



# Investing in Customers, Not Power Plants

**ALEX LASKEY, PRESIDENT AND FOUNDER  
NOVEMBER, 2009**

# Introduction to OPOWER – Energy Efficiency, Delivered

## Unique Approach

- Multi-channel platform
- Applied behavioral science
- Mass marketing expertise
- Clearly measured energy savings

## Unprecedented Results

- 85% customer engagement
- 1.5% – 3.5% demand reduction
- 50 GWhs delivered this year alone

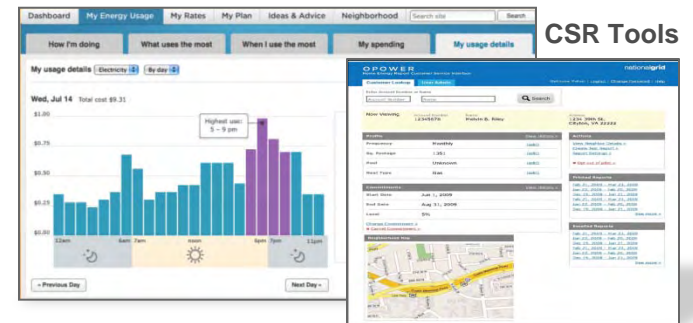
## Flagship Product – Comparative Energy Report™



## Consumer Energy Website



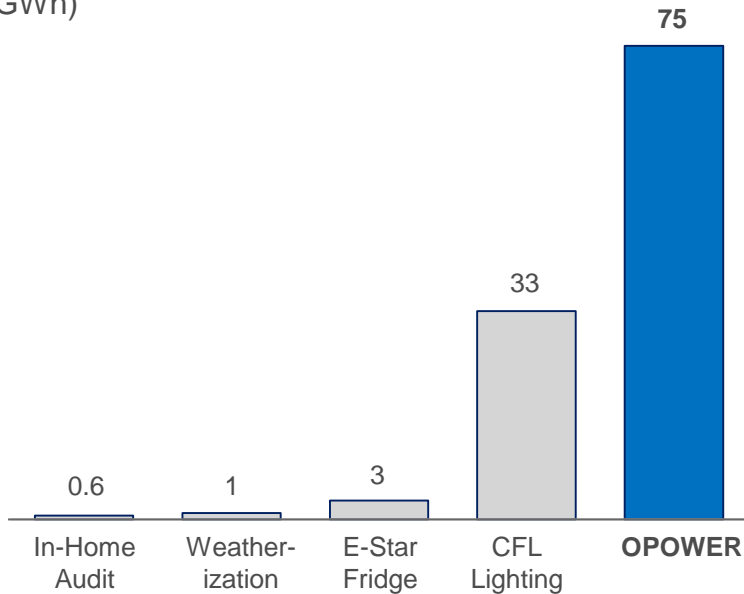
## Smart-Grid Displays



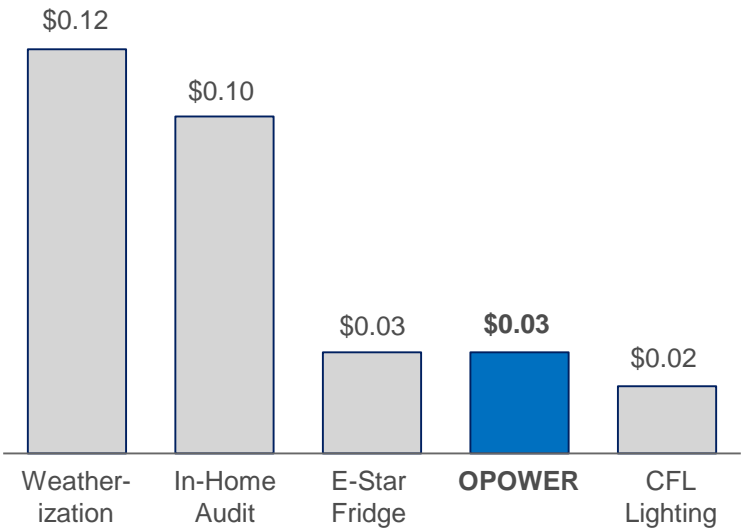
# One of the Most Impactful and Cost Effective Residential Efficiency Programs

