



NEW ENERGY NEXUS

# VIETNAM

## IMPACT REPORT 2020

# About New Energy Nexus

## VISION

An abundant world with 100% clean energy for 100% of the population, in the shortest time possible.

## PROBLEM

There are not enough diverse and thriving clean energy entrepreneurs to match the scale of the clean energy transition in Southeast Asia.

## MISSION

New Energy Nexus aims to support diverse entrepreneurs to drive innovation and build equity into the global clean energy economy





# New Energy Nexus Vietnam in Numbers 2020

680

Participants Engaged

11

Pipeline Building Events

1

Incubation Program

5

University Partners

3

Energy Company Partners

11

Startups Incubated/  
Accelerated

12

Mentors Engaged

1

Acceleration Program

# Question & Answer

with **Thao Tran**

Program Manager, New Energy Nexus Vietnam



## What Problem Does New Energy Nexus Vietnam Exist To Address?

Vietnam's renewable energy sector is one of the most vibrant in Southeast Asia, presenting significant opportunities for investors. A number of large-scale clean energy projects, including both renewables and energy efficiency, have already been widely invested and deployed in Vietnam. The challenge now is a lack of innovation in these projects, holding us back from establishing a sustainable clean energy sector. We need clean energy startups to bring this innovation, and to compliment the large-scale projects underway.

For these startups to exist and thrive, they require a supportive ecosystem. However, we have observed in Vietnam a lack of close and active collaboration within this ecosystem, including between Government, Corporations and Educational premises.

## What Is New Energy Nexus Vietnam Current Strategy To Address The Problem?

New Energy Nexus is working in Vietnam to promote clean energy entrepreneurship and innovation at different levels. More specifically, we are:

- Building a pipeline of clean energy entrepreneurs through student programs
- Raising awareness in the challenges and opportunities of the clean energy transition in the community
- Directly supporting clean energy innovators with mentoring, networks and exposure.

Through these activities we aim to build long term relationships with stakeholders, by sharing, discussing and collaborating on projects. The aim is to establish New Energy Nexus Vietnam as a connector and facilitator within the ecosystem.

## What Were The Major Achievements Of 2020?

In 2020 we were particularly proud to:

- Complete the first Vietnam Energy Incubator Program, including a Demo Day showcasing 5 clean energy innovations to an audience of 126 invitees.
- Identify 6 innovations for the Vietnam Energy Accelerator Program, supporting them in refining their business models and connecting them with partners and investors through the Energy Innovation Day.
- Deliver 4 Energized Entrepreneur Bootcamps with 218 students from across Vietnam
- Deliver the Sustainable Energy Challenge in collaboration with the Vietnam Union of Science and Technology Association.

## How Can Others Join You In Accelerating The Clean Energy Transition In The Vietnam?

- If you fund clean energy innovation projects: sponsor our events and programs to build a supportive environment for clean energy startups
- If you have expertise to share: become a trainer or mentor on our programs
- If you are a clean energy enthusiast: follow us online and through events to keep learning about how startups are driving the clean energy transition

## What Are You Focusing On In 2021?

We have big plans for 2021, both to strengthen as a team and to continue delivering on our most successful activities from 2020.

To launch more innovations we plan to organise the Sustainable Energy Challenge for students nationally, including up to 10 University Energy Bootcamps. To accelerate existing solutions, we will offer another cohort of the Vietnam Energy Accelerator after a successful 2020 cohort. Finally, to scale up proven business models, we will run the Energy Innovation Exchange for matchmaking between startups and corporations in Vietnam.

To support these initiatives, we will build new and strengthen existing relationships with relevant ecosystem stakeholders, including an ecosystem map report to help us identify and expand our network.



# Meet a Clean Energy Innovator: EDEEC

## Mission:

To **optimise energy efficiency** into more buildings across Vietnam, and with the possibility of **expanding** to Southeast Asia

EDEEC is a Sustainable Engineering Studio on a mission to optimise energy efficiency into more buildings across Vietnam, and with the possibility of expanding to Southeast Asia.

A largely untapped market in Vietnam, EDEEC brings a new mindset to building design that uses in-depth simulation and analysis to predict and optimise energy use and therefore savings.

Through the Vietnam Energy Accelerator Program, EDEEC received support in:

- Strategic connections with Saigon Association of Construction & Building Material (SACA), clean energy ecosystem stakeholders (GIZ, USAID, WWF, PFAN, etc.) and real estate companies.
- Tailored trainings in Product-Market fit, Design thinking, Business Model Canvas, Finance, Investment, Marketing, and Pitching
- 4-month mentoring from experts selected to support entrepreneurs to address the gaps and meet the goals they set for the program.

EDEEC's progress on the Vietnam Energy Accelerator Program:

- Grown professional network, including active conversations with potential corporate partners.
- Increased knowledge in business models, particularly in customer segmentation and customer acquisition
- Improved business model and communication materials that are clearer for investors and potential clients.

