



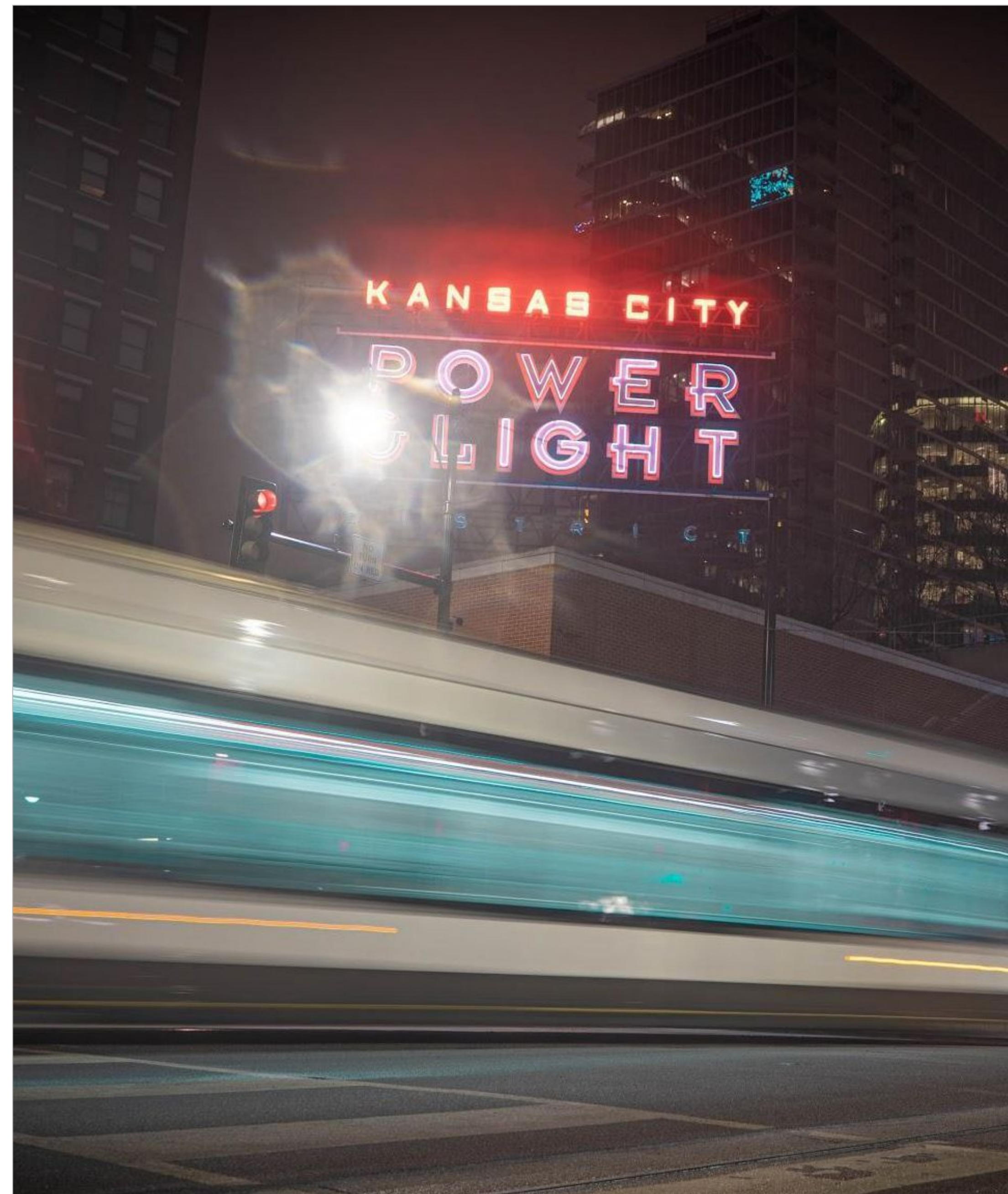
enervee



# Scaling residential energy efficiency in Missouri

by combining innovation in saas, ecommerce,  
fintech lending and data & behavioral science

