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# Two Market – Two Brands



- Rural Distribution Network
- Currently focused on SHS
- Retail and Wholesale of DC Appliances



- Residential, Commercial, and Industrial.
- Off-grid and On-grid solutions.
- Engineering and consulting services



# Energy in Cambodia

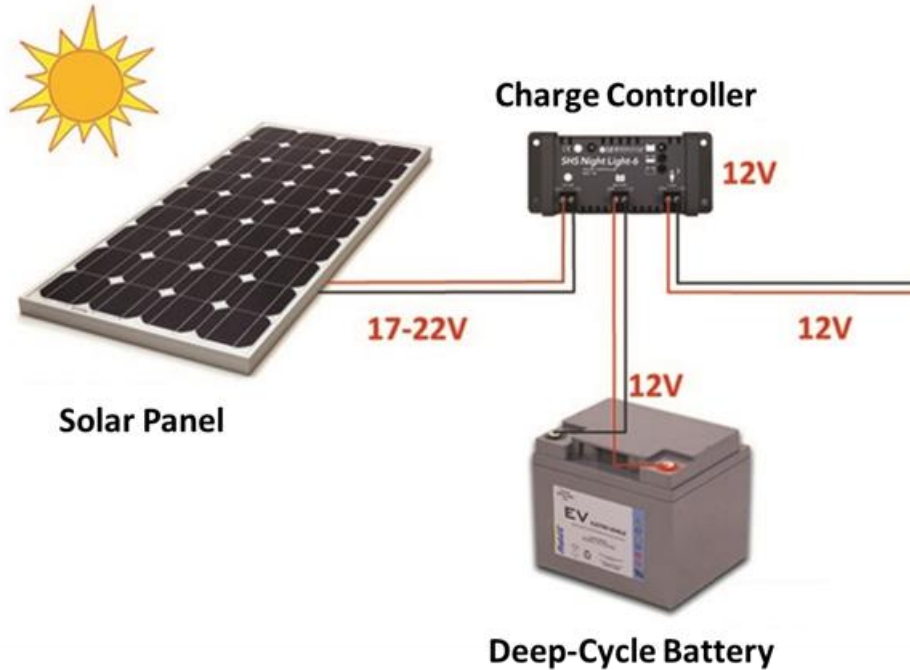


>60% HH

Using Car Batteries

## Challenges:

- No investment in local communities
- Lack of proper engineering
- Little/No after-sales support

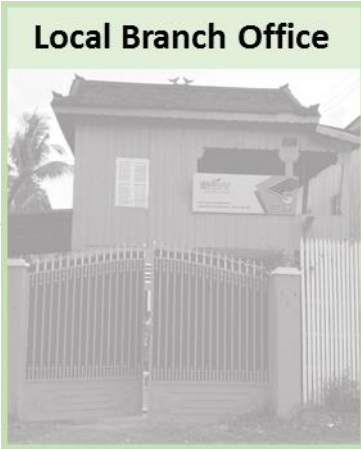
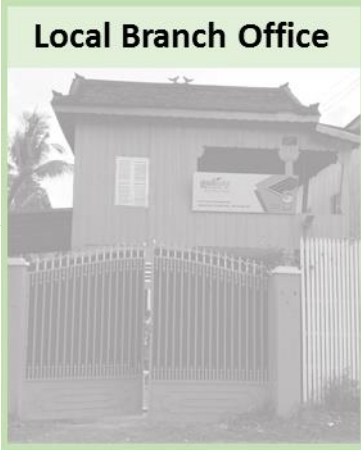


