



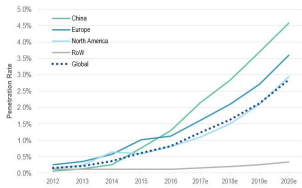
**Power of Data
and Intelligence
for a
Clean Energy
Future**

#FutureReady

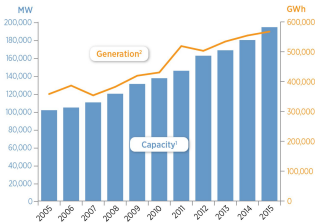
Over 80% of utilities are investing in electrification & decarbonization in the next 2-3 years

Net-Zero, Carbon Neutral and 100% Clean Electricity Goals

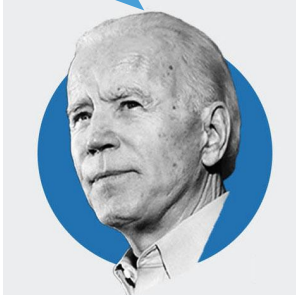
EV Adoption (global)



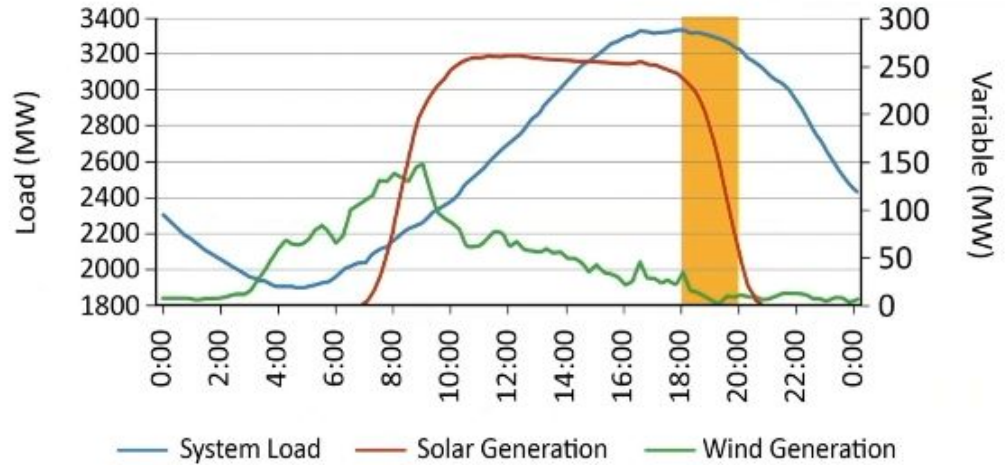
Renewables Adoption (US Capacity & Generation)



