



## ELECTRIFY at a Glance

<b>Founding Year</b>	2017
<b>Headquarters</b>	Singapore
<b>Key clients</b>	Popular Holdings, Ninja Van, SG Watch Mall, Yosei Labs, The Floors Emporium, Butter Knife Fork, Reluzzo, TNF Ventures, Soon Heng Glass, Yuen Law LLC, TechArt Global, Kindly Construction, Nexus, Essilor, Katuen-Natie
<b>Key Milestones</b>	<ul style="list-style-type: none"><li>• In just a year since its establishment in March 2017, ELECTRIFY has transacted over 60GWh of electricity, representing a GMV of over S\$10M, through their cloud-based platform.</li><li>• Raised US\$30m during their 2018 ICO in February 2018, turning down US\$1.27 billion in pledged funding</li><li>• Inked an MoU with with Tokyo Electric Power Japan (TEPCO) in April 2018 to deploy P2P marketplace in Japan</li><li>• Inked an MoU with with NARADA in June 2018 to develop energy trading and IoT solutions to be deployed internationally</li></ul>
<b>Website</b>	<a href="https://electrify.sg/">https://electrify.sg/</a>

## About ELECTRIFY

ELECTRIFY is Singapore's first marketplace for electricity retail, established to address the need for transparency and security against the backdrop of an increasingly liberalised market.

Envisioned to usher in the next evolutionary phase in the energy market's maturity, ELECTRIFY has transacted more than 60GWh of electricity for commercial and industrial customers since March 2017 through its online web platform, constituting a collective value exceeding SGD\$10 million. ELECTRIFY's marketplace is powered by Fibonacci™, a proprietary electricity pricing engine enabling retailers to offer dynamic prices to end-users.

Beyond helping consumers achieve more efficient use of energy, ELECTRIFY's longer term vision is to help consumers and businesses across the region produce and trade electricity directly and move towards renewables.

Following a successful ICO in 2018 which raised US\$30m, ELECTRIFY is looking towards the development of a decentralised energy marketplace that runs on the blockchain with imminent plans in the pipeline to adapt their methodology for expansion into regional markets. *Marketplace 2.0* will allow anyone to source for energy from commercial energy suppliers or to buy directly from a private producer via ELECTRIFY's peer-to-peer (P2P) trading platform, *Synergy*.

Leveraging future-ready technology and an innovative payment model, ELECTRIFY is poised to play a significant role in the regional energy landscape for years to come. For more information, please visit <https://electrify.sg/>.



## ELECTRIFY Milestones

<b>March 2017</b>	Electrify established
<b>July 2017</b>	Official launch of ELECTRIFY.SG retail electricity portal in Singapore
<b>December 2017</b>	ELECTRIFY named Champion at Blockshow Asia 2017's ICOscar, new blockchain business pitching competition
<b>January 2018</b>	ELECTRIFY announced partnership with OmiseGO, Aisa's premier blockchain-based payment network
	Jun Hasegawa, CEO of OmiseGO, officially joins advisory board of Electrify
<b>February 2018</b>	Successfully raised US\$30m from a token sale
<b>July 2017</b>	CEO and Co-Founder, Julius Tan, named within Forbes' 30 Under 30 Asia list
	ELECTRIFY formalises partnership with Streamr, the world's first decentralized data-sovereignty and monetisation platform
<b>April 2018</b>	ELECTRIFY unveiled as Founding Sponsor of NEUTRINO, Japan's first blockchain-focused co-working space
	Announce new industry and technology advisors: <ul style="list-style-type: none"> <li>• Jeffrey Char, Director of Corporate Venture Capital at Tokyo Electric Power Japan (TEPCO)</li> <li>• Wendell Davis, Product Development Lead at Omise Blockchain Labs and OmiseGO</li> <li>• Calvin Soh, Founder, Ninety Nine Percent</li> </ul>
	Electrify inked MoU with the Solar Research Energy Institute of Singapore (SERIS) to pursue collaborative research and development into solar technology and energy trading with blockchain technology
	ELECTRIFY inked MoU with TEPCO to deploy P2P marketplace in Japan
<b>May 2018</b>	Electrify inked MoU with Narada to integrate PowerPod and Synergy into Narada's platform to enable P2P energy trading

## ELECTRIFY Leadership



**JULIUS TAN**

**Chief Executive Officer and Co-Founder, ELECTRIFY**

Julius Tan is the Chief Executive Officer and Co-Founder at ELECTRIFY. As CEO, Julius oversees all activity at ELECTRIFY with a focus on product development, working with his team to unlock value for both consumers and retailers.