Low Energy DC Appliances



# Distribution Model

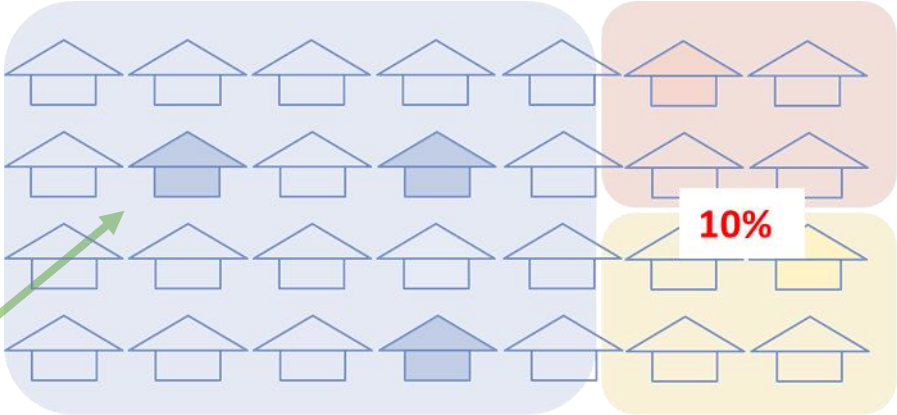
Phnom Penh Head Office



Kampong Thom Branch Office

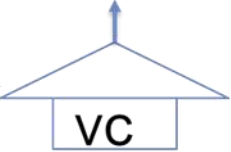


- 3x Technicians
- 3x Sales Agent
- Manager & Admin



Demo

Partner promotion



# Distribution Model

## After-Sales Support

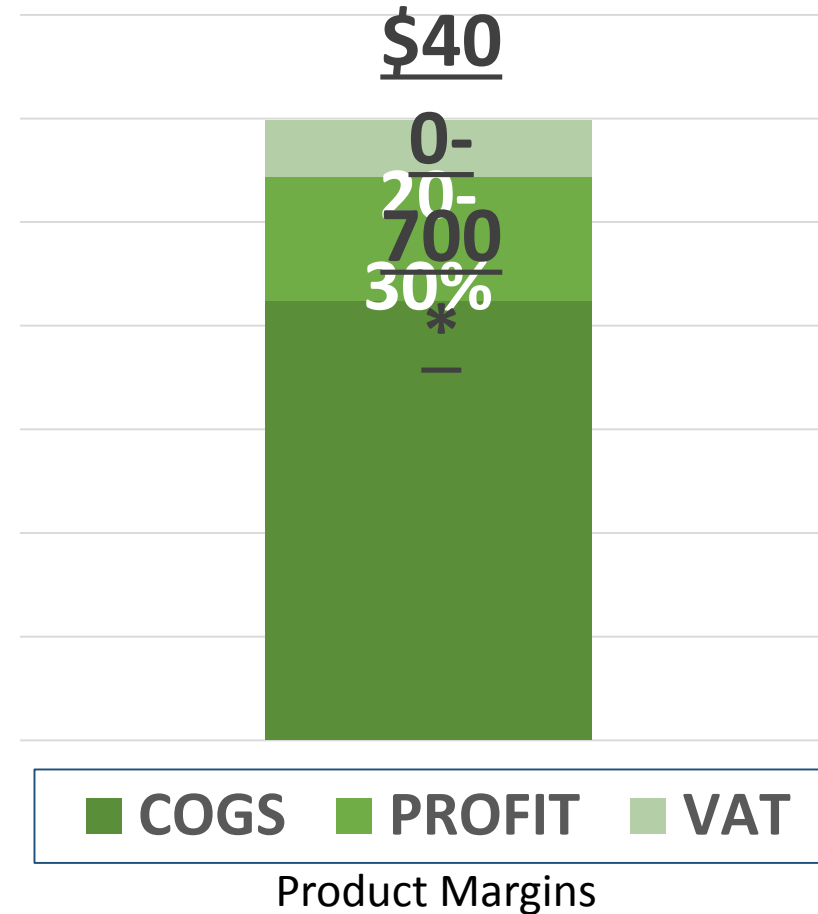
- Structured after-sales plan
- 24hr service hotline
- 48hr issue resolution



# Business Model

## Sale of Solar Home Systems and DC Appliances:

- MFI Partnerships
- Direct (Cash) Sales
- Key Accounts (e.g. NGOs)



\*Price includes installation, training and maintenance

# Current Offices

Phnom Penh Head Office

Kampong Thom



Kampong Cham



Kampong Speu



3/24 Provinces

# Financial Ask

We are asking for **\$500K** for **30% Equity**

Board Seat

IRR 23% at year 6  
(Based on Dividends)