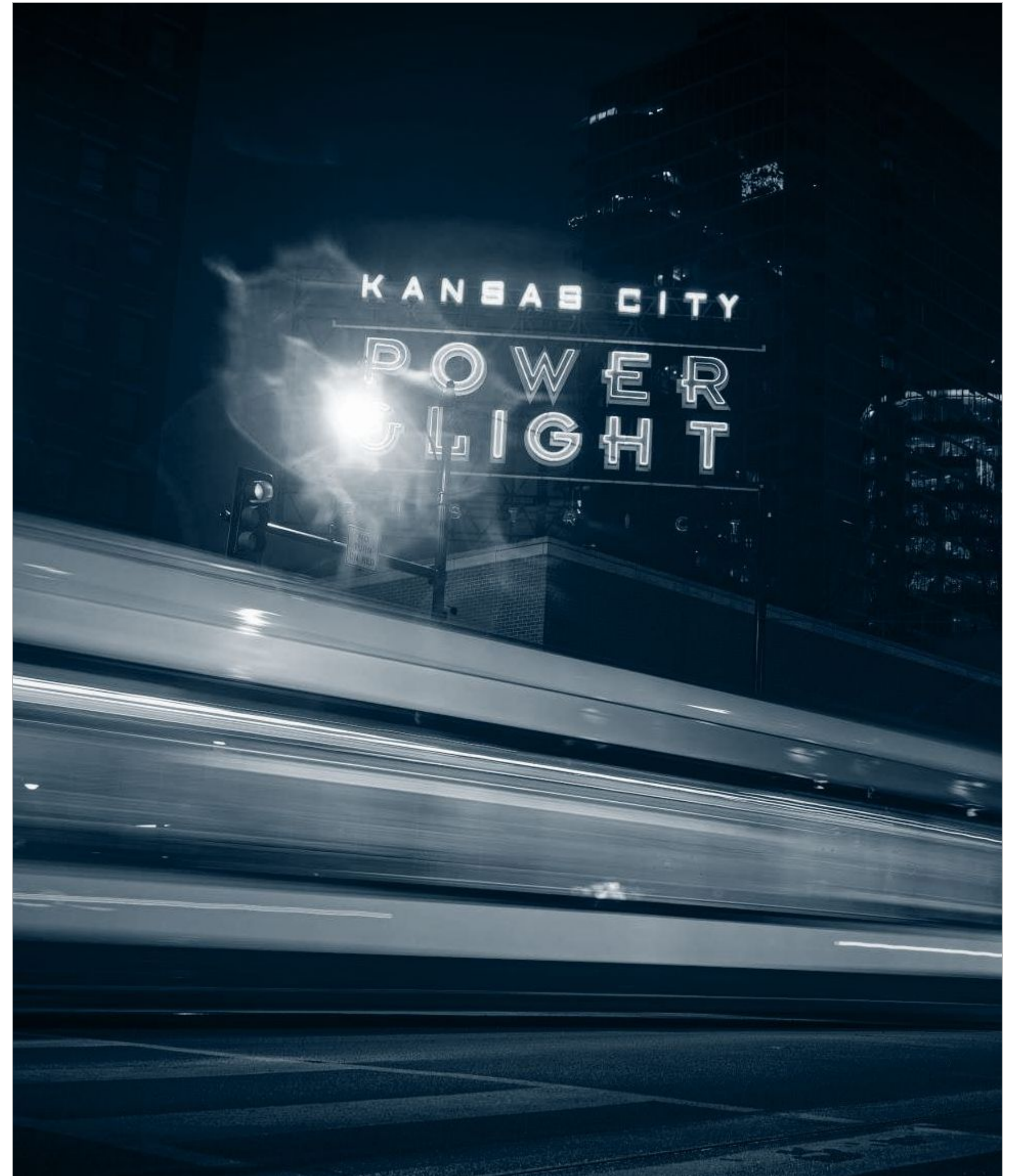
June 2021



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# Content

**Enervee Score & Choice Engine**  
**Solutions for utilities: EE, DR, LMI**  
**Commerce & Eco Financing**



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# The problem

Consumers aren't aware of energy use when they shop, making it virtually impossible to choose the most energy efficient products. Yet, **plug-load products alone make up 80% of residential electricity use.**

