Smart energy for energy price crisis

Normally average electricity energy loss in electric system is more than 10%. Business and Industrial paid more than ฿40 Bn higher than real usage annually.

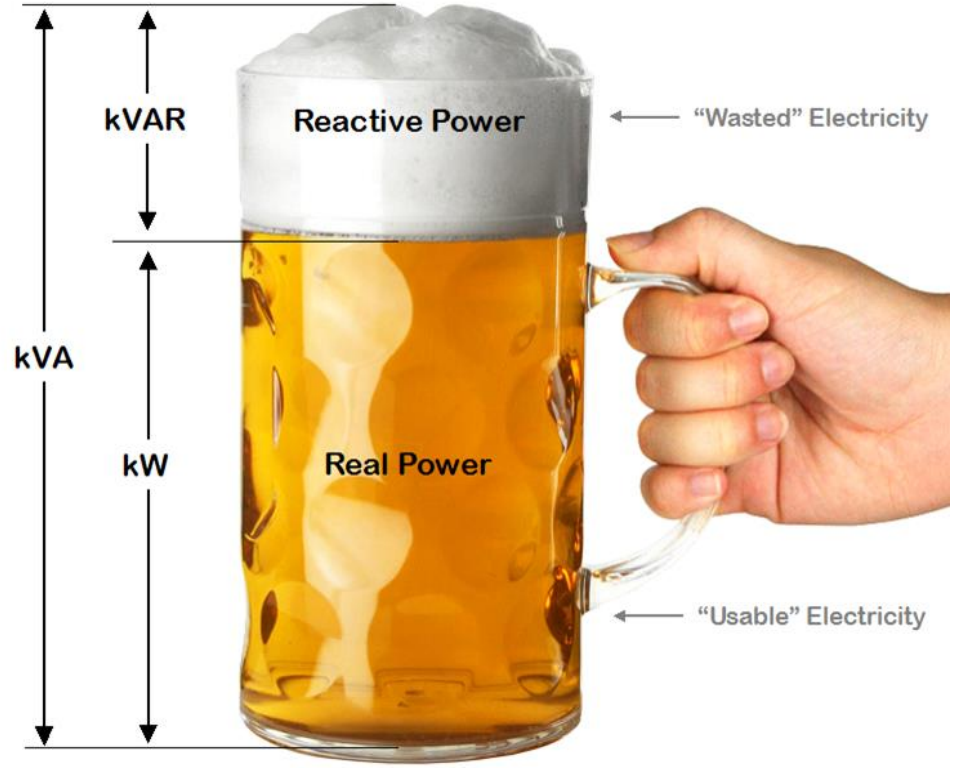
Our smart energy can reduce electricity energy loss in electric system to 1%. Especially in energy price crisis the amount of saving will be increase.

฿13 Bn

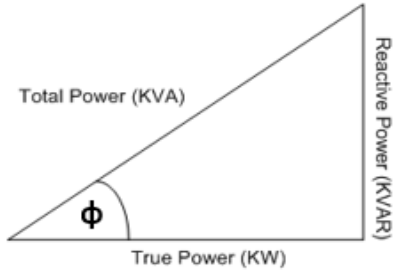
฿27 Bn

Pain point

Business and Industrial normally paid 5-30% higher bill from kVAR current



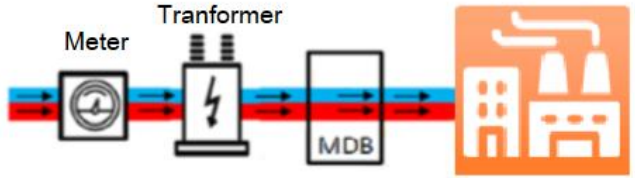
Electrical theory



kVAR loads

- Motor, cooling/refrigerating
- Consume kW and kVAR
- Total power increase to kVA

- **kW generate real usage current (blue line)**
- **kVAR generate wasted current (red line)**
- Total current increase to kVA current
- Bill charge increase



Power Factor (PF) $= \frac{\mathbf{KW}}{\mathbf{KVA}}$

- Ratio between kW and kVA
- kVAR current indicator
- more PF less kVAR current
- Perfect PF is 0.99