100% Clean Energy by 2035

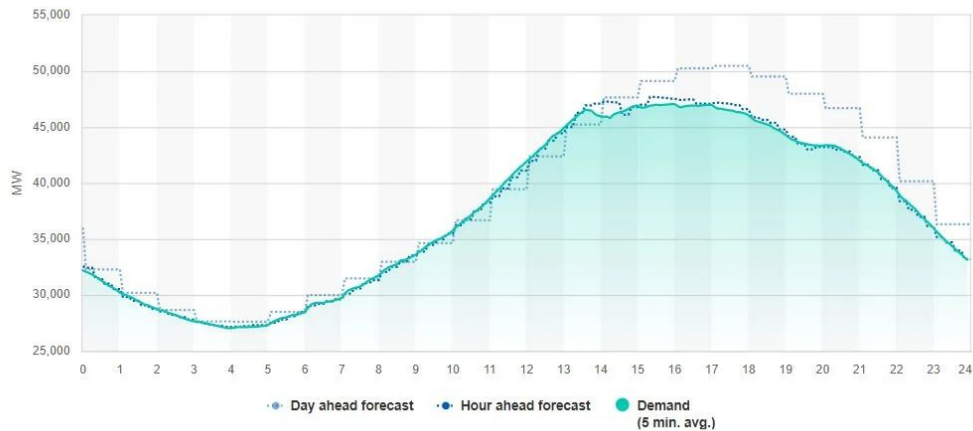


**But even with
100%
renewable
energy
generation,
we can't meet
customer
demand**



**If we can't
change
supply,**

**How could we
change
customer
demand?**



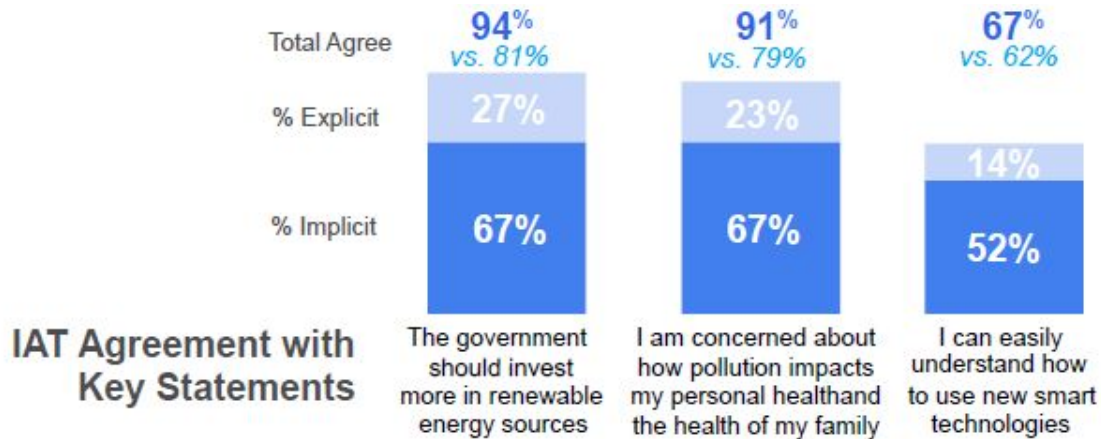
[Consumers Are Playing a Big Role in Keeping the Lights On in California This Week](#) - GTM

We'd need customers to:

- Buy **Electric Vehicles** & Charge them at off peak times
- Install Rooftop or Adopt Community **Solar** reducing grid reliance
- **Shift & reduce energy consumption** to minimize peak demand through energy efficiency and automated demand response
- Replace gas & inefficient appliances with electric efficient appliances - **Building Electrification** at scale

Let's call these actions: Clean Energy Actions

Consumers are already making the connection between smart energy and slowing climate change.



SECC 2020 [Beneficial Electrification: The Voice of the Consumer report](#)



"I like what they do. They provide tips and tricks to reduce power consumption, but they could be more transparent with how they're billing you and what you can do to lower your bills. They should be telling you what to do to reduce power consumption, lower the grid, etc."

Tech-Savvy Protege, East



"I haven't heard anything in the news or any new products. I'm sure they're out there but nothing has really popped out to me whether it be in the media, ads, things of that nature, and what we can do to upgrade our home to make it more energy-efficient. That's easy to do too."

Movable Middle, South

SECC 2020 [Modern Customer Engagement Journey Report](#)

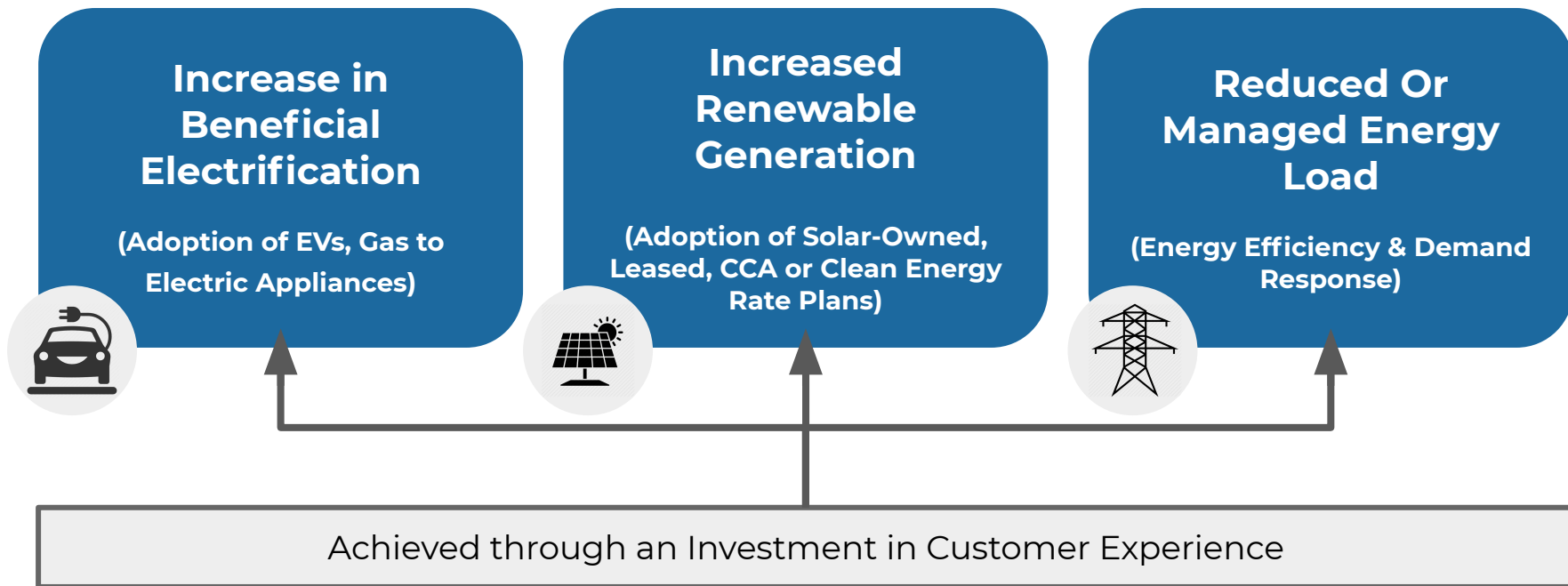
**But there continues
to be little
awareness of
energy savings
programs offered
by providers**



