



Creating the 'go-to-market' strategy for PAYGO

Company background

#1 solar energy company in Cambodia bringing solar to 150k+ off-grid customers with 3 business lines:

- 1) Solar EPC and system integration;
- 2) KamworksUtility;
- 3) Kamworks PAYGO Solutions

Current challenge

Identify best target markets and partners to launch B2B PAYGO Solutions

Project Objective

- With target markets and partners in mind
- Write business plan for competition
 - Revamp financial model to be more attractive to investors

Final Deliverables:

- 30 page business plan
- Comprehensive financial model
- Pitch deck for potential investors
- Target B2B Customer Definition: Solar Distributors/ Manufacturers + Consumer Finance



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