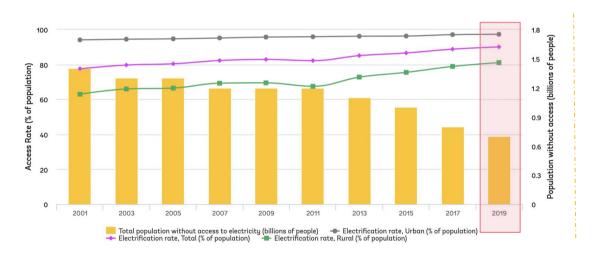


# **The World**

is making progress towards achieving universal access to electricity

90 percent of the planet's population was connected in 2019.





Source :trackingsdg7.esmap.org

# 2020

# 7.7 Billion, People

Needed 156,000 TWh

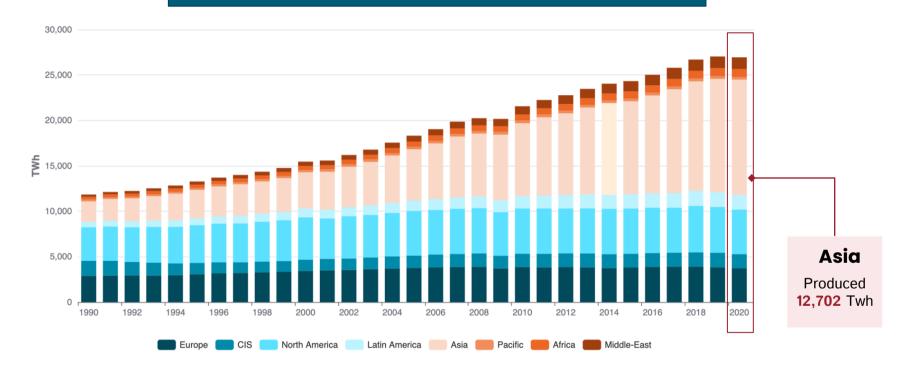




Source: www.worldometers.info

Year: 2020

# **Global Energy Production**



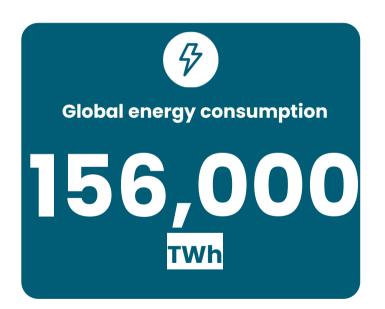
## **Around 27,000 Kwh of electricity**

has been produced in 2020 which is equal to **+0.77%** growth of global primary energy production, comparing to the year of 2018.

Source: yearbook.enerdata.net

# Comparison

Between Global Energy Consumption VS. Global Energy Production in 2020







Source : www.statista.com Source : ourworldindata.org

# ASEAN is attempting to expand the number of people who have access to energy.

95%

of population in Southeast Asia could access to electricity.

86.4%

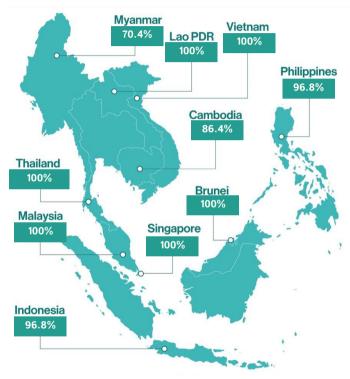
of Cambodian could access to electricity.

## **6 Countries**

in ASEAN are fully access to electricity.

70.4%

of Myanmarese could access to electricity.



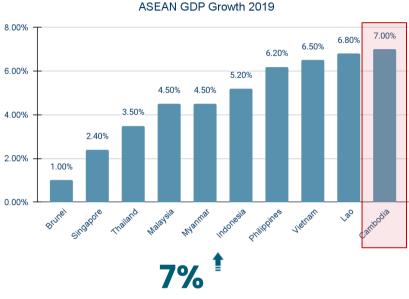
Source: World bank 2020

#### GDP growth leads to an increase in ENERGY DEMAND



87.455%<sup>1</sup>

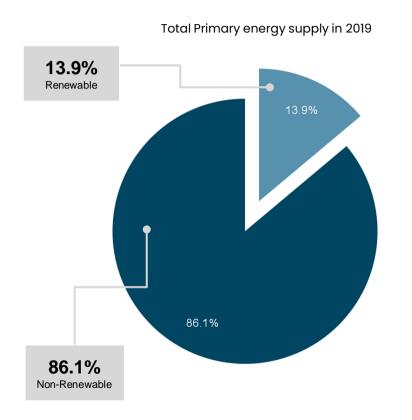
increased of the electricity consumption in Cambodia between 2015 and 2019.



