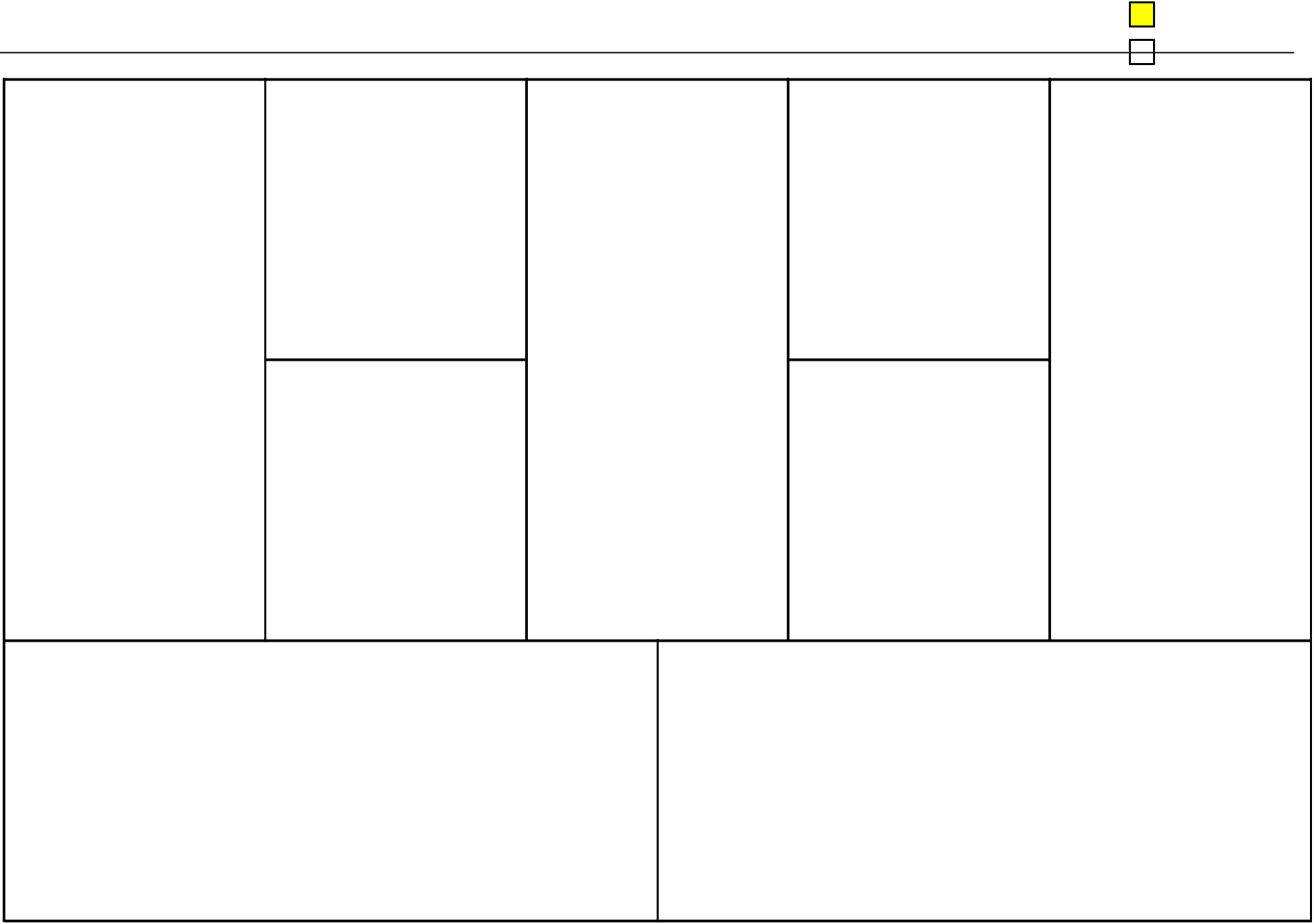
The Business Model Canvas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Team or Company Name:* |  | *Date:* | **X** Primary Canvas |  |
| SMART Power |  | 02/27/2020 |  |
|  |  |  | 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

*Key Resources*

* Regular data gathering for regional load, weather and price to train the model with new information
* Regular data gathering for regional load, weather and price to improve the model accuracy
* Revenue from temporary licensing use of our forecasting model
* 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 request
* IESO\*
* Licensed Active Natural Gas Retailers
* Bruce Power
* Darlington Power
* Ontario Power Generation
* Ontario Energy Board

*Cost Structure*

* Data storage will be primary cost to hold data relevant to model
* Microsoft Azure Platform subscription
* Regional data collection

*Revenue Streams*

* 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 load forecasting for a single region
* $2000/month for the premium hourly load forecasting for a single region
* Outright purchase would have to be negotiated