

# The SIMA Journey



## Let's Go!

There are many Smart Grids but only one is **SIMA Smart!**  
There are many Smart Cities but what we need is **SIMA Smart!**  
There are many types of Smart home automation but  
not every smart home automation is **SIMA Smart.**

It is no longer enough just to be smart. It is time to go to the next level.  
It is time to become **SIMA Smart!**

What does it take to be SIMA Smart? Where does the **SIMA Journey** lead us?  
Grab your suitcase and climb on board the SIMA train!



# Story

Where did the SIMA Journey begin?

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A good story has a main character, problems and a resolution. Our story starts with a child, growing up very poor in a rural village with no Internet, no electricity, no money for school. A child facing the challenges of neurodiversity. A child with massive obstacles to overcome. But also, a child with parents who believe in education, and encourage him to follow his dreams.

This child grows up to chase the dream of grid modernization. He envisions a Cambodia where everyone has access to reliable and sustainable electricity, a Cambodia where no child is left behind, where electricity and Internet are available to industry, schools, hospitals and individual homes in all parts of the country.

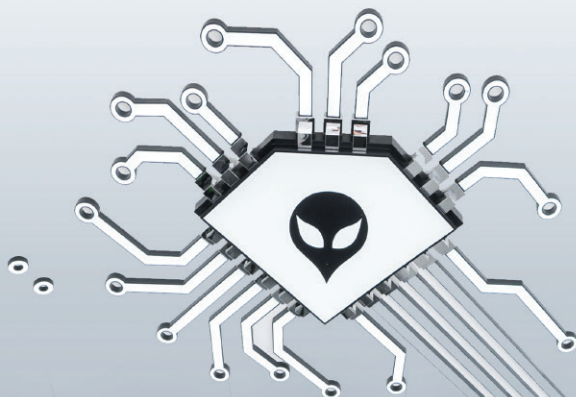
This dreamer of dreams gathers a few like minded friends and they start a small company, the unknown VP.Start, in a tiny rented space with no resources except the most powerful resource of all, creativity. Working nights, weekends, holidays with little remuneration because the dream compels them to keep going forward. They often pack all their equipment into a small car and head out on doubtful roads in the middle of the night to the provinces to test out their theories and ecosolutions in the real world.





# Ideology

What keeps the SIMA Journey going forward?



Atrium  
EcoTech

Often, the hardest part of a journey is not the beginning, but rather persevering as times and conditions get tough . A strong belief system is key to continuing the journey.

## What does VP.Start believe?

It might be instructive to look at our two mascots. We have an Apsara and an Alien. The Apsara, a kind of Cambodian angel from mythology, represents our love for our beautiful country. We have modernized the entire electric grid of our country to give all citizens access to sustainable, reasonably priced and reliable energy. VP.Start wants to build on the foundation of established SIMA Smart cities, which will be data driven, remotely monitored and responsive to the needs of its smart citizens.

The Apsara represents our respect for the innovations of the ancient Angkorian generation, culminating in the amazing achievement of Angkor Wat. It also represents our strong intention to revive that spirit of creativity in our day, to bring a new Angkorian generation to life. A key to achieving this lofty goal is the VP.Start spirit of teamwork and cooperation. We cannot succeed unless we all succeed!

At the same time, the Alien shows our commitment to outside the box thinking, critical and unconventional thinking, creative and innovative thinking. Thinking, thinking, and more thinking. VP.Start loves Cambodia but we are not satisfied to merely make Cambodia a better place by innovation through technology. We want our SIMA Smart Grid ecosolutions, our SIMA Smart City initiatives, our SIMA Smart IoT Devices, and the SIMA Smart UCN (Universal Connectivity Network) to upgrade our beloved ASEAN region as we move forward to the ultimate goal, the global stage.

After all, how can we change the world unless we go out into the world, with confidence, bravery and humility?





# Methodology

## What makes the SIMA Journey work?

- 📍 We can't have a successful journey without an itinerary, a road map.
- 📍 We must have a direction,
- 📍 We must all know the direction,
- 📍 We must all be headed in the same direction and
- 📍 We must all refuse to be distracted from our direction.
- 📍 VP.Start knows the direction. That is why we are leaders and not followers!

While we stay true to our principles, we seek like-minded individuals, academics, industry leaders, government officials, and ordinary citizens to take their role in the SIMA Journey. We seek collaboration, partnership, and cooperation. We know that we need to learn from each other and keep transforming ourselves while keeping our eyes on the prize, on the Big Picture.



# Amazing Innovation

## What is our destination?

A Journey must have a destination. If not, it is just wandering around pointlessly. The SIMA Journey has a clear destination and we will reach it!

The goal of the SIMA Journey is not the creation of amazing products or the gaining of huge profits. These are the byproducts of the SIMA Journey, not the destination. The destination is innovation and the endless transformation that innovation brings.

Our dreams brought us to the SIMA Smart Grid and the SIMA Smart City. We at VP.Start will not rest until we have infused this with the latest in data driven technology and AI advancements.

Our dreams are leading us to data science, cloud computing and beyond. We know our destination but at the same time, innovation through technology keeps bringing us to the next level. The Journey is both clearly defined and infinite, just like technology itself.

- 📍 We believe that the SIMA Journey is not easy, but it is worthwhile.
- 📍 The SIMA Journey is not short, but we will get to where we want to go.
- 📍 The SIMA Journey is for everyone and belongs to everyone.







**VP.Start's BOX**