**\$46B** 2021 US household appliances sales

[source: statista.com](https://www.statista.com)

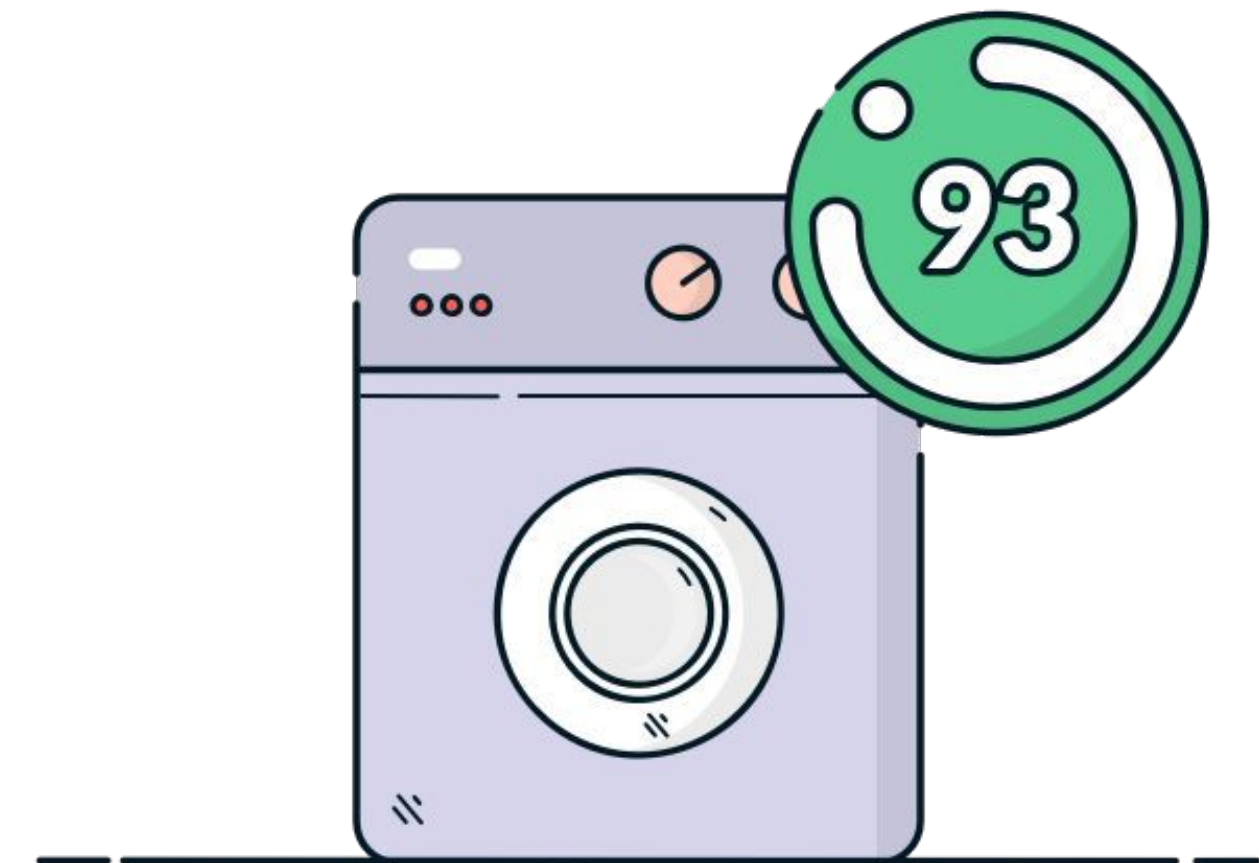


# The Enervee solution

Provide shoppers with the Enervee Score<sup>®</sup>, an intuitive product rating system for energy efficiency, integrated in a complete online shopping experience for all home appliances and consumer electronics categories.