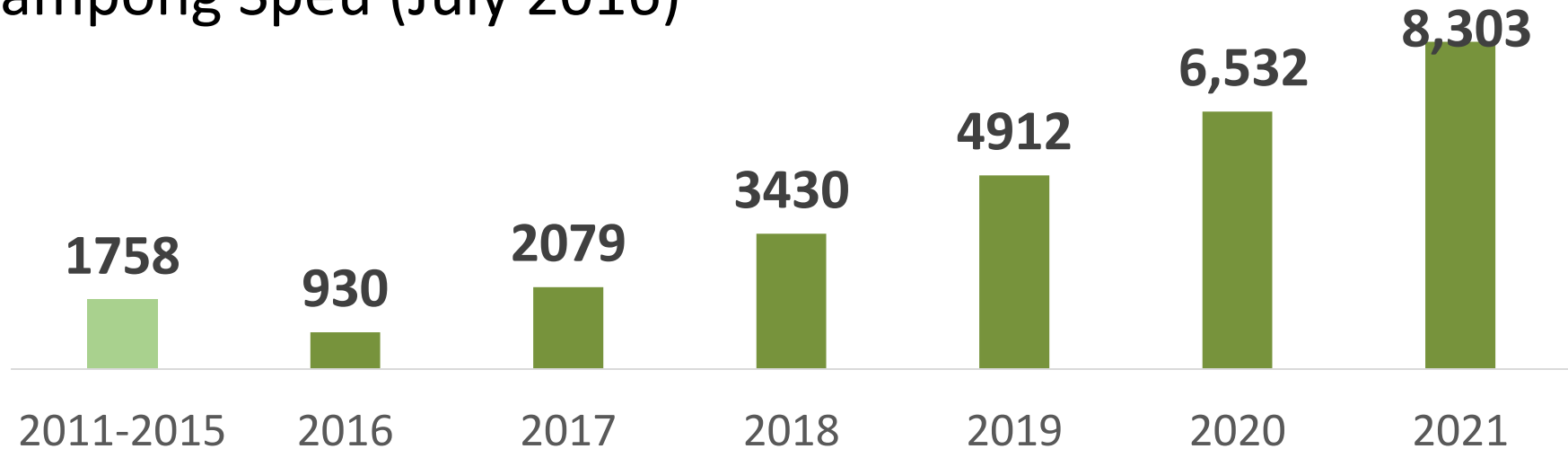
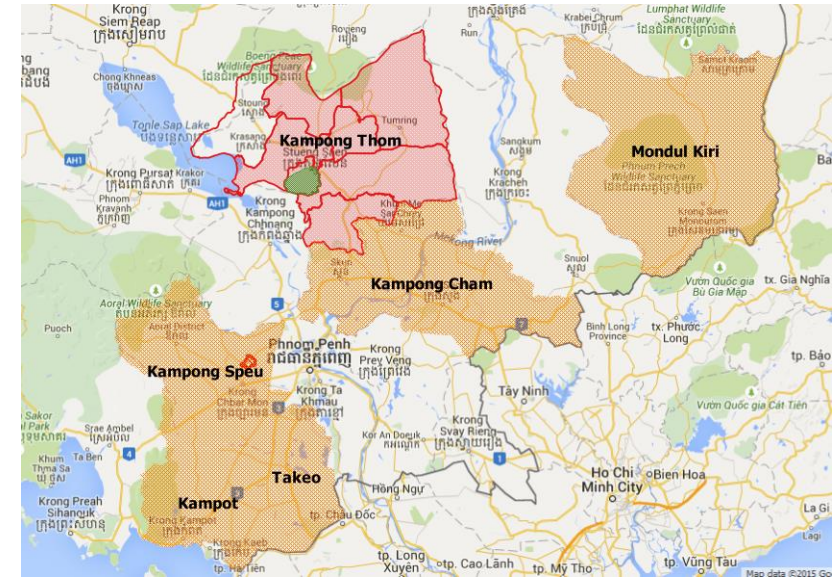


# Expansion Plan

Opening 3 Branch offices per year

2 in Kampong Cham (Feb, Sep 2016)

1 in Kampong Speu (July 2016)