Energy savings verified by ACEEE, Summit Blue and Yale and MIT economists

**3-Year Program Energy Savings per 100,000 Targeted Households\***  
(GWh)



**Lifetime Cost-Effectiveness**  
\$/ kWh



\* CFL & Weatherization from, "National Energy Efficiency Best Practices Study," 2004. Energy Star appliance data from Department of Energy website. Energy Reporting results based on average program impact of 250 kWh per home, validated by Summit Blue and ACEEE

# Enormous Potential Savings & Cost Effective - Electric

	Potential annual savings	TRC cost/benefit estimate	Cost per avoided kWh
Arizona	775 GWh	3.17 – 4.58	1.7 - 2.5 cents
Colorado	397 GWh	1.95 – 2.82	2.8 - 4.1 cents
Nevada	279 GWh	2.73 – 3.94	2.0 - 2.9 cents
New Mexico	144 GWh	1.76 – 2.54	3.1 - 4.5 cents
Utah	197 GWh	2.22 – 3.21	2.5 - 3.6 cents
Wyoming	58 GWh	2.40 – 3.46	2.4 - 3.3 cents
SOUTHWEST	1,849 GWh	2.49 – 3.59	2.2 – 3.2 cents

# Enormous Potential Savings & Cost Effective - Gas

	Potential annual savings	TRC cost/benefit estimate	Cost per avoided therm
Arizona	769 MDth	1.01 – 1.52	53 – 79 cents
Colorado	2,997 MDth	1.81 – 2.72	29 – 44 cents
Nevada	898 MDth	1.14 – 1.72	47 – 70 cents
New Mexico	712 MDth	1.37 – 2.06	39 – 58 cents
Utah	1,449 MDth	1.78 – 2.67	30 – 45 cents
Wyoming	290 MDth	3.50 – 5.25	15 – 23 cents
SOUTHWEST	7,175 MDth	1.54 – 2.31	35 – 52 cents