Patent-pending and scientifically proven to nudge buying behavior to lift average energy efficiency of selected products by 20%.

Offered as a white-labeled SaaS solution for online utility marketplaces, the Enervee Choice Engine<sup>®</sup> is live with 21 of the largest US utilities **reaching 38 million households** to date.



**The Enervee Score is a 0 to 100 rating system covering 50,000+ products in 41 product categories across all retailers & brands**



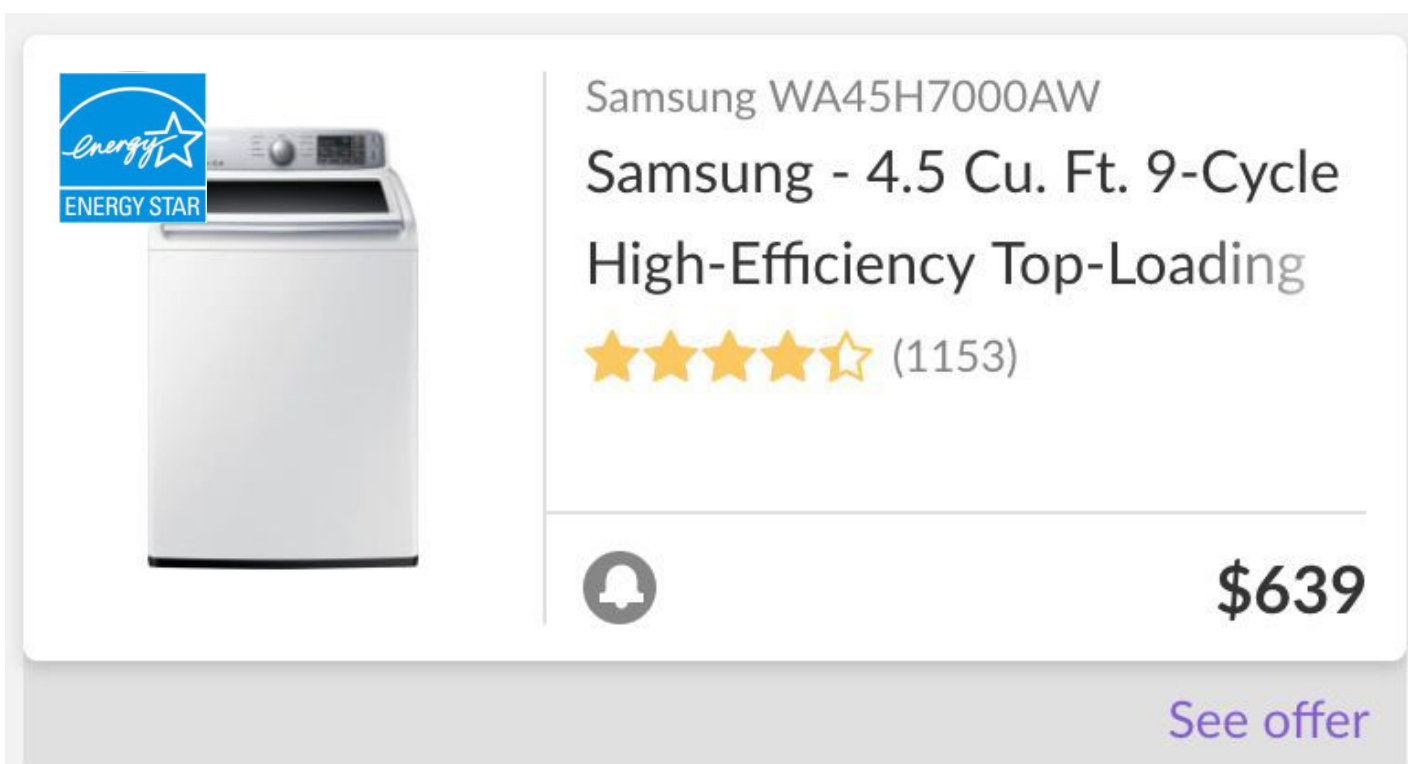
# Enervee empowers consumers to choose the most efficient products easily

1

VS.