<b>BRANCHES</b>	1	4	7	10	13	16	19
<b>SHS SOLD</b>	1,758	2,688	4,767	8,197	13,109	19,641	27,944

# Pay-As-You-Go (PAYG)



Simplified PAYG technology



User-training during PAYG pilot project

# Team



**Pha Sovananra,**  
Distribution  
Manager



**Pin Phalla,**  
Technical Manager



**Jack Pegler,**  
Business  
Development



**Tha Nipidour,**  
Customer  
Satisfaction

# Achievements to Date

Accredited by “Good Solar”



Selected for Shujog ACTS



Founding member of Solar Energy Association of Cambodia



Runner-Up at PFAN Biz Plan Competition 2016



Equity Investment

Knowledge exchange with similar companies

\$200,000 revolving credit line at 6% p.a.

One project a year to be used for Business  
Development



Commercial and Industrial Solar Solutions



# Project Pipeline:

**Completed: 23 Installations**

**Pipeline: – 11 Projects**

– Range: (5-500kWp)

– **Total: \$884,000**



#	PROJECT	STATUS	TYPE	PURPOSE	CONTRACT	SIZE PV (Wp) Thermal (m2) Water Pump (m3) E&E (kWb)	PRICE
1	Bayon School	0. Completed	PV	Off-grid	EPCC O&M	2,000.00	\$22,400.00
2	Ian Jones - Thermal	0. Completed	Thermal	-	EPCC	17.80	\$16,425.00
3	Ian Jones - PV	0. Completed	PV	On-grid	EPCC	4,340.00	\$15,983.94
4	NRG Radio Station	0. Completed	PV	Back-Up	EPCC O&M	2,200.00	\$14,420.00
5	Bambino Gesu Hospital	0. Completed	PV	Off-grid	EPCC O&M	600.00	\$11,229.50
6	Kirimeanun School	0. Completed	PV	Off-grid	EPCC O&M	750.00	\$10,309.20
7	Camkids Clinic	0. Completed	PV	Off-grid	EPCC O&M	660.00	\$9,175.00
8	Radio Station Inverters	0. Completed	Procurement	-	P	1.00	\$8,843.41
9	Bayon School 2	0. Completed	PV	Off-grid	EPCC	950.00	\$7,279.37
10	Prek Svay School	0. Completed	PV	Off-grid	EPCC O&M	960.00	\$6,000.00
11	Camkids Refit	0. Completed	PV	Off grid	EPCC O&M	380.00	\$5,396.00
12	MoA - Telecenter	0. Completed	PV	Off-grid	EPCC O&M	300.00	\$5,217.50
13	Liger Staff Dormitories	0. Completed	PV	Off-grid	EPCC O&M	440.00	\$2,950.00
14	John Phifer	0. Completed	PV	Off-grid	EPCC	240.00	\$2,385.26
15	Arakawa - 200 samples	0. Completed	Procurement	LED	P	0.00	\$2,250.00
16	Camkids street lights	0. Completed	PV	Off grid	EPCC O&M	-	\$2,208.00
17	Janet King	0. Completed	PV	Off-grid	EPCC O&M	0.00	\$1,984.72

# Project Financing:

**Client:** New Special Economic Zone

**Type:** Rooftop for 20-25 Factories  
100kWp/Roof

**Size:** TOTAL: USD 2.6M- 3.2M

## Financing:

- Individual rooftops or entire portfolio
- 5 year loan







Authorized Distributor:



**CanadianSolar**

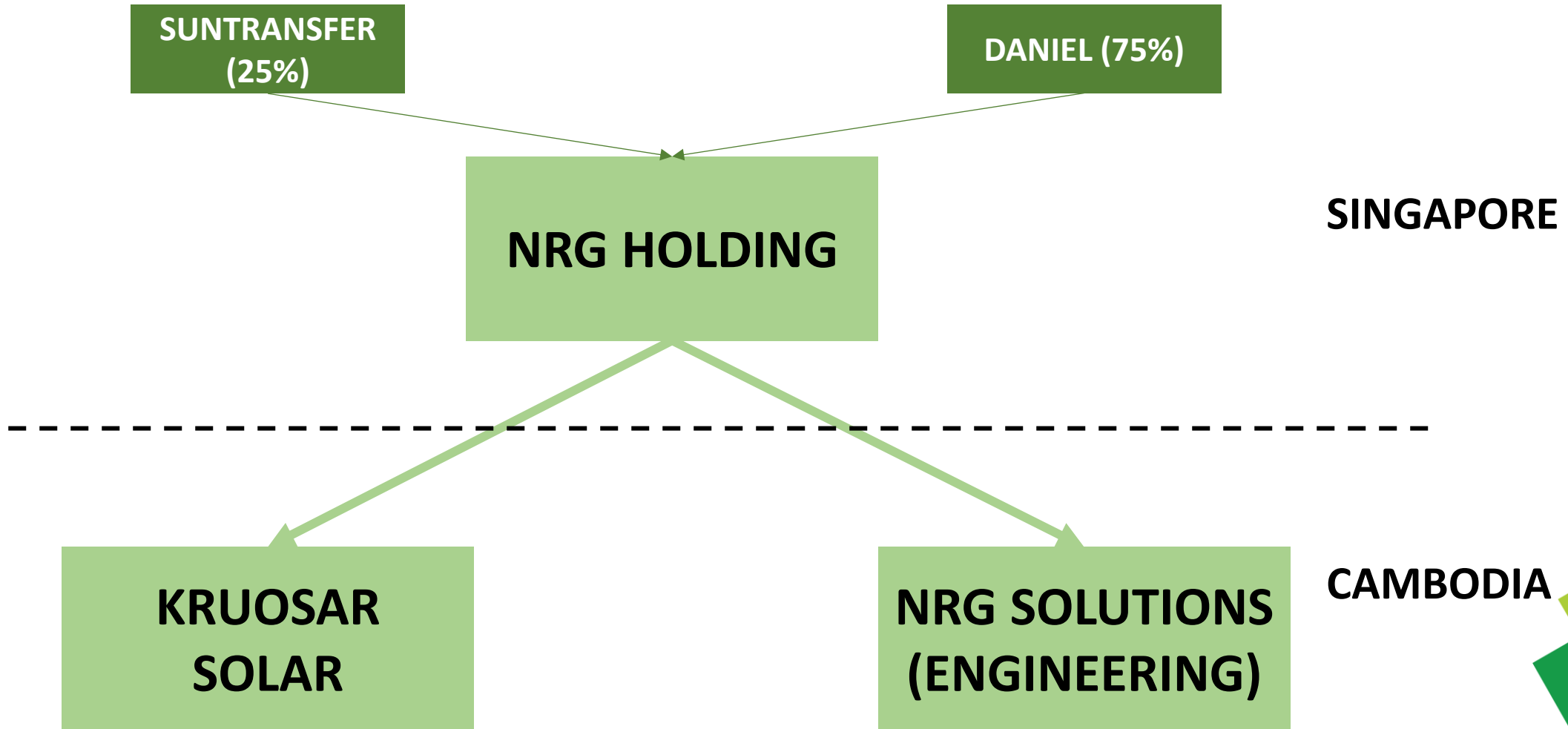


# Thank You!



# APPENDIX

# Company Structure



# Competition

- Existing solutions (Kerosene & Car Batteries) } Expensive & dangerous
- Local (mobile) Sellers
- Local markets and hardware/electrical shops } Cheap but low quality,  
no financing & poor  
design and service.
- Non-accredited solar companies
- Other “Good Solar” Accredited Companies

# Competitive Advantages

## ADVANTAGE

- Engineering & Design
- Unique DC Appliances
- Simplified PAYG technology
- Strong Focus on After-Sales

## BENEFIT TO CUSTOMERS

- Longer lasting systems
- Higher quality, more efficient
- Easier, cheaper financing
- Fewer problems, solved faster

