

Sokun Sum

Founder & CEO of LES

LES INITIATIVE

Solar for every Cambodian.

- Here is the problem: nearly 2 million Cambodian households are currently locked out of the solar marketplace. Maybe it's because they don't see the benefits or other solar companies not willing to sales to them. Or simply because no cash. It's a huge barrier to overcoming poverty.

MISSION

Let's solve.

- Our mission is to unlock the benefits of solar solution for these 2 million households.
- With the help of Good Solar Initiative taking root in Cambodia, we are now in the position to do so. It's call "Good Solar". What it's mean is that a household can buy solar without having upfront cost, low interest rate of financing option with high quality promise.

INITIAL PROJECT

Market design.

- In it's initial project, we transforming a prospect as solar ambassador.
- First, identifies as house of worship, interested in hosting.
- Next, looking for new customer to arrange the financing and installation.
- Lastly, design, markets, solar product offering.

GO SOLAR TODAY

Solar home solutions.

- Our market design enables rural Cambodian households to switch into SHS without the hassle of upfront cost, that everyone can be accessed in, including rent to own (R20).
- Benefits, support local economy, protect the environment, and save you money.
- Roughly save \$100-300\$ each year. Estimated based on electricity rate in rural Cambodia.

OPERATIONS

That's where we come in.

- **Nine field offices in nine Cambodian provinces**
- **More than 4,000 SHS installed**
- **Selected, trained, and generate some incomes for more than 180 agents represented as focal salesperson in the communities.**

Products

Sample-LESSHS200





THANKS YOU!

Q & A