Prior to ELECTRIFY, Julius spent the three years in the Singapore energy market as a Research Engineer at the Solar Energy Research Institute of Singapore (an institute at the National University of Singapore) before moving on as an energy trader and Head of the Energy department at a clean energy retailer. Over the course of 24 months, he grew it into one of the largest independent retailers in Singapore.

Julius holds a Bachelor's and Master's degree in Mechanical Engineering from the University of Cambridge.



**MARTIN LIM**

**Chief Operations Officer and Co-Founder, ELECTRIFY**

Martin Lim is the Chief Operations Officer and Co-Founder at ELECTRIFY. As COO, Martin plays a leading role in virtually all strategic areas at ELECTRIFY inclusive of planning, business development and consolidation.

Possessing more than 20 years of experience in the mass communications industry, Martin has served as both a creative and strategic lead for a diverse range of clients ranging from SMEs to MNCs. The last decade provided a great deal of exposure with business startups and regional business development.

Prior to ELECTRIFY, Martin was headhunted to a regional sales role for InMobi, currently the world's largest mobile Internet ad platform, and his interests in energy and water led him to subsequently co-found a company to develop water treatment systems for disaster relief.

## ELECTRIFY Selected Media Coverage

NO.	TITLE	PUBLICATION	DATE
1	<a href="#">Households Could Pay Less For Power As Electricity Market Opens Up To Competition</a>	The Edge Singapore	10 July 2017
2	<a href="#">我国首个云端电力市场 让你以后买电像买手机配套</a>	联合早报	12 July 2017
3	<a href="#">Singapore Start-Up Launches New Online Platform To Compare Electricity Prices</a>	The Straits Times	13 July 2017
4	<a href="#">New Online Platform For Electricity Retailers Set To Jolt Energy Market</a>	TODAY	13 July 2017
5	<a href="#">Singapore's First E-Commerce Marketplace For Energy Powers Up</a>	Eco-Business	19 July 2017
6	<a href="#">This Startup Can Cut Your Power Bills By 30% - Signed On Hundreds Of Clients In 2 Weeks</a>	Vulcan Post	26 July 2017
7	<a href="#">As Energy Markets Evolve, Blockchain Powers Up</a>	Reuters	22 December 2017
8	<a href="#">SEA's First Retail Electricity Marketplace To Use OmiseGo Network To Ease Scalability Conundrum</a>	Alt Energy Mag	8 January 2018
9	<a href="#">Electricity Market To Sizzle In 2018 With New Elements</a>	The Business Times	8 January 2018
10	<a href="#">Electrify Is Using Blockchain To Bring Power To The People</a>	Inc. Southeast Asia	10 January 2018
11	<a href="#">Blockchain-Based Energy Startup Electrifyraises US\$30M Funding</a>	e27	7 March 2018
12	<a href="#">Singapore Energy Startup Electrify Raises \$30m In Token Sale</a>	DealStreetAsia	7 March 2018
13	<a href="#">Singapore Startup Raises \$30m To Let You Buy Electricity On The Blockchain</a>	Tech in Asia	7 March 2018
14	<a href="#">ELECTRIFY Raises US\$30mil To Develop Blockchain Solution For Energy</a>	Digital News Asia	7 March 2018
15	<a href="#">ELECTRIFY Raises \$30m To Reshape Energy In Singapore And Beyond</a>	Blockchain News	7 March 2018
16	<a href="#">區塊鏈賣電 Electrify 吸逾 2 億</a>	Hong Kong Economic Journal	8 March 2018
17	<a href="#">Deal Focus: Electrify's Energy Vision Switches On Vcs</a>	AVCJ	16 March 2018
18	<a href="#">24 In Singapore Make It To Forbes 30 Under 30 Asia List</a>	The Straits Times	27 March 2018



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19	<a href="#"><u>Electrify.Asia And Streamr Team Up To Give Users Data Power</u></a>	Blockchain News	30 March 2018
20	<a href="#"><u>ELECTRIFY To Advance Asia's Blockchain Development</u></a>	Digital News Asia	13 April 2018
21	<a href="#"><u>Singapore Blockchain Firm ELECTRIFY Takes Major Step To Bring Its P2P Electricity Marketplace To Japan</u></a>	e27	13 April 2018

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