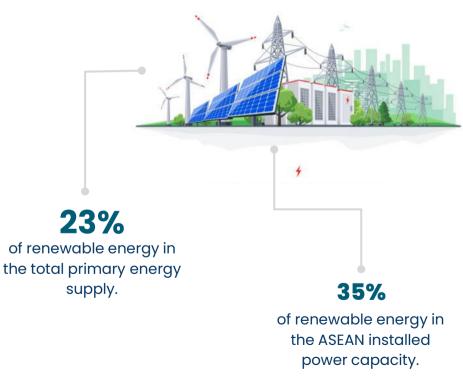
of Cambodia GDP which is the highest growth in Southeast Asia by 2019

Source : Southeast Asia Energy Outlook 2019 Source: globalpetrolprices.com 2020

# The ASEAN region needs to enhance the use of renewable energy.

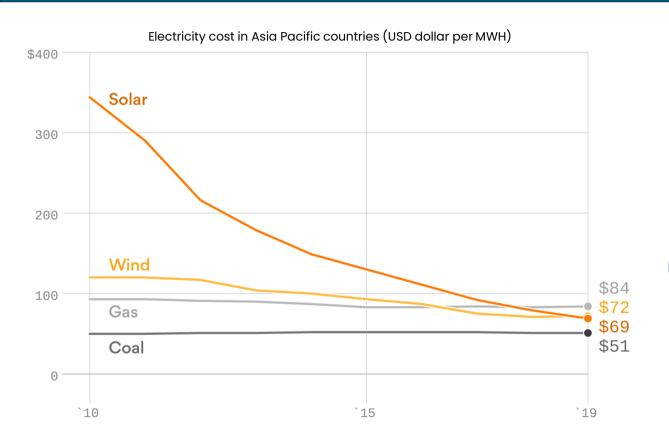


ASEAN plans to raise renewable energy sources.



Source : ASEAN.org

## Electricity cost from various source from 2010 to 2019



# Solar

price dramatic decline over almost 10 years.

# **69 USD**

is the price of solar which is the lowest price if we compare with other renewable energy.

Source: weforum.org

# Recommendation

Innovative Energy Solutions for Lower Income People in ASEAN Country



**Smart Energy Hardware** 

**Smart Energy App** 

A smart solar grid solution for monetary savings and environmental sustainability

























# **Pricing Strategy**



#### Package 1

- Solar Tracker
- **Application**
- Smart Meter
- Inverter



1 - 3 Kwh/day

\$419



#### Package 2

- Solar Tracker
- Application
- Smart Meter
- Inverter



4 - 6 Kwh/day

\$949



#### Package 3

- Solar Tracker
- **Application**
- Smart Meter
- Inverter



7+

+10 Kwh/day

\$1,799



#### Package 4

**Application** 

\$2.99/Year



Package 5

**Custom Price** 

## Use Case: 110 Families in Steung Chrov villages

Is able to access to electricity under the funding of Okra







# **Accessibility**

Enough electricity is available for **whole village** 

## **Cost Reduction**

Downscale the monthly expand from **\$7.30 to \$2.5** 

## **Business Growth**

Upscaling their small-size family business

# **Smart Energy**

Will be more feasible with the joint of each stakeholder

# **Primary Contributors**



#### **SOLAR INDUSTRY**

- include project developers, component manufacturers, and other trade laborers
- help local governments understand value ,reduce barriers to solar development. and ensure quality control in the market



#### **LOCAL GOVERNMENT OFFICIALS**

- shape and guide a community's strategies for solar energy development.
- determine what level of solar deployment is optimal for the community, and what supporting policies are needed to achieve it.



#### **HOUSEHOLDS AND BUSINESSES**

 Financially support by purchasing the product and providing feedback for future development

## **Secondary Contributors**



#### FINANCIAL INSTITUTIONS

• Typically provide loans and equity for those looking to install solar.