# Risks & Mitigation

- Grid Expansion

Extensive Market research

- Subsidized Products

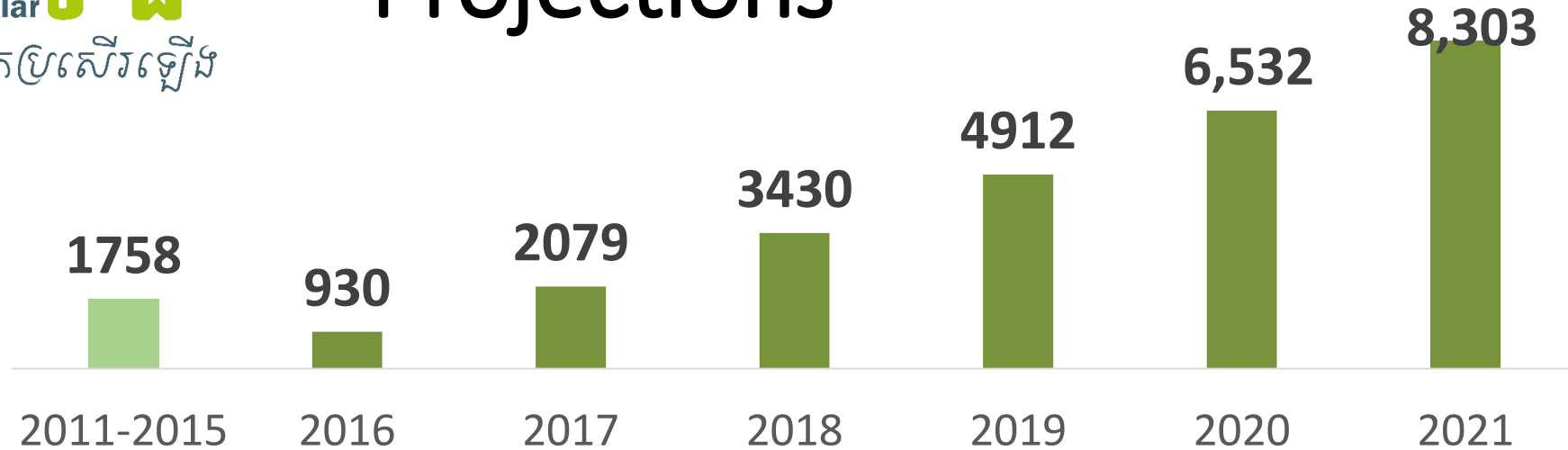
- Product Malfunction / Misuse

User training and maintenance plan

- (Lack of) Regulatory Policy

- HR / Recruitment

# Projections



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## CUMULATIVE IMPACT IN 2021

PEOPLE IMPACTED	GHG kgCO2e	EXTRA HOURS OF LIGHT	EXTRA HOURS OF STUDY	ENERGY SAVINGS
152,295	3,316,992	31,550,295	6,310,059	\$6,564,880



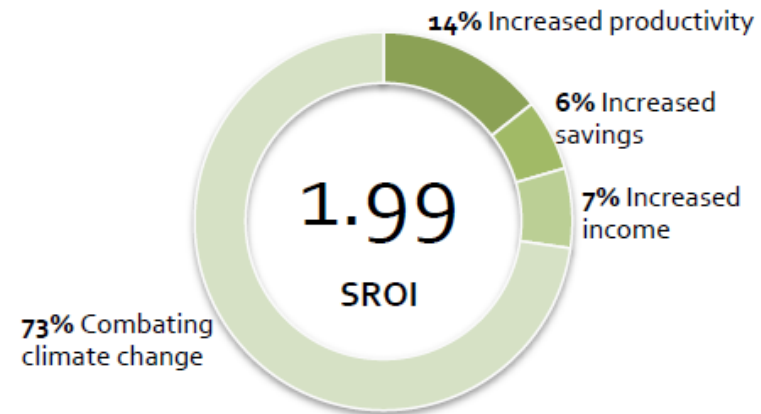
# Results & Impact

>1700 Solar Products Installed 2011-2015

- Impacting >9500 People
- Avoiding >158,500 Kg CO<sub>2</sub>e
- >1.5M extra hrs of lighting
- >300,000 extra hrs of study
- >\$310,000 in energy savings



Social value created, by impact area, 2014



# Thank You!



# Summary

## Ask:

We are asking for to expand our last-mile distribution network.

## Financial Return:

- % Equity
- IRR 23% at year 6 (Based on Dividends)
- A board seat

## Social Return:

### CUMULATIVE IMPACT IN 2021

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Social value created, by impact area, 2014