"What are the current solutions? Are they effective?" is in completion slide

Solution

Smart Energy Platform

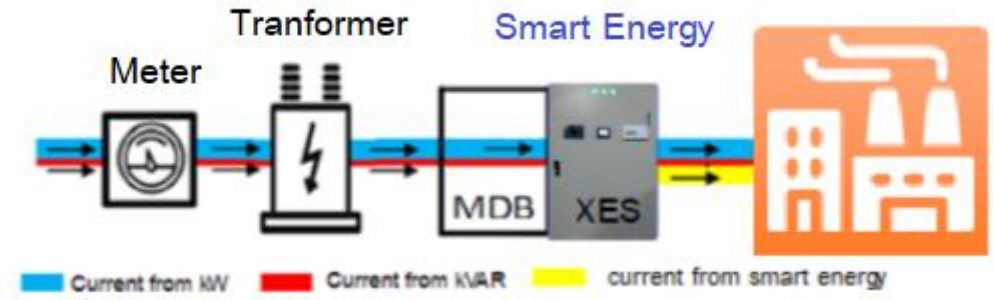
Application/Server — influxdb, Grafana, DigitalOcean, aws

Communication — NB-IoT, Wi Fi, LoRa

Hardware — ARDUINO, Raspberry Pi, ESP32, Schneider Electric

Smart Energy

- **Advanced Electrical Theory + IoT**
- **Reduce kVAR current to 1% (PF = 0.99)**
- **Smart energy generate saving current (yellow line) to system**
- Total current to system not change
- Total current from provider reduce
- Bill charge reduce



"How does your solution differentiate or compete over existing solutions?" is in competition slide

Competitive landscape

Limitation of existing solution (Cap bank)

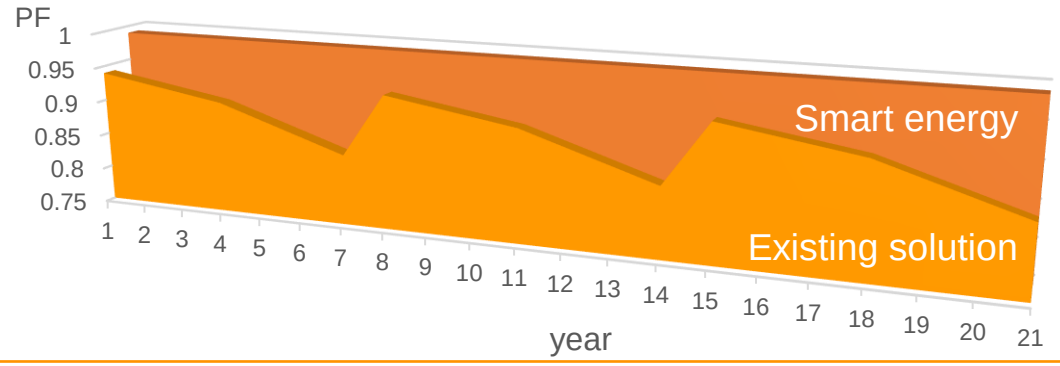
- Efficiency for ฿1M bill charged system
- Power loss 5-15%
- PF average < 0.90

Smart energy & Existing technology

- Co-work with cap bank
- increase PF to 0.99
- saving 5-15+%

Smart Energy (Stand alone)

- Efficiency for ฿50k bill charged system
- PF is 0.99
- Saving 5-30%



Competitive

Cap bank is existing solution with limitation to reduce kVAR. Our smart energy is only one service in market that can work with cap bank and work standalone to enhance maximum saving from existing limitation(pain) in electricity system , so our smart energy has no competitive players or startups.

Position

Our product will be image/brand for Smart cap. Smart cap will be 1st in market and instead of cap bank in future.

