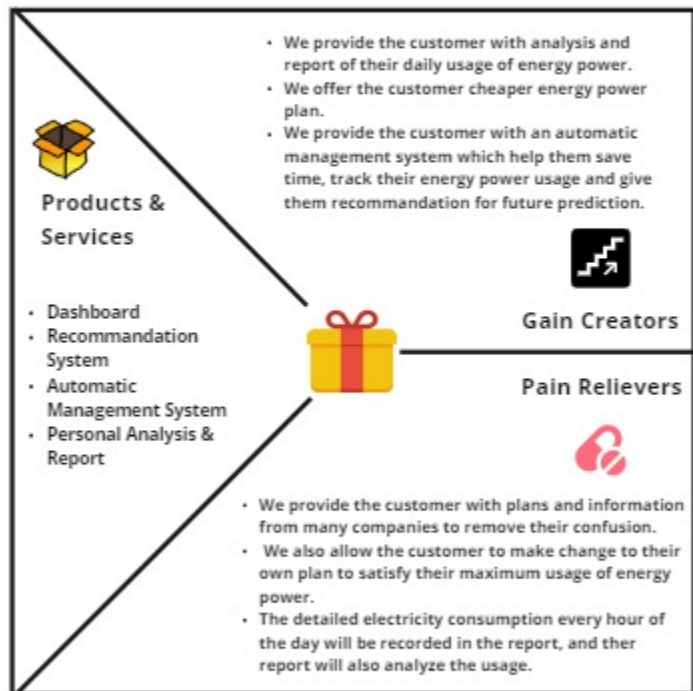
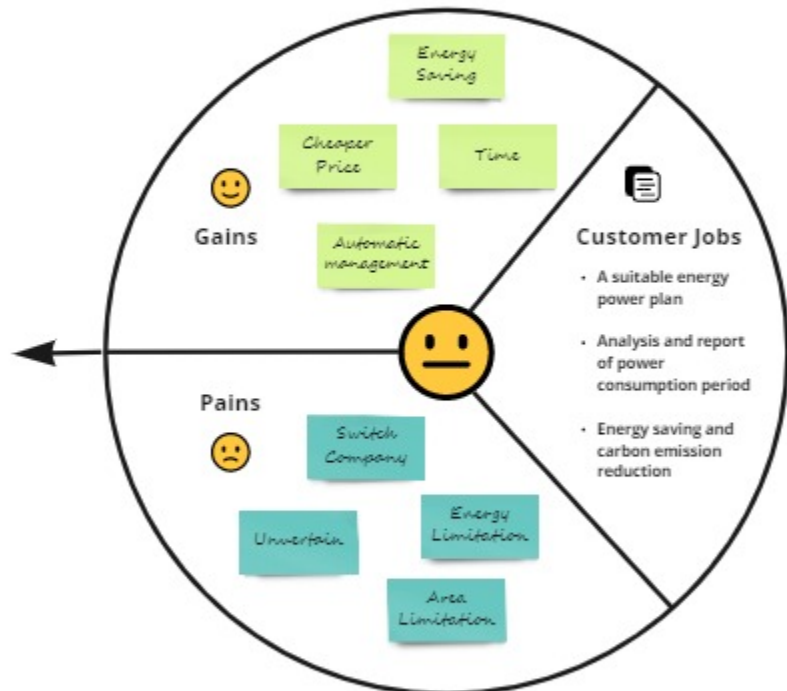


Value Proposition



Customer Profile



Client: IO Energy

About our client

1

IO Energy is a company which help people maximise the use of cheap and clean energy at home, accelerate the transition to a zero-carbon future.

2

Personal

- IO Energy is an energy company located in Adelaide, South Australia.
- They hope to use a time-of-use pricing to reward customers for using more clean energy to reduce carbon emissions, by providing an 80% discount on electricity that is used between 10am and 3pm.

Output

9

- Problem Statement
- Related question
- Statement of work (SoW)

3

Organisational

- IO Energy matches a customer's existing power plan with the plans of different power supply companies to find the most cost-effective electricity support method.
- IO Energy was established in 2019 and the location is based in Adelaide, South Australia. It was co-founded by Rob Morris and Luke Morton, and is an innovative and entrepreneurial company in an emerging industry.

8

Gap

- For ordinary families, their power consumption period is unstable and the demand distribution is uneven. So we use machine learning to understand customers' habits.
- For familiar companies, most customers will be dependent.

7

Value Proposition

- IO Energy offers the customer cheaper energy power plan.
- They provide the customer with analysis and report of their daily usage of energy power.
- They also provide the customer with an automatic management system which help them save time, track their energy power usage and give them recommendation for future prediction.

?

Pros & Cons

- Their advantage is: use the time-of-use pricing system to reward customers for utilising clean electricity. That is, IO Energy provides customers with an 80% discount on electricity that is used between 10am and 3pm.
- The current weaknesses include: how to collect and monitor the cleanliness of the data? How should the data privacy of users be handled?

4

SWOT Analysis

5

Environmental

- IO Energy company combines big data and related machine learning algorithms to recommend corresponding energy-saving solutions.
- Few companies combine energy saving and big data to realize the new energy powering system.

6

Customers/Users

- Most of the current customers are families with large power consumption during the day (work from home, housewives, etc), and they pay more attention to how to make better use of the power consumption plan.
- Our potential users are: some environmentally friendly enterprises who prefer to use cheaper but environmentally friendly power consumption plans.