#### **COMMUNITY GROUPS**

- Include in **local area** , **Asean and global**
- Praise the renewable energy push especially solar PV and expend networking



#### **ELECTRIC UTILITIES**

 have the final say on the interconnection of renewable energy resources within their service territories.



#### **INVESTORS**

 Fund on the project include R&D, Operation, technology and financial support

# Implementation Strategies

to explore, and bring certainty to the uncertain ASEAN

#### **INPUT TARGET PROCESS Provide Tech Mentoring University and** R&D Scholarship and **Electricity Training** Internship with the related Field **Colleges Job Opportunity** More electrification Researcher and it's R&D City and Rural Area Innovation and way for smart Implementing the effective grid in Cambodia solution for pilot testing Structuring the stakeholder gathering Integration to all Southeast Asian **Asean Region** Sustainable Asean Community Countries Expand the partnership

#### **FEASIBILITY**







# The Recommendation

Enlightening Innovation for a sustainable energy future

#### Addresses UN-SDG



Ensure access to Affordable, Reliable and Modern energy for all

Reduce The
Environmental
Impact of Cities &
Inclusion and
Sustainable
Urbanization



**SDG 7 & SDG 11** 

#### Is Anchored with



**B.8.** Sustainable Economic Development **C.4.** Energy



**B.2.** Equitable Access for All

C.2. Environmentally Sustainable Cities

C.3. Sustainable Climate



**Action 1.1.** Intensify the engagement of academe, private sector and relevant partners in the planning, implementation and assessment of joint undertakings in human resource development, and research and development.

**Action 2.2.** Establish scholarship, fellowship and/or attachment programs for students, researchers and other STI personnel.

**Action 4.5.** Engage relevant stakeholders in developing and implementing an effective communication and STI enculturation plan.



# By implementing Smart Energy

We believe that it's going to give the positive impact



## **Economic**

- Decrease **60%** of the electricity Expansion for the household and business usage
- Save **\$20,520**
- Create more than 120 new green job opportunities



# **Human Development**

Enable accessibility to better health conditions, food security, women empowerment communication services as well as lighting and information

# Our First-Year Goal: 100 devices

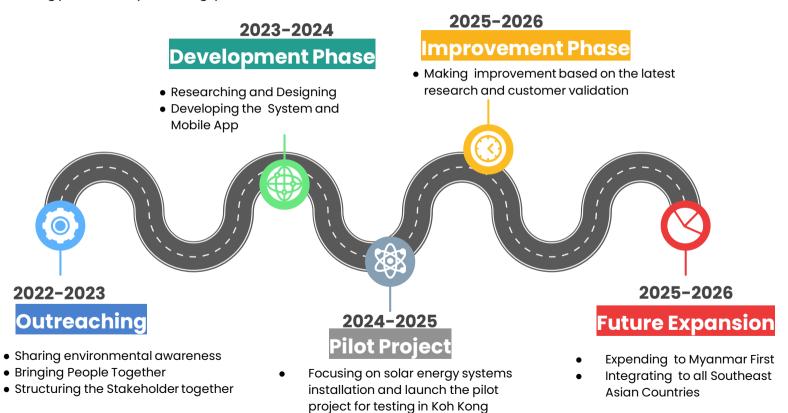


### **Environment**

- Reduce 18.24 tons of CO2 emissions
- Enable safe potable water
- Prevent climate change.
- Improve air quality of life.

# Implementation Roadmap

Of Smart Energy for the upcoming years



Province



## Reference

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https://www.iea.org/reports/southeast-asia-energy-outlook-2019

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Can Southeast Asia keep up with growing energy demand? <a href="https://www.weforum.org/agenda/2019/">https://www.weforum.org/agenda/2019/</a>

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Final energy consumption in end use sectors for ASEAN

https://www.researchgate.net/figure/Final-energy-consumption-in-end-use-sectors-for-ASEAN-in-the-IEA-ETP-B2DS-showingthe fia7 345258134