2

Without Enervee Score



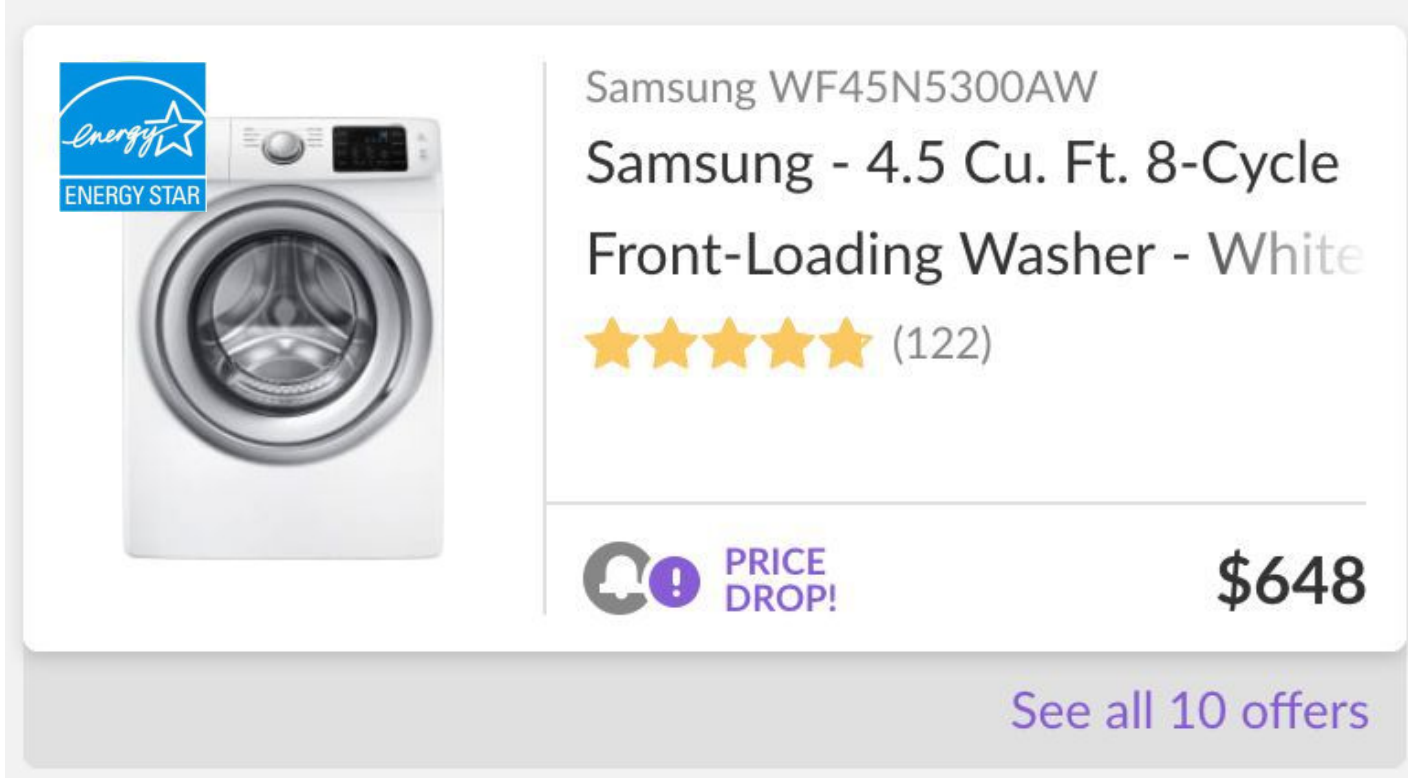
ENERGY STAR

Samsung WA45H7000AW  
Samsung - 4.5 Cu. Ft. 9-Cycle High-Efficiency Top-Loading

★★★★☆ (1153)