Smart energy/energy saving trend

- Energy price crisis
- Climate change crisis

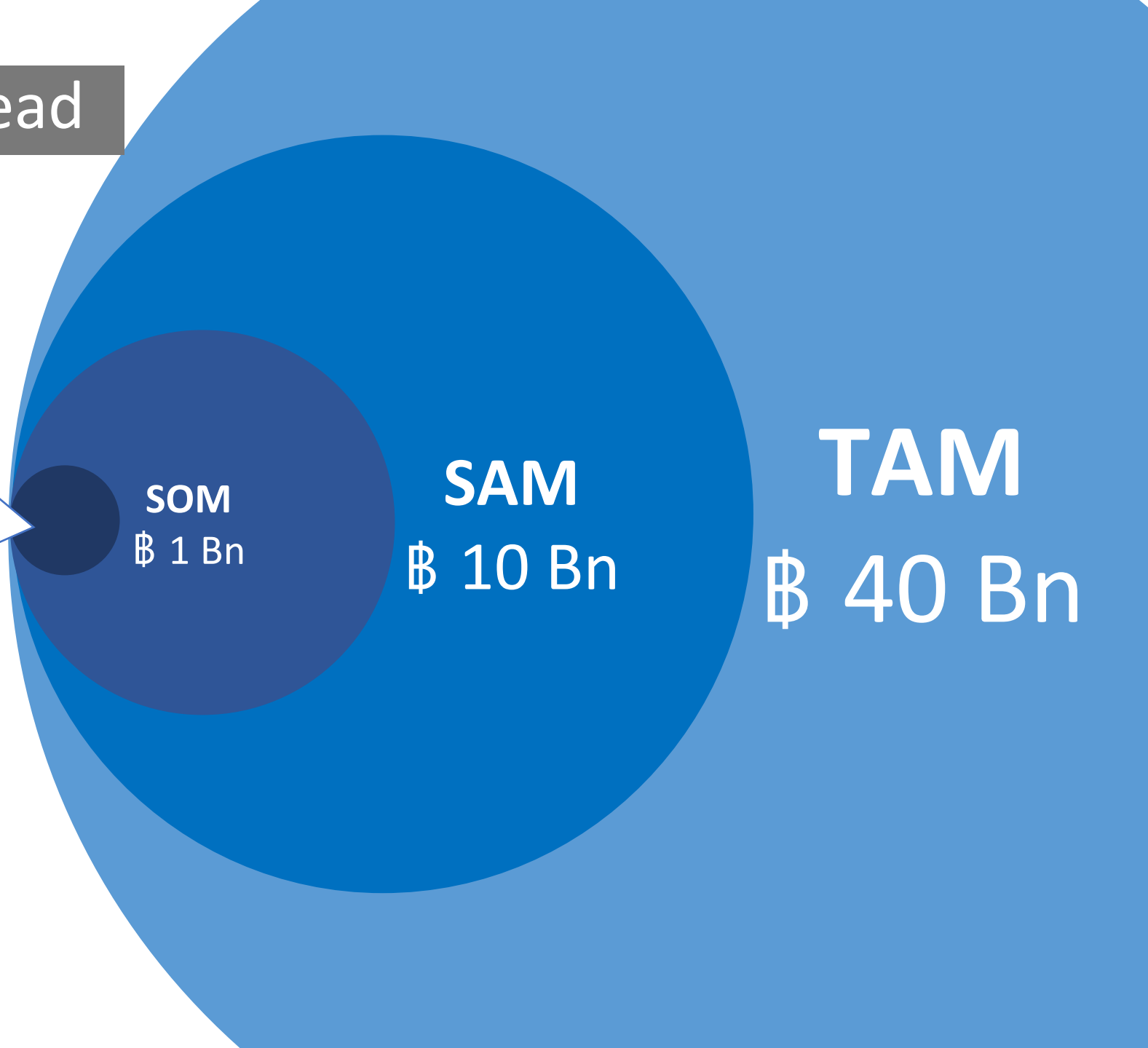
Market size & Beachhead

Beachhead market

- industrial/business that pay electric bill more than ฿1 M per month

Beachhead reached

- Linkedin decision maker search
- Energy consult connection



Business revenue model

Energy Saving as a Service

Revenue model

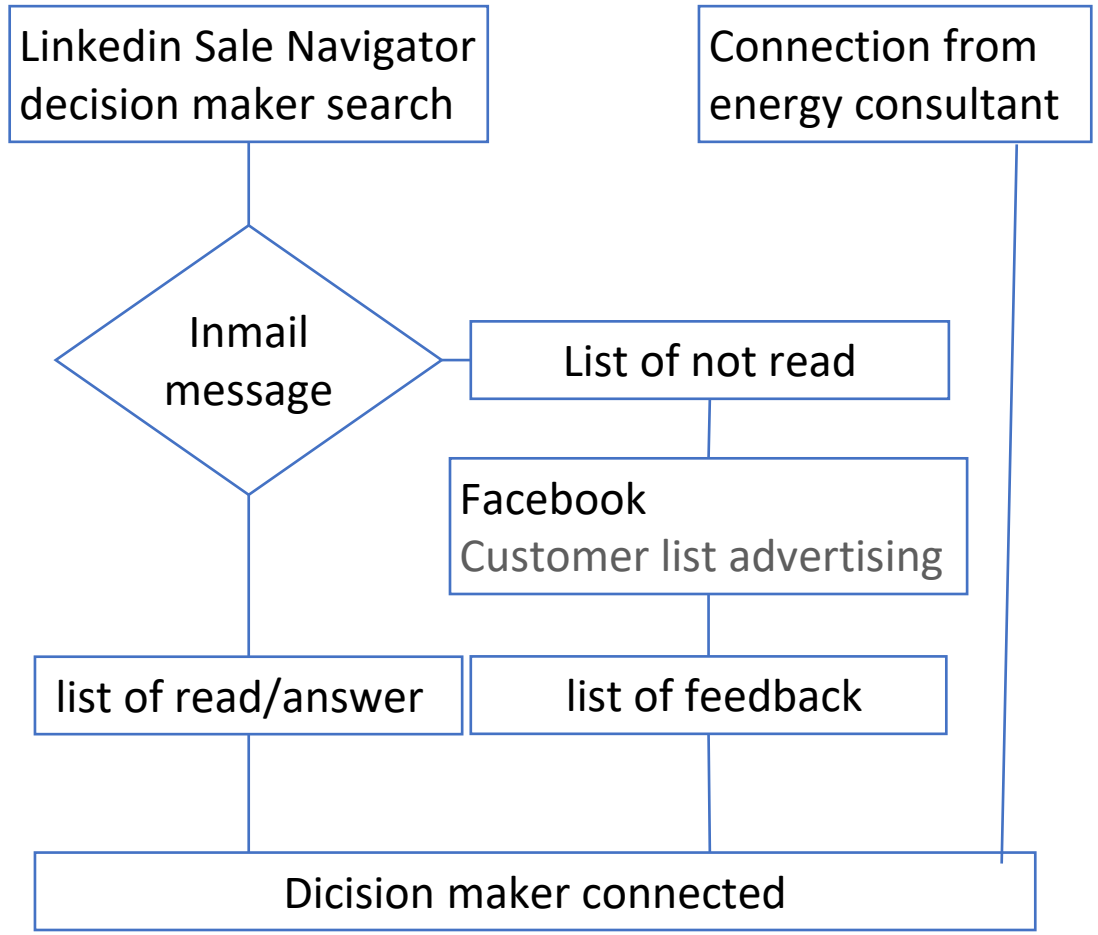
- Energy saving service
- Zero cost investment for customer
- Earn by profit sharing: saving shared
- Maintenance services included
- Free extra maintenance service (existing cap)

Why our service

- Only one smart energy service in market
- No cost investment
- Perfect kVAR current saving
- IoT platform include
- Extra maintenance service

Go to market Strategy

Go to market Stage	
Awareness	Connection from energy consultant
	Linkedin Sale Navigator
	Facebook: Customer list advertising
Consideration	Energy saving estimation report from bill analysis (value proposition) 
Decision	Energy saving as a service campaign



Fundraising strategy

Fundraising when beachhead reached ฿100 M or revenue more than ฿50 M per year

- new factory(cost reduced)
- new service team

Funding source

- potential partner
- VC
- NIA project(นวัตกรรมดี ไม่มีดอกเบี้ย)

Team

Kittisak Junpech
Energy Consultant Expert
Advance Energy Saving Co., Ltd.

Jirayutt Suputtipanich
IoT Product Specialist
Energy of Thing Company Limited