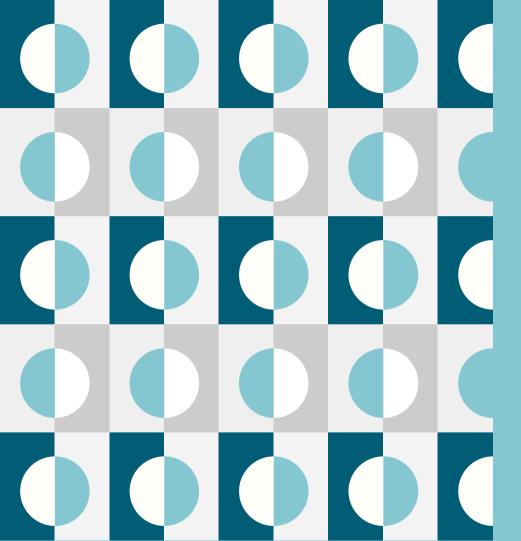
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Access to electricity dataset

https://data.worldbank.org/indicator/EG.ELC.ACCS.ZS

https://cleanenergynews.ihsmarkit.com/research-analysis/southeast-asia-to-renew-efforts-to-boost-renewable-capacityin.html#;~:text=ASEAN%20is%20targeting%20a%2023,intensity%20reduction%20from%202005%20levels.



**Backup Slide** 

# Smart Energy 2023 2024 2025 Expanse

Office Supply

**Fix cost** 

Rent

Salary

Appstore

Play Store

Marketing

**TOTAL** 

Tax

**Utility Expense** 

**Variable Cost** 

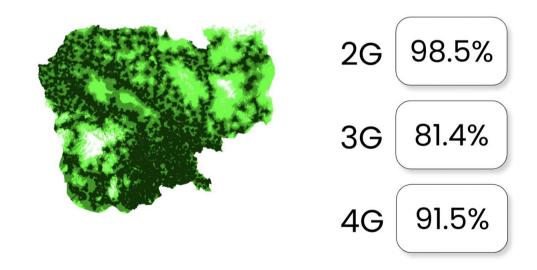
Mobile application development

Website development

Solar Development

 How can people in rural area use ur system if there is no internet connection?

## Smart Axiata Coverage in Cambodia



# Implement Strategies

#### **Renewable Energy Awareness**



#### **Business Model Canvas**

#### **Smart Energy**

Date : 19.Sep.2022



- Main parter:
   Solar Panel
   and Inverter
   manufacturer
- Master
   Contractual agreement with major supplier
- Government
- NGO
- Electronic Store ( Phone , Computer )

#### KEY ACTIVITIES

- Communication and marketing
- Installation and maintenance of solar system
- Energy advisory



- InnovationTechnology
- Real Time Software for energy evaluation
- Human Resource

#### VALUE PROPOSITIONS

- Integrated
   Solution for lower
   Energy Costs
- Renewable energy at price below utility rates
- Better EnergyConcept -RenewableEnergy
- Energy Efficiency products and service

# CUSTOMER RELATIONSHIPS

 20-Contract Terms including ongoing service and repair, as well as further cost saving through constant monitoring of energy spending

#### CHANNELS

- Social Media
- Word of mouth
- Affiliates
- Channel Partner
   Network
- Customer Referral
   Program

# CUSTOMER SEGMENTS

- Residential

  Customer
- Commercial
   Customers

#### **Early Adopter**

 Rural area in country with less number of electricity access such as Cambodia and Myanmar



#### **COST STRUCTURE**

- Installation and maintenance of solar panels
- R&D on hardware, software and marketing
- Operational cost



#### **REVENUE STREAMS**

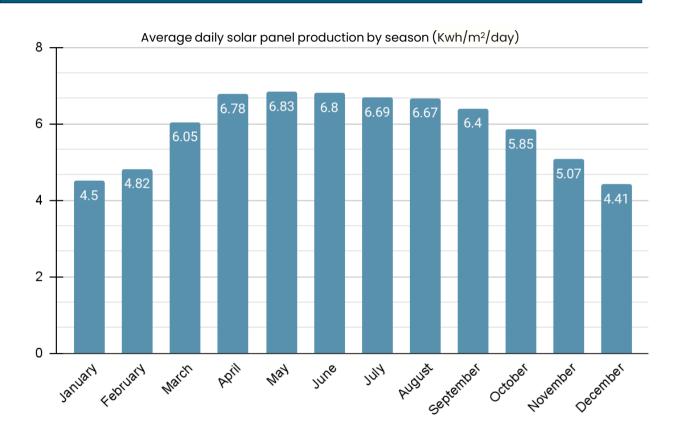
- Selling Products as both package and Hardware+Software +
  - Fixed Monthly Fees from lease customers + Renting the system to
  - 3% 6% Commission from E-commerce Store