EDEEC's Impact Across 4 Building:



## 55%

Average Energy Saved

## 10,247 MWh/Year

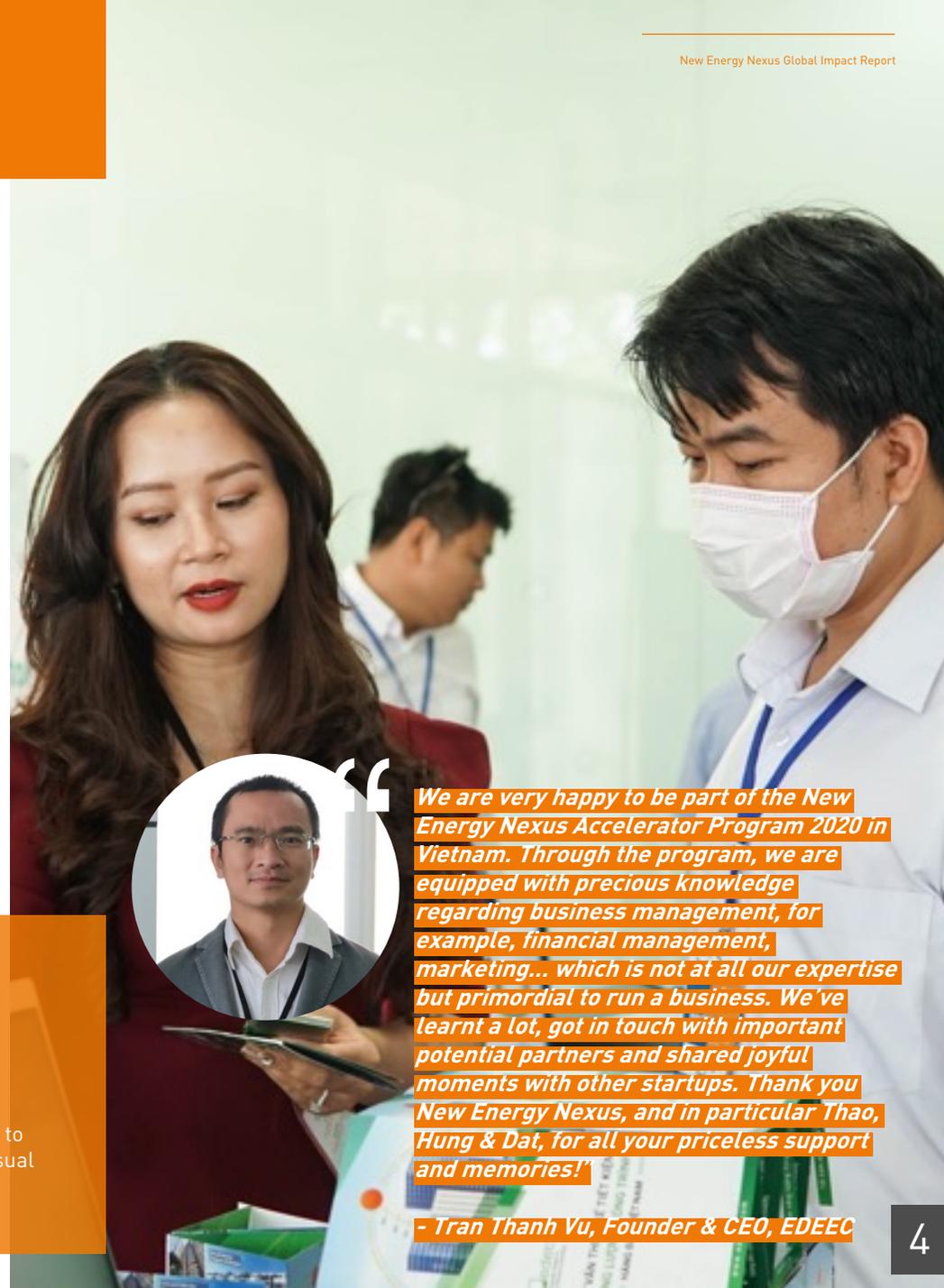
Energy Saved



## 8,417

TCO<sub>2</sub>e/Year

Reduces (Compared to BAU-Cusiness as Usual Standard)



*"We are very happy to be part of the New Energy Nexus Accelerator Program 2020 in Vietnam. Through the program, we are equipped with precious knowledge regarding business management, for example, financial management, marketing... which is not at all our expertise but primordial to run a business. We've learnt a lot, got in touch with important potential partners and shared joyful moments with other startups. Thank you New Energy Nexus, and in particular Thao, Hung & Dat, for all your priceless support and memories!"*

**- Tran Thanh Vu, Founder & CEO, EDEEC**



For more information about New Energy Nexus,  
please contact us by email:

[thao.tran@newenergynexus.com](mailto:thao.tran@newenergynexus.com)