So We'd need Utilities to:



The Result would be:





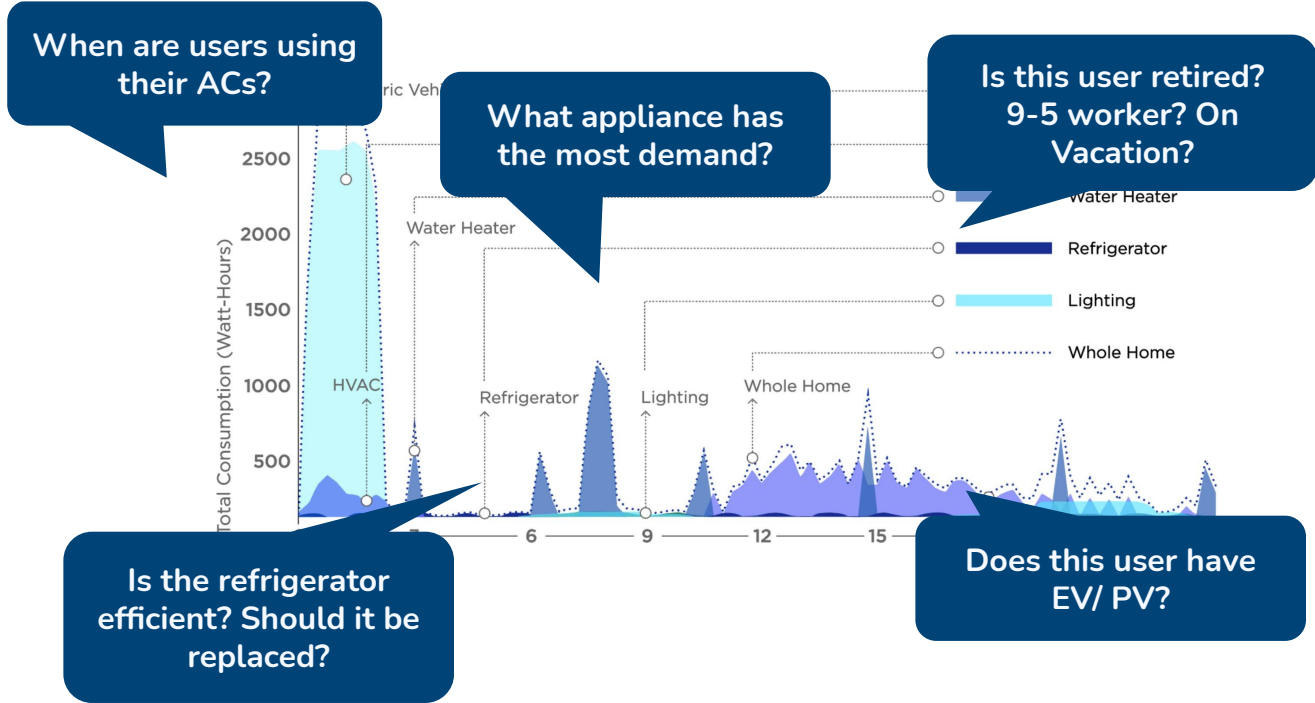
HOW DOES AI HELP?