# The influence of solar energy



Source : MIT physics professor Washington Taylor

## Solar Panel performance vary by season

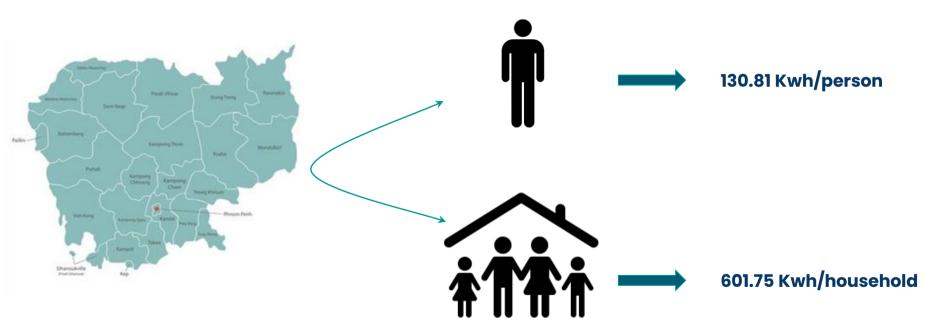


**5.9**Kilowatt hour are average production in overall.

**4.41**Kilowatt hour are an average production in December which is the lowest one.

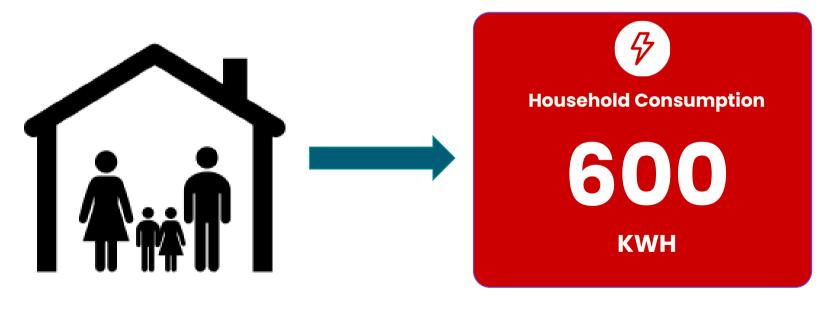
**6.83**Kilowatt hour are an average production in May which is the highest compare with other..

## Average Electricity demand in household in Cambodia



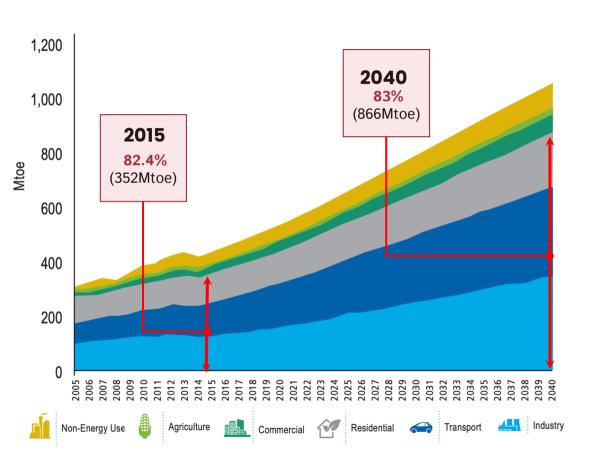
Source: enerdata and nis.gov.kh

# Electricity demand in household in Cambodia



Source: enerdata and nis.gov.kh

# **ASEAN electricity consumption by sector**



82.4 %

of total consumption are combined by three sectors which accounted for 352 Mtoe in 2015.

83%

of total consumption of these three sectors together represent a nearly unchanged which is also the largest share in 2040.

> Source: Southeast Asia Energy Outlook 2019 Source: globalpetrolprices.com 2020







**ENERGY** renewable sources of power?



Sustainability is the need of the hour since natural sources are being consumed rapidly. The answer lies in using the sun, water, biomass and wind. It's important to harness them correctly to make maximum use of their capacity. Undoubtedly all renewable sources of energy are beneficial, but solar energy emerges as the most valuable of all.