# OPOWER's Energy Efficiency Platform

## CUSTOMER FACING

### Mailed Paper Energy Reports



### Online Data & Community



### Smart Grid Features

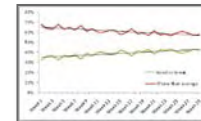


## UTILITY FACING

### CSR Tools



### Analysis + M&V



## Insight Engine

### DATA STREAMS

#### UTILITY SOURCED

- MONTHLY & AMI METER DATA
- PROGRAM PARTICIPATION
- REBATE REDEMPTIONS
- BILLING & ACCOUNT DATA

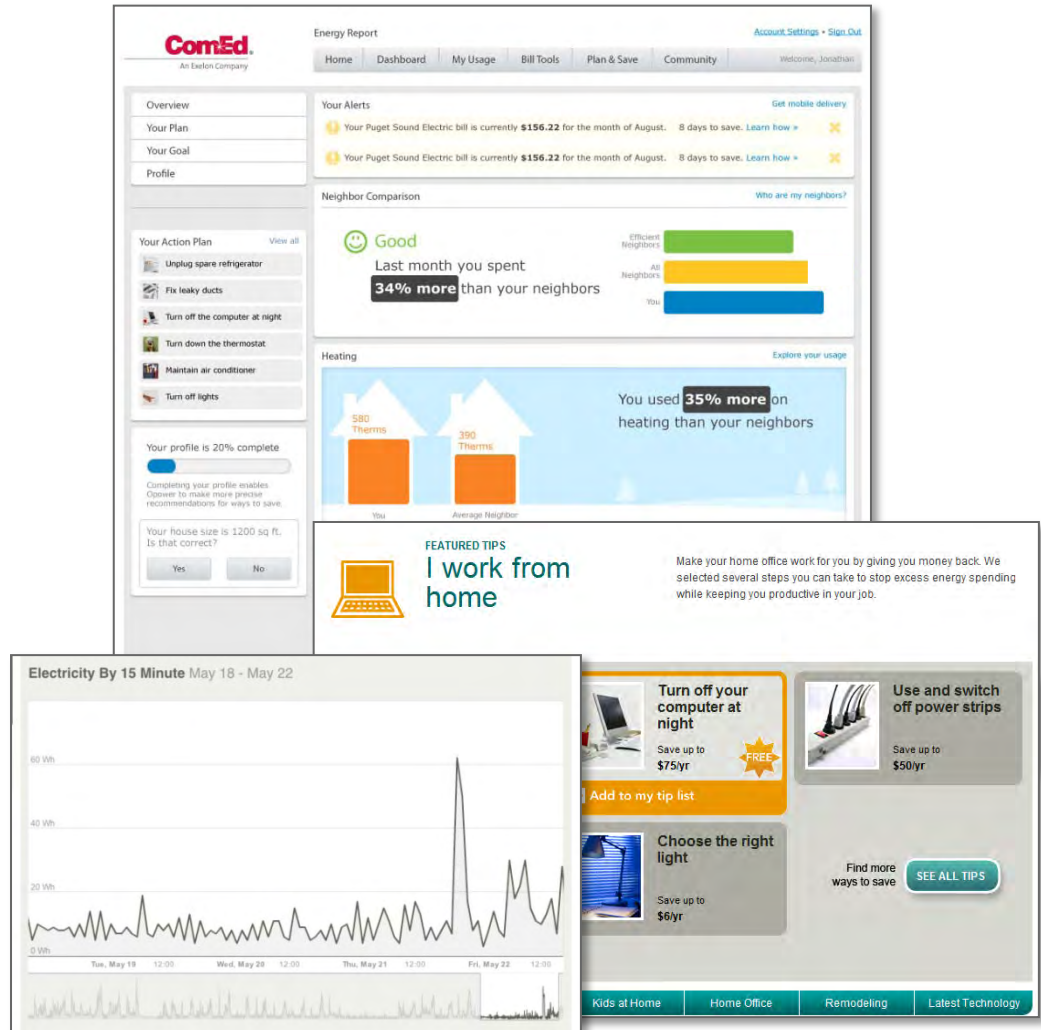
#### THIRD PARTY SOURCED

- HOUSING
- DEMOGRAPHICS
- WEATHER
- GIS DATA

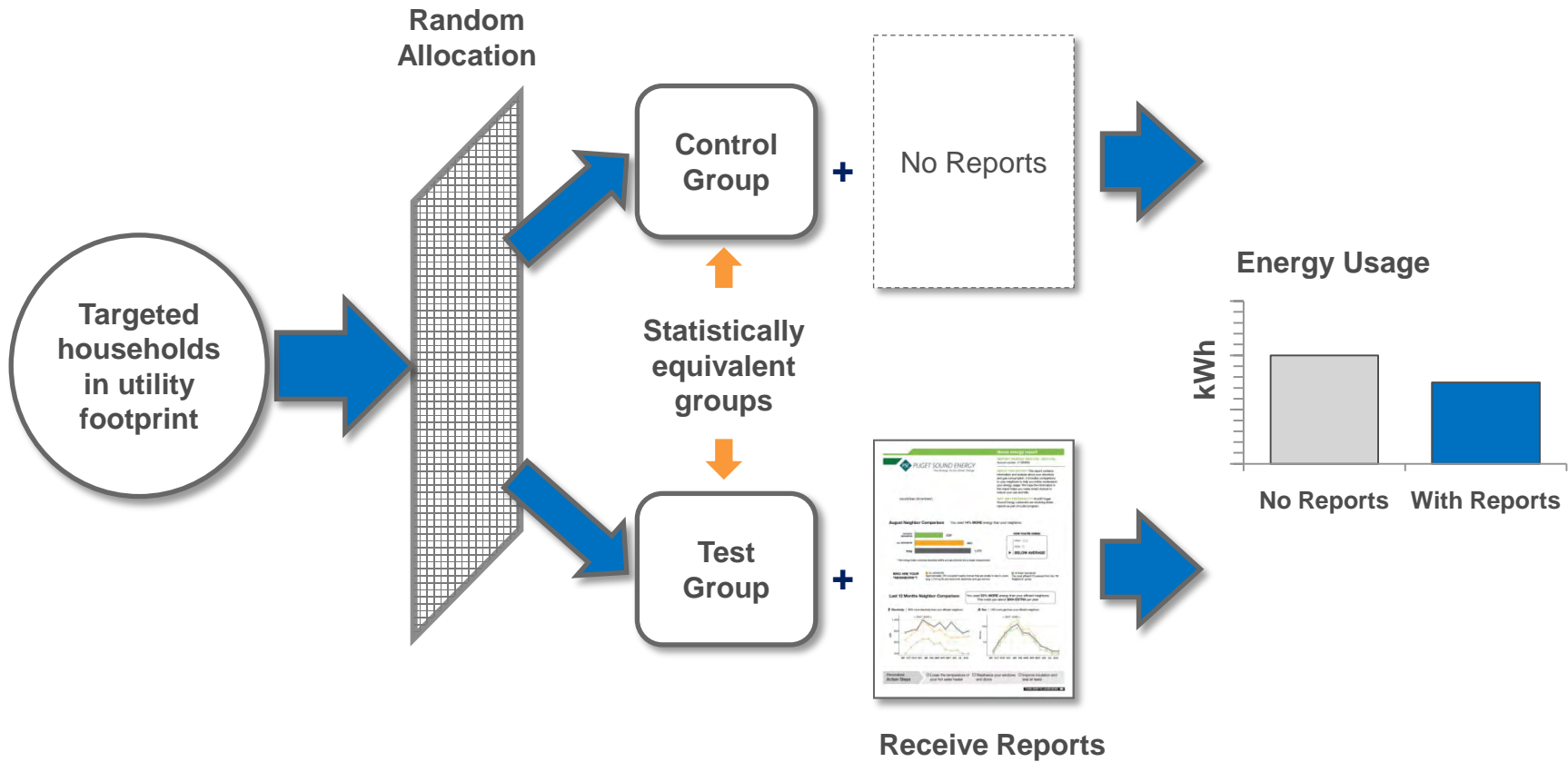
# Best-in-Class Online Energy Management Portal

## Key Components

- Online Energy Report
- Sophisticated Usage Data Browser
- High-bill Analyzer
- Progress Home Audit
- Friendly EE tips
- New Rate Plans / What-If Scenarios
- Community / Best-practice sharing