Untapped : Granular Energy Usage Data

- AMI Smart Meter Data:
60/30/15/5 min
- Value Harnessed So Far: Tip of the Iceberg
- Potential to Change All Customer Interactions and Business Decisions



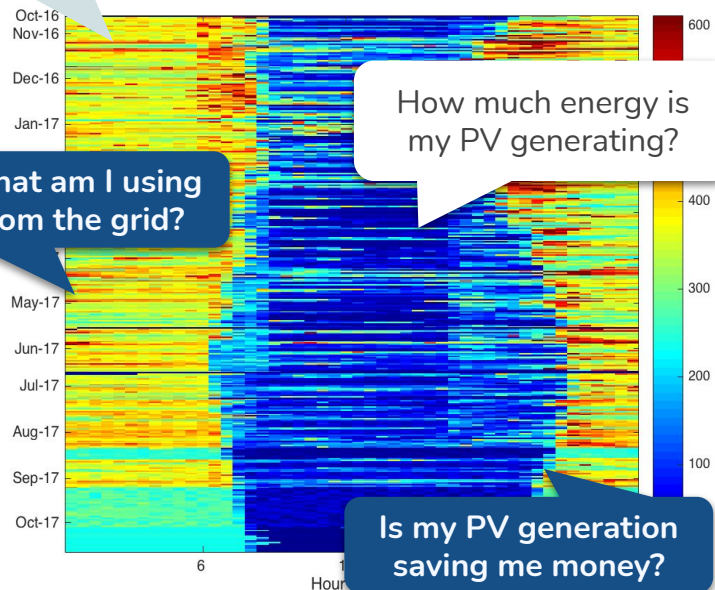
Deep Customer Understanding Using AI



- **NO** **HARDWARE** **REQUIRED**
- **ZERO** **CUSTOMER** **INPUTS** **REQUIRED**
- **17** **PATENTS**

Accurate EV and PV Loads Extracted without Hardware

Raw Solar Disaggregation



How much energy is my PV generating?

What am I using from the grid?

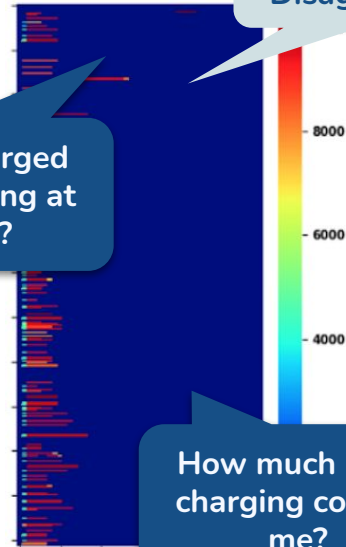
Is my PV generation saving me money?

original signal



Am I being charged more for charging at peak times?

EV est



How much is EV charging costing me?

