The Business Model Canvas

Team or Company Name:	*Date:*	
SMART Power	02/27/2020	[X] Primary Canvas [ ] Alternative Canvas

Key Partners	*Key Activities*	*Value Proposition*	*Customer Relationships*	*Customer Segments*
• London Hydro Inc – provides insight on local distribution • IESO – provides historical data on local electrical demand and prices • StatsCanada – provides historical weather data	• Regular data gathering for regional load, weather and price to improve the model accuracy • Revenue from temporary licensing use of our forecasting model *Key Resources* • Regular data gathering for regional load, weather and price to train the model with new information	• Load forecasting is a mechanism to determine the direction of future trends of power requirements. • Our aim is to provide accurate and reliable forecasts of custom regional load demand • The IESO sells surplus generated electricity at a loss and can be minimized with accurate forecasting • Electrical generators can more accurately invest in equipment assets to prepare for increases in customer demand	• IESO is a customer and supplier; it is in their best interest to support SMART Power with accurate data • London Hydro is interested in the results of improved short-term forecasting *Channels* • Using an online platform will allow customers to filter the program according to their own settings • Online data storage services can hold customer forecasts where accessibility can be provided upon	• IESO* • Licensed Active Natural Gas Retailers • Bruce Power • Darlington Power • Ontario Power Generation • Ontario Energy Board

Cost Structure	*Revenue Streams*
• Data storage will be primary cost to hold data relevant to model • Microsoft Azure Platform subscription • Regional data collection	• Customers can pay a monthly fee to access the forecasting platform • It is likely that the IESO would be more inclined to purchase the model outright for internal use than subscribe • Forecasting is currently completed internally for all our customer segments • $1000/month as a basic subscription for weekly regional load forecasting • $2000/month for the premium hourly regional load forecasting • Outright purchase would have to be negotiated