Here's why solar energy has an advantage when it comes to other renewable sources of energy



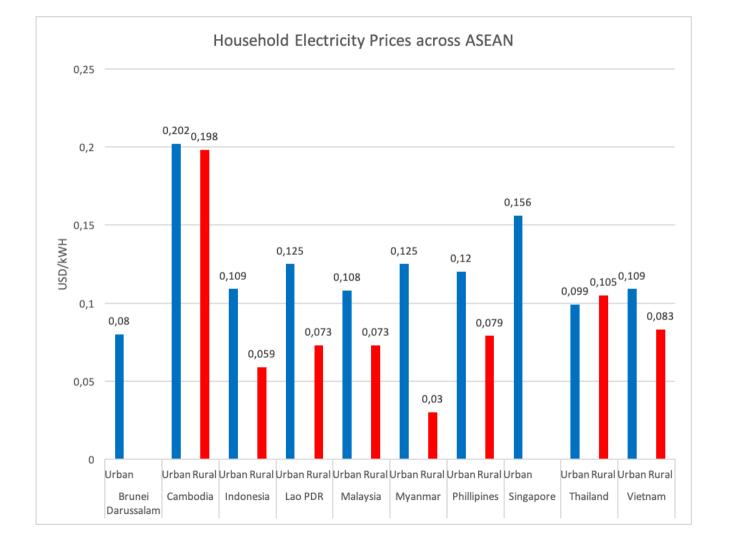


**HYDRO** 

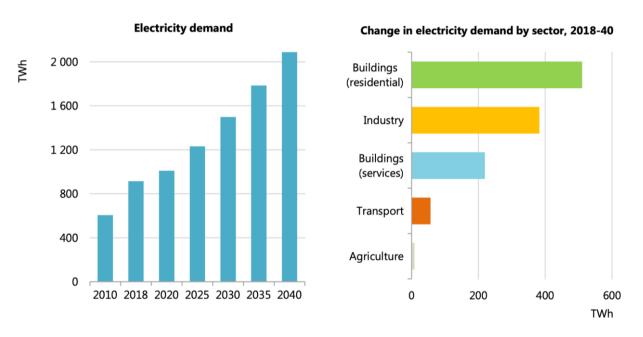


SOLAR vs **BIOMASS** 

With solar power, you can save electricity and decrease your carbon footprint. The system is also easy to maintain as there are no moving parts. It is at least 20-30% cheaper than the prevailing grid tariffs for most commercial and industrial consumers in India 4 Solar power is certainly much more beneficial than other sources of renewable energy



# **Electricity demand in Southeast Asia**



Source: Southeast Asia Energy Outlook 2019

#### Residential

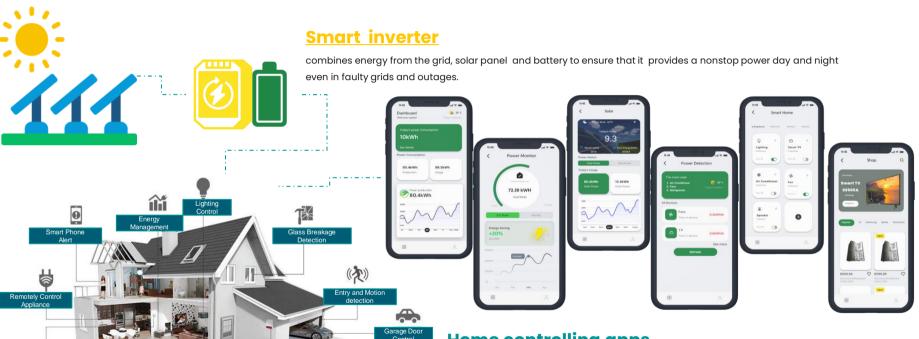
From 2018 to 2040, residential sector is the number 1 sector which consumpt electricity the most .

#### **Industrial**

Industry consumes the second-highest amount of power from 2018 to 2040.

# Recommendation

A smart solar grid solution for monetary savings and environmental sustainability



Alarm and Siren

Temperature

Control

#### **Home controlling apps**

where the user can keep an eye on every aspect of smart Solar system together with all smart devices in your house by just scanning your devices to run a diagnostic on your daily electricity consumption, also a makerplace for user to buy new devices and trade in the undesired devices back to the company in a flash with a perfect deal price.