



Building the Digital Utility with a Customer Facing Infrastructure

AUSUW17 Initiate! Startup Programme – CALLING ALL SMART ENERGY/SMART WATER START-UPS & UTILITY TECHNOLOGY INNOVATORS

[Australian Utility Week](#) is a large scale expo dedicated to helping utilities build the Digital Utility infrastructure. We know that electrical utility business strategies are changing to better manage distributed generation based services while also seeking to better engage with customers – whether residential or C&I. We know that water utilities are seeking to improve their digital asset management performance to reduce operating costs across their networks. They are also exploring digital metering strategies.

Utilities are conservative organisations. It's not in their interests or their customers' interests for them to take risks. They work with start-ups and vendors to carefully test technology strategies before adopting them. They tell us that they attend our event primarily to gain new technology insights. Every year we search for new technology solution providers who offer something special that utilities can benefit from. Normally we target proven performers. But this year we go further and offer utilities the opportunity to meet smart utility start-ups who are seeking to make a name for themselves by offering something fresh for the utilities benefit.

If you would like to take part in the region's only **Digital Utility expo** attracting all the lead players in the digital infrastructure ecosystem then do contact us at infoasia@clarionevents.com. The offer is open to Asian based innovators, but we also welcome international players who seek to work with advanced market utilities.

Relevant categories include products for the utility sector or consumer sector (home or C&I) that feature smart technology services or strategies including the themes below:

- Digital Metering Analytics
- Clean Energy Innovations
- Smart Water Innovations
- Smart Energy Storage
- Renewable Integration
- Energy Blockchain
- Enterprise Mobility
- Smart City Networks
- Smart Lighting Systems
- Energy Efficiency Monitoring
- Energy Management Innovations
- E-mobility Charging
- Customer Experience
- Business Model Innovation
- IoT and Digitisation
- Field Service Operations

Those start-ups who are accepted will be featured as speakers within our dedicated start-up stream and will have an exhibition stand in our startup zone. One winner will be selected and announced as part of our **Australian Utility Innovators Awards**.

Please be aware that if you are accepted, we will require a fee of SG\$300 to help cover the cost of the exhibition stand. Please [contact us](#) to find out more information.

We look forward to receiving your applications!

AUSUW17 Initiate! Startup Programme Application Form

All applications must be submitted in English. Applications will be accepted from **now until 31 October 2017**. It is not required that a start-up be incorporated, but a company must be incorporated within **5 years** to compete. We have space within the event programme and on the expo floor to profile 30 start-ups. The profiled participants will be reviewed by a panel of judges who are looking at a range of criteria including growth potential, passion, creativity, level of idea development, and their pitching skills. There will be one overall winner picked by the judges who will gain additional profile at our Asian Utility Innovators Awards. Each judge's score is weighed equally and the organiser reserves all rights in the management of the competition. Please fill out the following questions and email the completed document to: infoasia@clarionevents.com – with subject line: **Startup Competition**. We request that you write no more than 300 words per question. You are welcome to submit pictures or graphs to illustrate your point but please enclose within a single document for easy viewing.

Your name & role in the company

Your company's name

Your contacts details: Email, Phone & Country

Please indicate the category that best fits your technology focus

Please complete the questions below which are designed to flesh out your business idea. We suggest that you write no more than a total of 5 pages to cover all the questions.

What is your Business Model? What is unique about your idea? Can this idea make money? Is there positive customer growth or revenue? Is there a customer acquisition / rollout strategy? Has a revenue model been defined and is it realistic? Is the idea/team ready for capital and execution? Would you invest in this company at this point?

Have you conducted a Customer Validation? Did the team identify customers (demographic, location etc)? Did the team get out and talk to customers? What is the value proposition to customers? What channels of communication are used? Product/Market fit?

What is your Technical Execution Plan? Is there a functional product (e.g.in the case of an app, did you build one)? Were architecture diagrams included? Which services do you need to integrate with? How much of the product is running on a real server with non-sample data?

What is your Marketing Execution Plan? Does it have a professional look and feel? Does it deliver a compelling and captivating message to the key market? Is it memorable? What key insights were gathered to give you the creative direction?

How capable is your Team? Does this team have the pieces, skills, and leadership to successfully move forward on this idea? Does this team seem committed to making their idea work in the long-term?

What kind of investment or partnership are you seeking?

Good luck and thank you for participating!