# Clearly Defined Measurement & Verification Approach



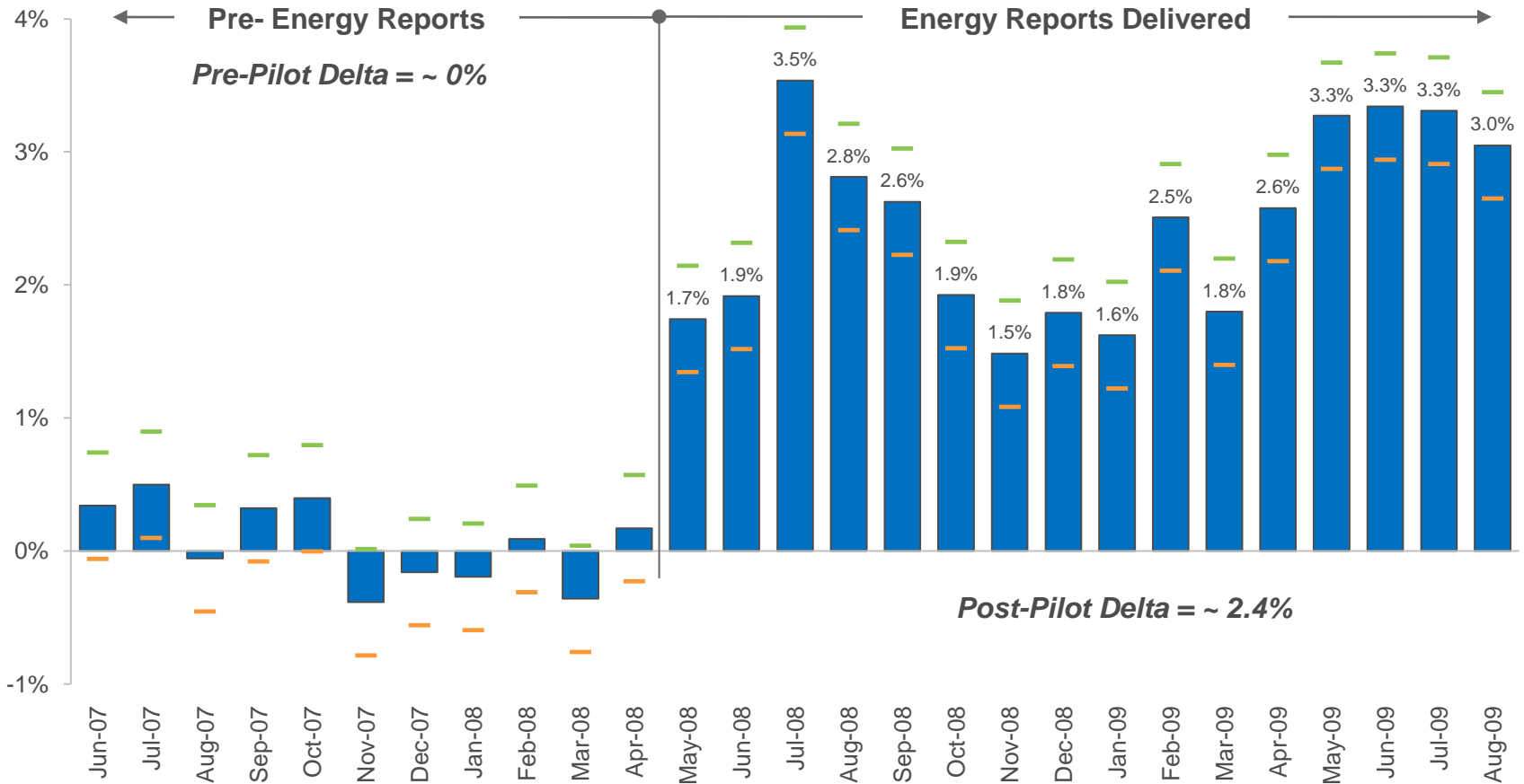
## Large-Scale Data Analysis

- Follows experimental design blueprint
- Clearly isolates impact of reports
- Follows NAPEE guidelines
- Endorsed by ACEEE
- Used in PUC filings in several states