Electric Vehicle Disaggregation

Use Personalized Journeys to drive unique transitions for each customer

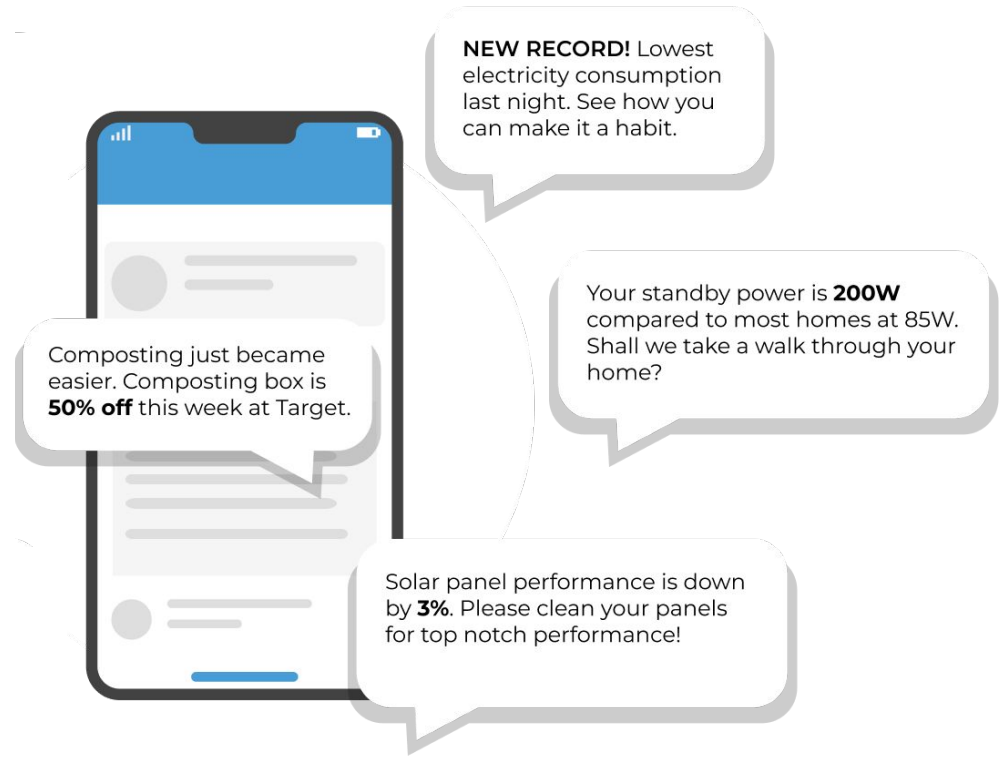




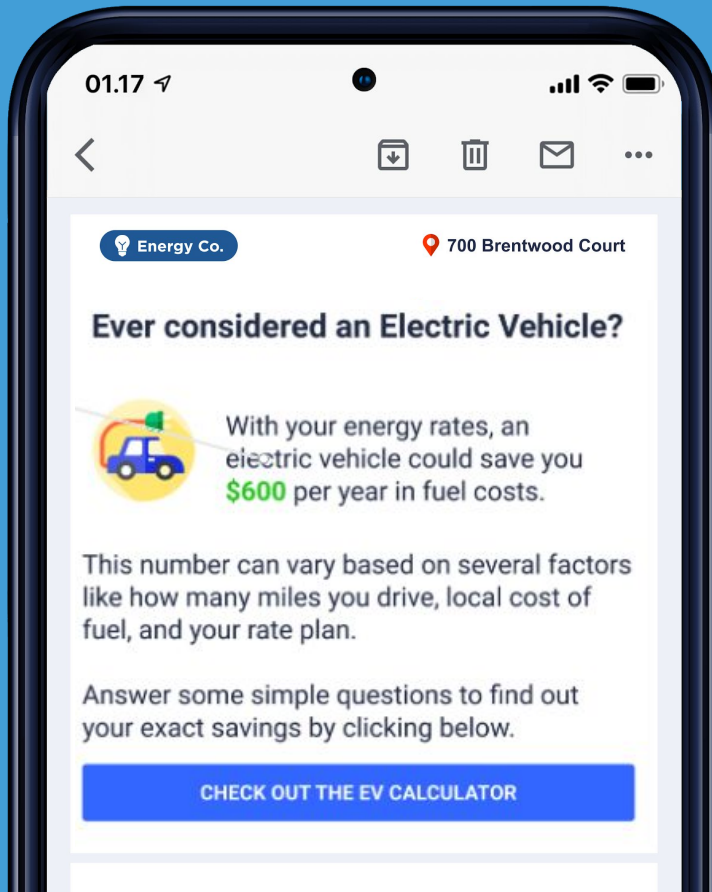
Creating Motivation & New Habits

Personalized **Next Best Interaction Alerts** drive clean energy actions identified for each individual

Such as....



