History – BLDGScout & EnPower

• Software Company f.2003 → 2 CWRU Students.

• Seed Funding → U.S. DOE Award

• 2 Products:
  • BLDGScout – Cloud Engine
  • EnPower – Mobile App

• Pilot Launch → Energy Cooperative in Penn.
BLDGScout – Value Proposition

• Connect Energy Retailers/Utility Co’s with their Customers through EnPower.

• Attain Higher Customer Retention.

• Reduce Customer Acquisition for Energy Retailers.
BLDGScout – Points to be Addressed

- Service/Pdt → only addresses consumption behavior
- Does not leverage the De-Regulation of Energy Mkts
Energy Market Environment

- Energy Mkt Regulated by States/Fed → till ‘90s
- Ohio Deregulation Bill → 1999 (effect 2001)
What does Deregulation Mean to Consumers?

- End-Consumer can now select their energy provider.
- Bill will still come from Local Utility Company that transmits the energy.
Problem Statement:

• **Advent IoT & De-Regulation:**

  - **Data & Supplier Choices** → should = More Control..

  - **Yet** → More Confusion > In-Action > Less Control
Proposed Solution - Combination Value Proposition

- UtilityBoss.com:
  - Trusted platform > End Consumers > Harness Savings
  - Platform > Consists of 3 Modules to Engage Customer
Module 1: “My Home”

**Value Proposition [Consumer]**
- Identify ways to: save $
- Improve property values
- Comprehend home systems
- Place user on performance continuum for region (25th perc.)

**Value Proposition [Supplier]**
- Understand regional customer profile
- Identify target customers
- Retain ancillary customers with broadened service options
Module 2: “My Contracts”

• Value Proposition [Consumer]
  ✓ Identify Better Suppliers: save $
  ✓ Set & Forget Contract Mgmt
  ✓ Exert More Control over Suppliers

• Value Proposition [Supplier]
  ✓ Better Profiling > Regional Customers
  ✓ Better Strategy > Acquire Customers
  ✓ Retention > Current Customers
Module 3: “My Statistics” (Cust. Behavioral Consumption)

- **Value Proposition [Consumer]**
  - Saving Alerts > Change Consumption
  - Control > IoT / Smart Homes
  - Promotionals > Opportunity Save $

- **Value Proposition [Supplier]**
  - Customer Engagement > Retention
  - Sales Promotions
  - Promote 3rd parties (banks, commerce)
  - Customer > Consumption Analytics
Market Research – What Do People Want?

• Consumers interested to learn about Electricity Mgmt primarily: *
  1. When my electricity price increases
  2. When I sign up for electricity service
  3. When purchasing new appliances/household electronics

• 80% of respondents report report:*
  ✓ Want a technology > Automate Management > of their Electricity

* -Accenture end-consumer observatory on electricity management, 2011
Market Research – Consumer Side

Switch with Choose Energy -
• Ability switch: Gas & Electricity
• Enter:
  • Usage & Calculate Fee
  • Current rate & Calculate Savings
• Ability select Plan

• Worth Noting:
  • Customer number is not account number - it is on the actual bill and buried a bit
  • Once I find it I enter it then proceed to authorization

➔ All functionality available to Id/switch best supplier
➔ However > Does NOT continue relationship
Market Research – Supplier Side

• Signed up for myNOPEConline
• Required call all four 1-8XX numbers to. FirstEnergy, Illuminating Co. First Energy Solutions, NOPEC
• No CS line for myNOPEC
• Determine > need to switch providers
• Finally went on recorded line, full of disclaimers and legalese.
• Still cannot access myNOPEC

→ Difficult experience
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Next Steps:

- CWRUcible > leverage further TTO support
- Engaged VC > continue advisory & explore interest
- Conditions Favorable > Build Min. Viable Product