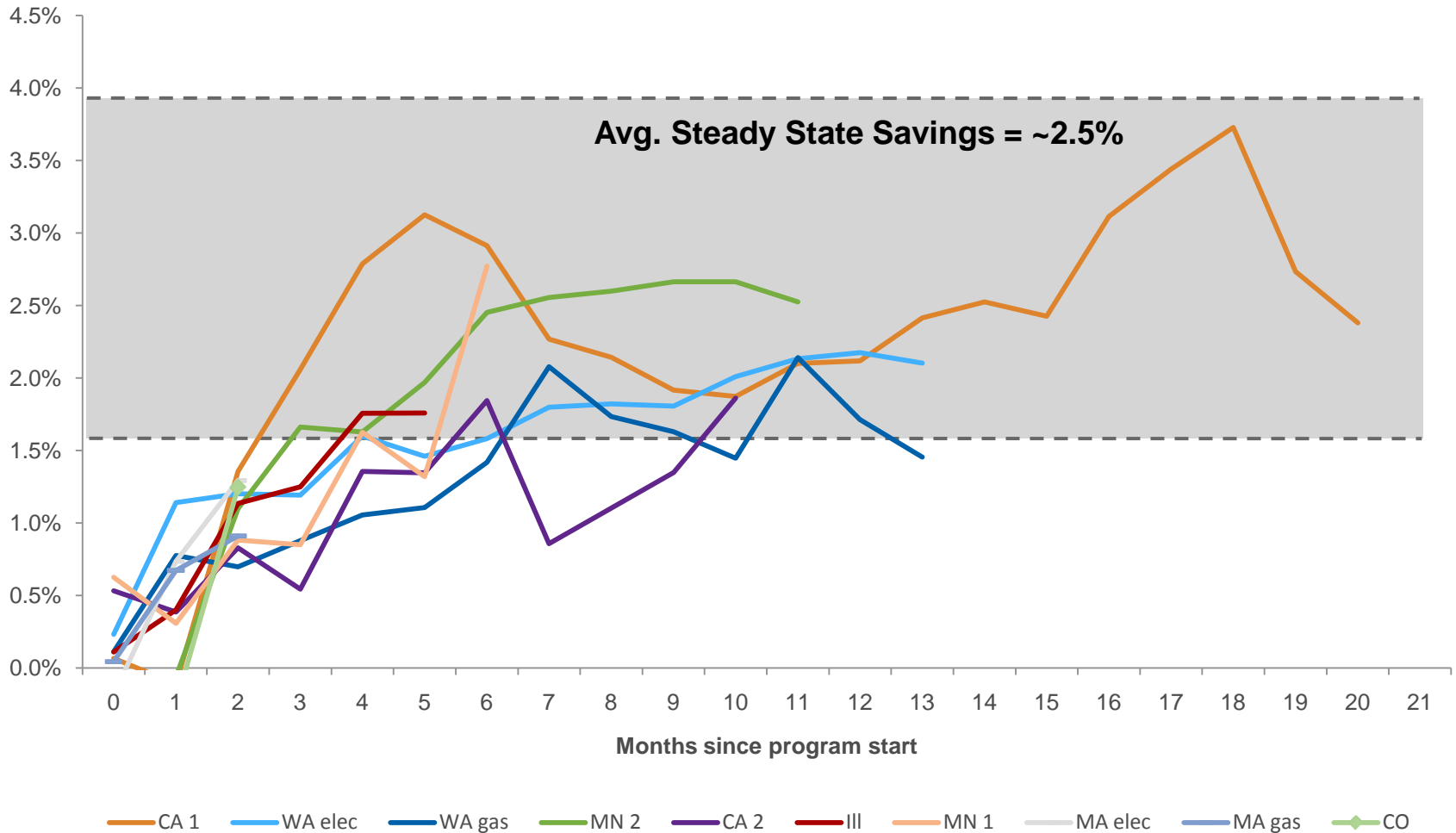


# SMUD Results – Nation’s Longest Running Program

## Overall Program Impact

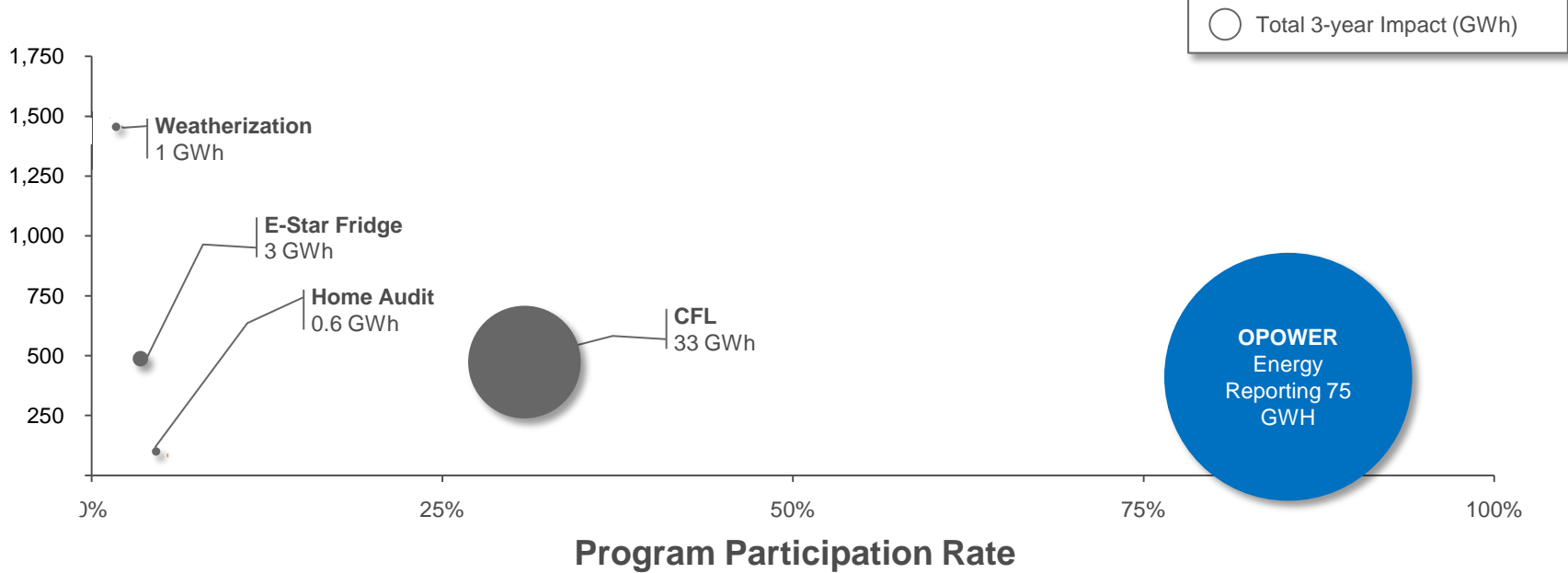


# Results Predictable, Consistent and Sustained For All Utility Partners



# High Participation Rate Drives Large Energy Savings

## 100,000 Household Efficiency Plan Deployment Comparison Energy Savings / HH (kWh)



	Participation Rate	Annual kWh Savings/Participant	3 Year kWh Savings/Participant	Multiplier (Additional Enrollment in Years 2 & 3)	Total Three Year Impact (GWh)
<b>OPOWER</b>	<b>85.0%</b>	<b>294</b>	<b>882</b>	<b>1</b>	<b>75</b>
National CFL	28.0%	132	396	3	33
Refrigerator	2.6%	141	423	3	3
Weatherization	0.3%	482	1,446	3	1
Home Audit	3.0%	22	66	3	0.6

# OPOWER Approach Receives National Attention

## Energy Companies Compare Customers

By LAURA MARQUEZ and NICOLE YOUNG for Good Morning America



## POLITICO

Positive Energy's Alex Laskey meets with President Obama, Energy Secretary Chu, and senior administration & utility officials to discuss the future of energy and the clean economy.

## Obama Meets with Energy Executives

By Alexander Burns | 7/3/09 6:07 PM EDT



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## Utilities Turn Their Customers Green, With Envy

Late Edition

Today, chilly breezes, partly sunny, high 28. Tonight, partly cloudy, light winds, low 23. Tomorrow, noticeably milder, partly sunny, high 43. Weather map is on Page A26.

effect "social proof." It's a much like the impulse that warm or birds to flock; people and respond, without being act the way they do. "On survival recognition: these

## The Boston Globe

## Energy report card aims to boost conservation

Bills to compare power use among neighbors

By Erin Ailworth, October 9, 2009

Want to know who is the energy hog or miser in your neighborhood? Some National Grid utility customers in Massachusetts will soon have a hint in the mail.

Starting today, 50,000 National Grid customers in the Boston area will receive a monthly report that compares their energy habits with

The average household in Massachusetts uses 635 kilowatt-hours of electricity a month, according to the US Energy Information Administration.

Dan Ariely, a professor of behavioral economics at Duke University, said that making personal energy consumption public is generally "a good thing" that will motivate image-conscious consumers to dial back.

November Neighbor Comparison



## Los Angeles Times

## California's 'psychology of influence' to slash energy use

By Susan Carpenter, October 21, 2009

thought there might be some opportunity to provide people with a better context for under-

The recipients are randomly selected utilities and targeted with personal-

