

## Context in Tak area



In the border area between Myanmar and Thailand, some communities live in the mountains, in isolated villages. Those villagers are not connected to the local electrical grid, limiting their access to energy services. They are living under precarious conditions of life as the lack of basic energy hinders their night-time activities like studying or cooking.



The current substitutes to electricity are kerosene lanterns and candles, which are expensive in the long run, hazardous, and not convenient for seeing clear at night. Moreover, these are not eco-friendly.



In these villages, opportunities of employment are highly undiversified and most people become farmers.



### SunSawang's mission



Our mission is to make solar electricity sustainable and economically accessible to rural Thailand.



We want the villages to have a safe source of energy, and help them to improve their living conditions.



We also aim to create jobs in these villages, by employing local technicians to sell and repair the solar systems.

# Who are we ?

- Founded in 2013 as a social business by Salinee Hurley, a local engineer and entrepreneur, SunSawang employs 8 full-time local employees, each one with their own expertise.
- SunSawang's office is located in Mae Sot ; our customers are villagers living in surrounding mountains of Tak and Mae Hong Son provinces.
- Since 2013, SunSawang has installed 289 solar home systems (SHSs) and sold 1,465 lanterns in villages, improving living conditions of more than 8,700 villagers.

## Our team members



**Salinee**  
Founder and CEO



**Mayuree**  
Administration Manager



**Dusit**  
Business Development Manager



**Wichai**  
Sales Representative



**Nay Moo**  
Field Technician



**Rangsee**  
Field Technician



**Johnny**  
Local Technician



**Lah Mae Htoo**  
Local Technician

## Our commitment



### Providing the poorest with affordable and sustainable electricity

- We target the most isolated villages
- We provide them with quality SHSs
- We offer them a 5-year payment plan
- We include a 5-year warranty for maintenance in the purchase price



### Stimulate local economy

- Our 8 employees are local people
- We train villagers and hire them to become local technicians, for selling and repairing solar systems as well as collecting service fees in their area
- Most of our SHSs components are made in Thailand



### Promote clean and sustainable energy



### Make profits to be durable like conventional businesses

## Our strengths

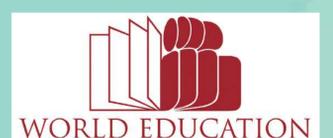


### A developed network

- We developed partnerships with prestigious organisations and companies



- We are collaborating with several NGOs working in the Mae Sot area



### A recognised expertise

- Our team is made up of local people with a very good knowledge of the field
- We either received or were finalists of several prestigious awards



# Our products and services

## Solar Home System (SHS)

- Can power two light bulbs and one small appliance
- Can be paid in 5 years
- 3 price formulas : from \$810 to \$1,100 \$ (according to the rythm of payment)
- 5-year warranty included for maintenance and replacement of every failing component



## Sun King Pro 2 Solar Lantern

- Solar lantern is equipped with 2 USB-port phone chargers, with an autonomy up to 36 hours
- Price : \$64



## Sun King Pico Lantern

- Solar lantern has an autonomy up to 72 hours
- Price : \$17



## Benefits of those products



Increased daily study time for children, and improvement in their results at school.



Higher safety : no risks of nighttime house fires due to kerosene lanterns



More pleasant everyday family life

- Families can spend good time together after their working day (eating, speaking in the light)
- Cooking is more convenient
- Families can connect small electrical device to the SHS (radio, TV,...) or recharge their headlamp or their phone



Better quality of air : no breathing difficulties due to kerosene lanterns

# Growth strategy



## 2013-2017 sales figures

- 289 SHS sold
- 1,465 lanterns sold
- 8,700 villagers improved their living conditions



## Growth potential

- Many potential customers live in the hundreds of isolated villages around Mae Sot which have not been visited yet
- Many potential customers live in already-customer villages



## 2018-2022 sales figures target

- 592 new SHS installed
- 2,658 new lanterns sold
- 16,515 villagers will improve their living conditions

## Key factors to achieve our target



**Hiring of full-time sales representatives**  
responsible for soliciting in new villages to find new customers



**Sales training attended by technicians**  
enable them to sell our products to villagers while doing installations or repairs



**Get an investment to enable our business expansion**



**Be prepared for any opportunities or advice we could receive**

# Organisation structure



**Salinee**  
Founder and CEO

Global strategy

Global management



**Dusit**  
Business development manager



**Mayuree**  
Administration Manager

ideas and negotiation

financial support

Management of the technical-commercial team

Villages to visit planning

Products and services optimization

Purchase negotiation

Administrative work

Accounting

- Planning a calendar for visits of the month and determining objectives of each visit

- Determining optimized products and services offer
- Studying new potential components for SHS
- Determining optimized prices and warranty formulas

- Negotiation for best prices for purchased components



**Wichai**  
Sales Representative

- Villages prospection : finding new villages as potential new customers and presenting products
- Commercial relationships (sales, accounts receivable)



**Rangsinee**  
Field technicians and local technician trainers

- Technical installation and repairs
- Commercial relationships (sales, accounts receivable)
- Training of local technicians



**Nay Moo**



**Johnny**  
Local technicians

- Local technical installations and repairs
- Local commercial relationships (sales, accounts receivable)



**Lah Mae Htoo**

# Financial model

## Profit & Loss projection over 6 years

P&L-USD	2017	2018	2019	2020	2021	2022
<b>Total Revenues</b>	<b>85 624</b>	<b>96 541</b>	<b>109 854</b>	<b>124 356</b>	<b>136 872</b>	<b>149 544</b>
Rent-to-own Solar Home Systems	36 348	60 592	72 971	86 389	97 809	109 327
Solar Lanterns	12 460	13 293	14 227	15 311	16 408	17 561
Service Fee	36 815	22 655	22 655	22 655	22 655	22 655
<b>Gross Margin</b>	<b>37 604</b>	<b>46 962</b>	<b>56 258</b>	<b>66 342</b>	<b>69 631</b>	<b>80 151</b>
<b>EBITDA</b>	<b>121</b>	<b>11 835</b>	<b>20 393</b>	<b>29 652</b>	<b>32 208</b>	<b>41 979</b>
% Revenues	0%	12%	19%	24%	24%	28%
<b>EBIT</b>	<b>-13 566</b>	<b>-1 390</b>	<b>3 516</b>	<b>8 004</b>	<b>7 278</b>	<b>15 943</b>
% Revenues	-16%	-1%	3%	6%	5%	11%
<b>Retained Earnings (loss carry forward)</b>	<b>-70 102</b>	<b>-71 492</b>	<b>-67 976</b>	<b>-59 971</b>	<b>-52 693</b>	<b>-36 750</b>
<b>Net Income after Taxes</b>	<b>-13 566</b>	<b>-1 390</b>	<b>3 516</b>	<b>8 004</b>	<b>7 278</b>	<b>15 943</b>

## Our need

We are looking for a \$60,000 equity investment in our business

## Return

- Perpetuity growth rate : 3%
- WACC : 6.04%
- Return on assets:

ROA					
2017	2018	2019	2020	2021	2022
-10.69%	-0.80%	3.09%	6.39%	5.93%	11.06%

- Return on equity:

ROE					
2017	2018	2019	2020	2021	2022
-11.33%	-0.85%	3.29%	6.80%	6.30%	11.63%