

<p><b>Key partners</b></p> <ul style="list-style-type: none"> <li>Major energy suppliers (EDF, ENGIE) from which we collect relevant data to feed our algorithm</li> <li>Major energy providers both as clients and as partners :             <ul style="list-style-type: none"> <li>Our benefits would be calculated on the percentage of saved energy during peak hours and number of active users.</li> <li>Team-up with them to promote Strim within their client basis.</li> </ul> </li> <li>The State through the Ministry of Ecology as an audience -enabler</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Ensure effective functioning of our app and continuously optimize our algorithm</li> <li>Ensure a permanent access to energy consumptions data and any other relevant data (area and climate parameters)</li> </ul>	<p><b>Offer (proposition de valeur)</b></p> <ul style="list-style-type: none"> <li>Providing a user-friendly app to smooth energy consumption.</li> <li>Enabling cheaper energy production for providers by avoiding consumption peaks.</li> <li>Assuming that energy providers will reflect these savings on their clients</li> <li>Contribute in reducing the use of fossil fuels during consumption peaks</li> </ul>	<p><b>Customer relations</b></p> <ul style="list-style-type: none"> <li>Our clients are energy providers. Win/win long-term partnership based on trust and transparency: sharing of relevant data, best practices. Constant monitoring of Objectives and Key Results (OKRs)</li> <li>Our users are final electricity consumers (households): individual interactions through the app and the CS</li> </ul>	<p><b>Client segment</b></p> <ul style="list-style-type: none"> <li>We have to draw a distinction between clients and users :</li> <li>Our clients are energy providers and our users are any household with a electricity consumption (all household in France).</li> <li>Early adopters: young urban households with a concern for environmental issues.</li> <li>Mass target: households looking at ways to reduce their monthly bills.</li> </ul>
	<p><b>Key Ressources</b></p> <ul style="list-style-type: none"> <li>A team of web and mobile developers</li> <li>A team of commercial and sales representatives</li> <li>Strong marketing team and tools</li> <li>Public Relations team to ensure strong relations with our clients, partners, and the with public authorities</li> </ul>		<p><b>Distribution Channel</b></p> <ul style="list-style-type: none"> <li>Rely on our partners' communication channels and client basis to promote the use of our app</li> <li>Set-up a communication plan targeting the potential clients on the idea of saving money and contribute in reducing CO2 emissions</li> </ul>	

*Structure des coûts*

- App development
- Marketing strategies to promote growth & exposure

*Sources de revenus*

- Energy providers would pay a monthly fees for using our app, based on their saved energy and number of users

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