




Context in Tak area



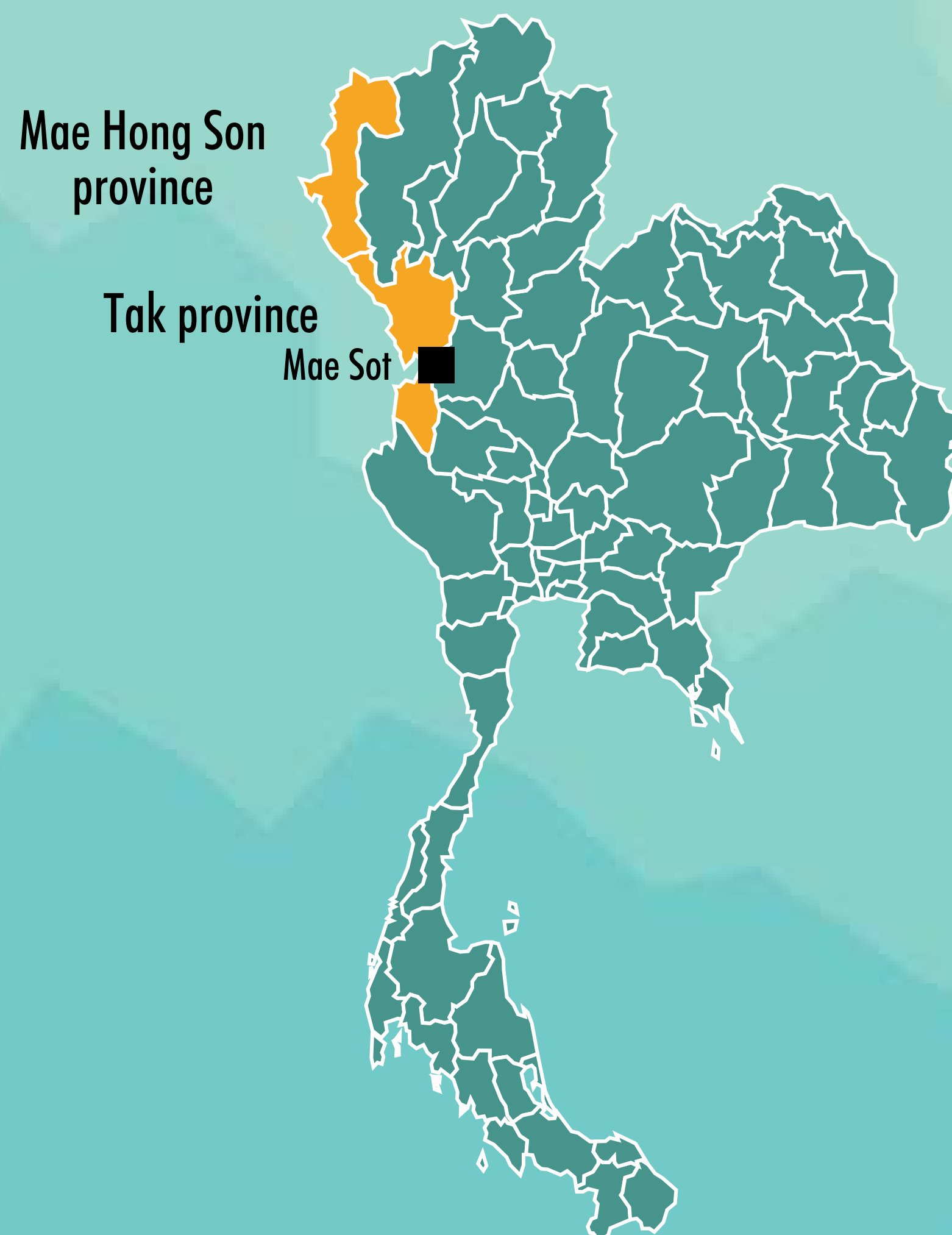
In the border area between Myanmar and Thailand, some communities live in the mountains, in isolated villages. Those villagers are not connected to the local electrical grid, limiting their access to energy services. They are living under precarious conditions of life as the lack of basic energy hinders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