Start Beneficial Electrification & Solar Adoption

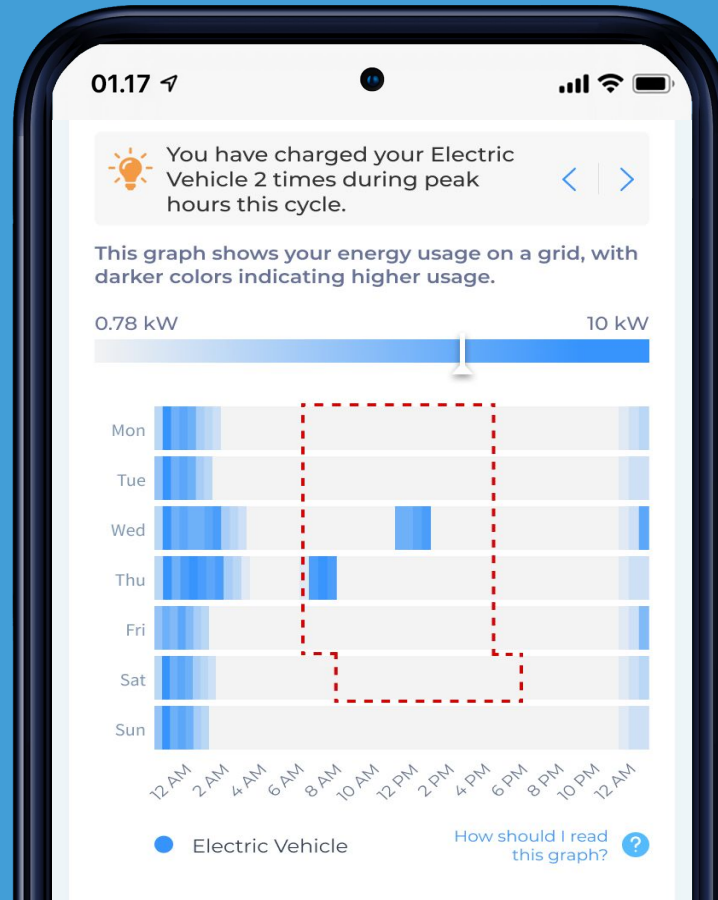


Jayesh's Profile

HIGH ECO
PROPENSITY
SCORE

HIGH EV
PROPENSITY
COST MOTIVATED
CUSTOMER

Manage Energy Usage & Generation

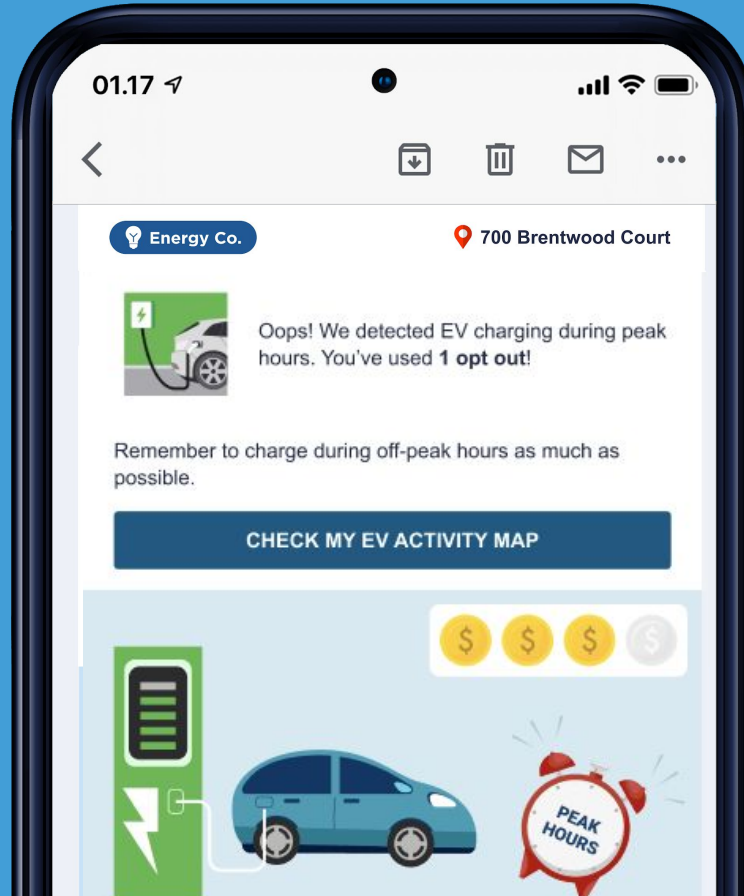


Jayesh's Profile

EV USAGE
DETECTED

HIGHLY
ACTIVE ON
PORTAL

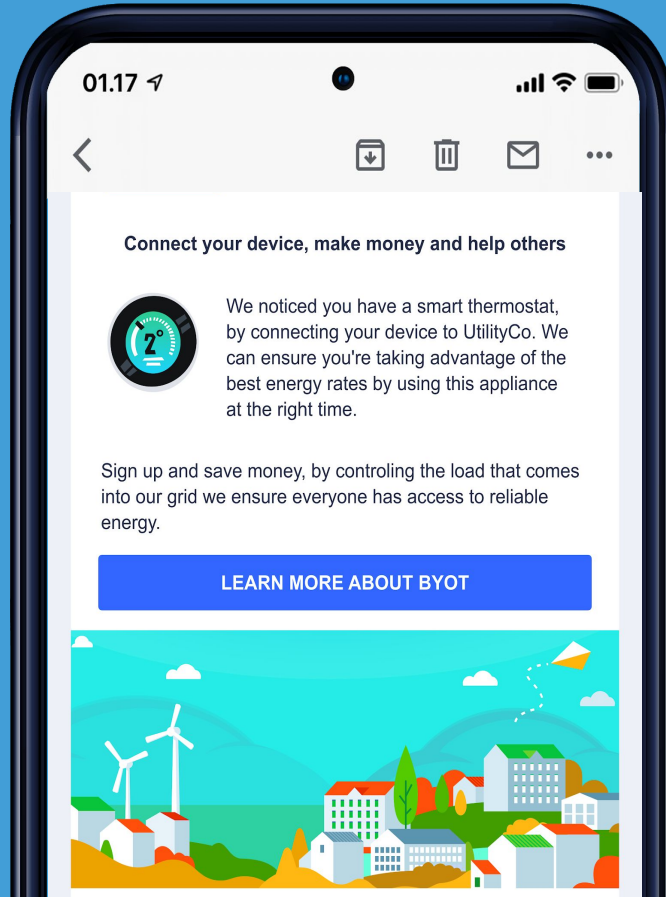
Adjust Demand to Support Grid Reliance



Jayesh's Profile

EV PEAK USAGE
DETECTED

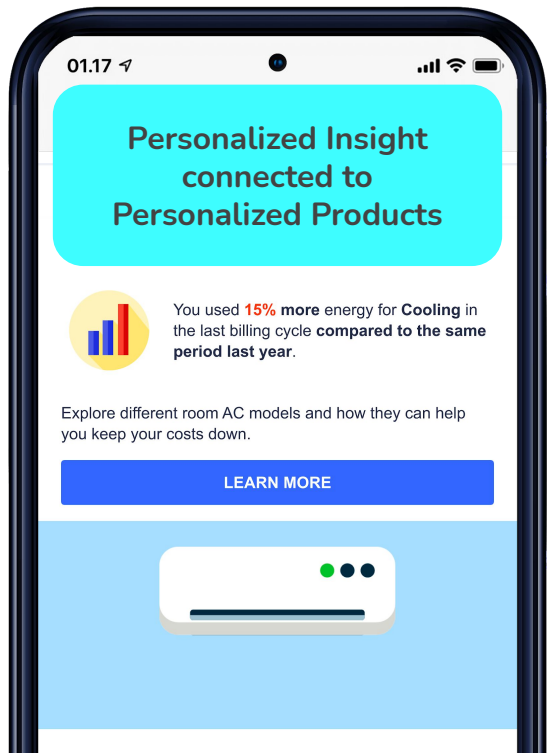
Open Opportunities to Manage Load



Jayesh's Profile

**SMART DEVICE
DETECTED**

Motivate customers through a vibrant commerce ecosystem aligned with their sustainability goals



chargepoint+

LIMITED TIME SPECIAL REBATES & DISCOUNTS

ecobee3 lite

\$169.99

Reduce your Eco Score by 10 points!

[Shop now](#)

amazon

Panda 110V Electric Portable Compact Laundry Clothes Dryer, 1.5 cu.ft. Stainless Steel Drum Black and White, PANTZ55P

Price: **\$242.49** (No Import Fees Deposit & \$10.24 Shipping to United States)

150 in your community purchased this to boost their Eco Score last month!

Only Available if Eco Score less than 100

SALE 39% OFF

CHEVROLET

QR code

SOLAR ENERGY

\$1000 SPECIAL REBATE on solar panels available only for homes with less than 150 Eco Score.

PENTAIR

SolarCity

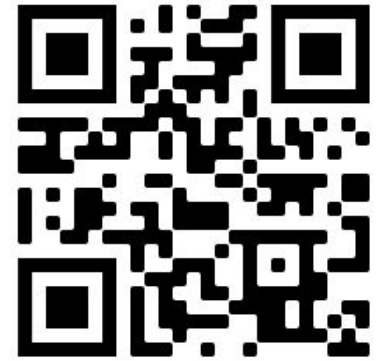




DIGITALIZATION.

ARTIFICIAL INTELLIGENCE.

HYPER-PERSONALIZATION.



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