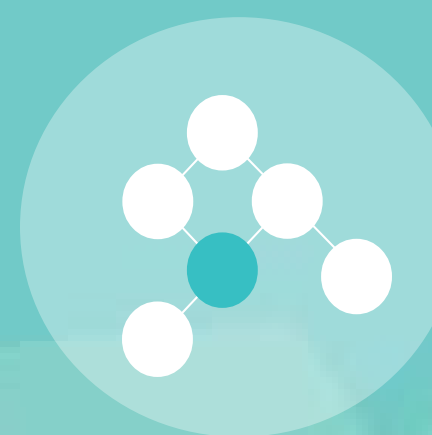


Promote clean and sustainable energy



Make profits to be durable like conventional businesses

Our strengths

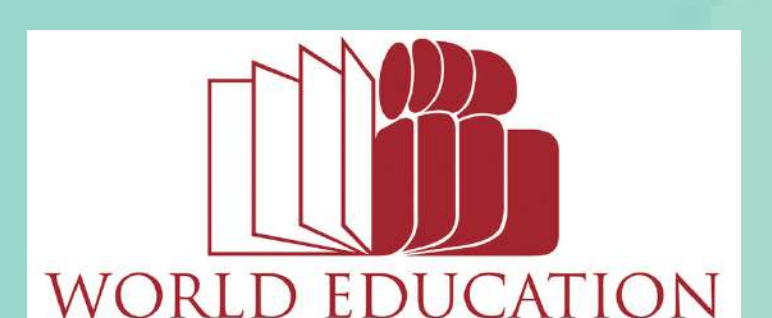


A developed network

- 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

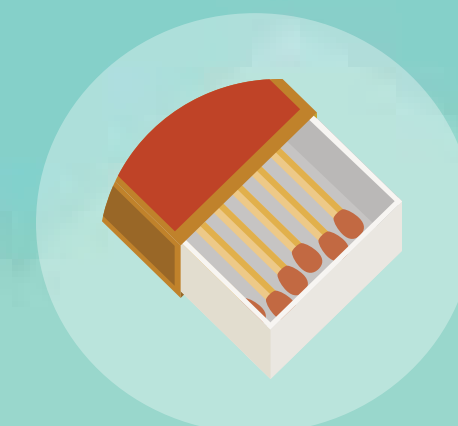
- Solar lantern has an autonomy up to 72 hours
- Price : \$17



Benefits of those products



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

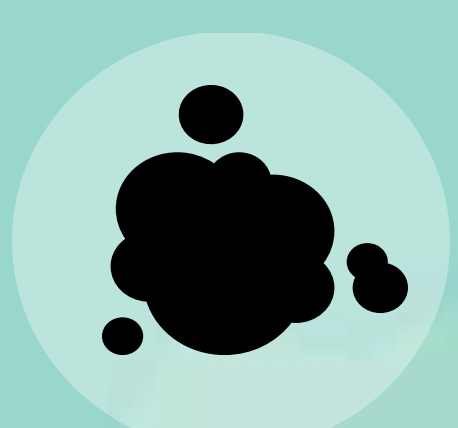


Higher safety : no risks of nighttime house fires due to kerosene lanterns



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

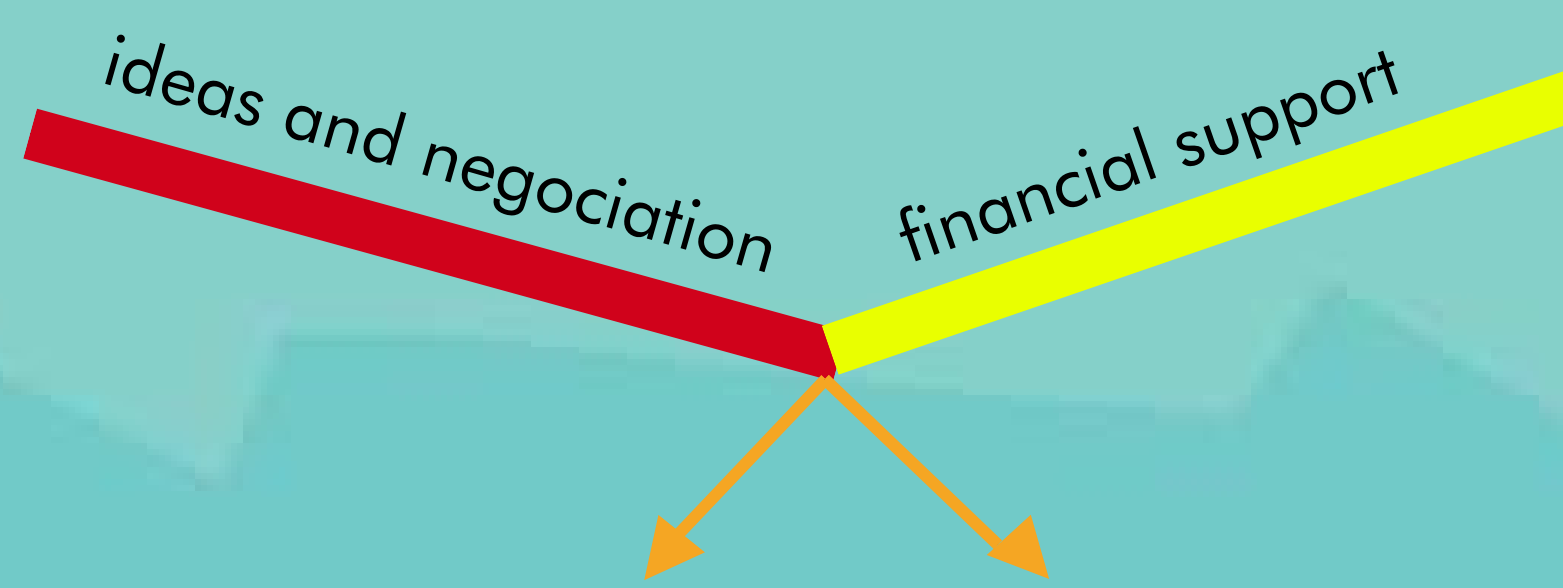
Global management



Dusit
Business development manager



Mayuree
Administration Manager



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
Total Revenues	85 624	96 541	109 854	124 356	136 872	149 544
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
Gross Margin	37 604	46 962	56 258	66 342	69 631	80 151
EBITDA	121	11 835	20 393	29 652	32 208	41 979
% Revenues	0%	12%	19%	24%	24%	28%
EBIT	-13 566	-1 390	3 516	8 004	7 278	15 943
% Revenues	-16%	-1%	3%	6%	5%	11%
Retained Earnings (loss carry forward)	-70 102	-71 492	-67 976	-59 971	-52 693	-36 750
Net Income after Taxes	-13 566	-1 390	3 516	8 004	7 278	15 943

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%