\$639

See offer



ENERGY STAR

Samsung WF45N5300AW  
Samsung - 4.5 Cu. Ft. 8-Cycle Front-Loading Washer - White

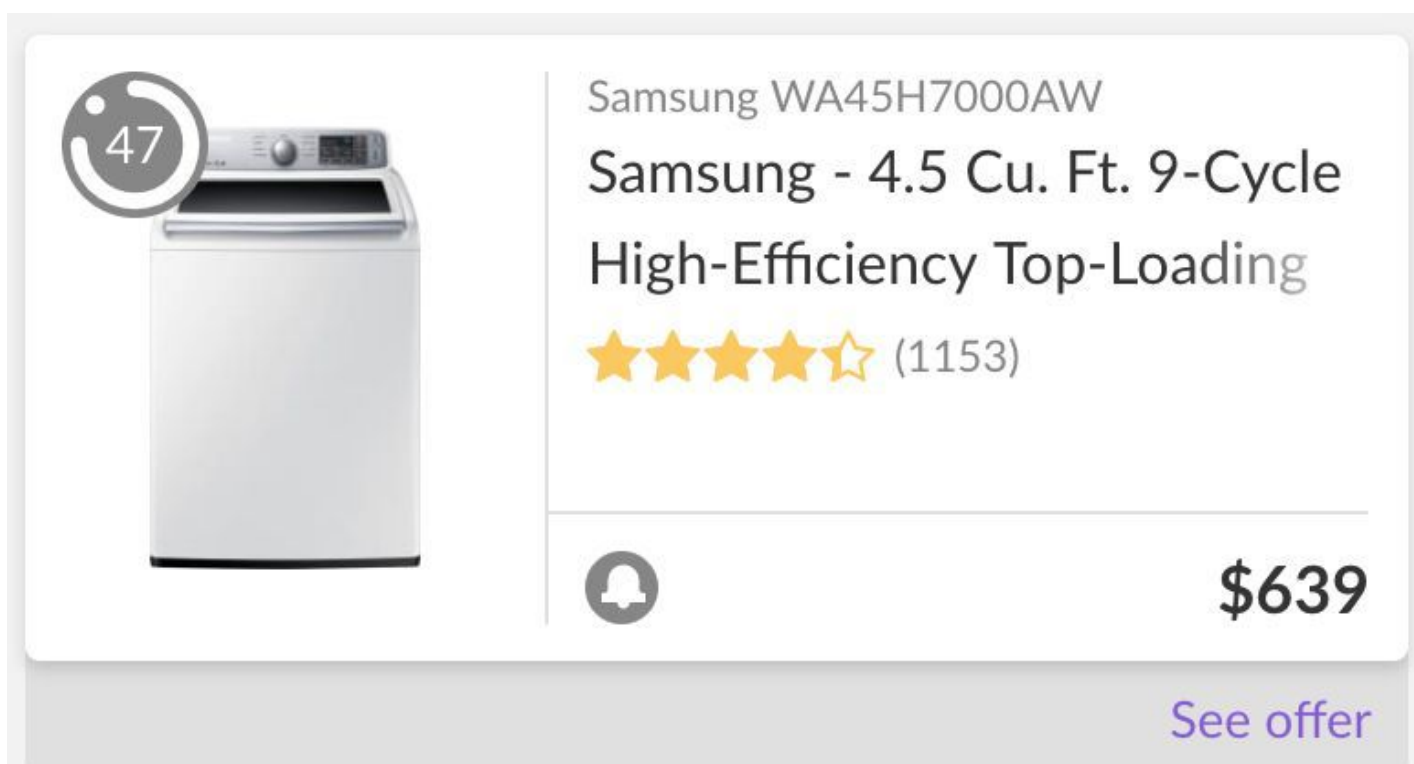
★★★★★ (122)

PRICE DROP!

\$648

See all 10 offers

With Enervee Score



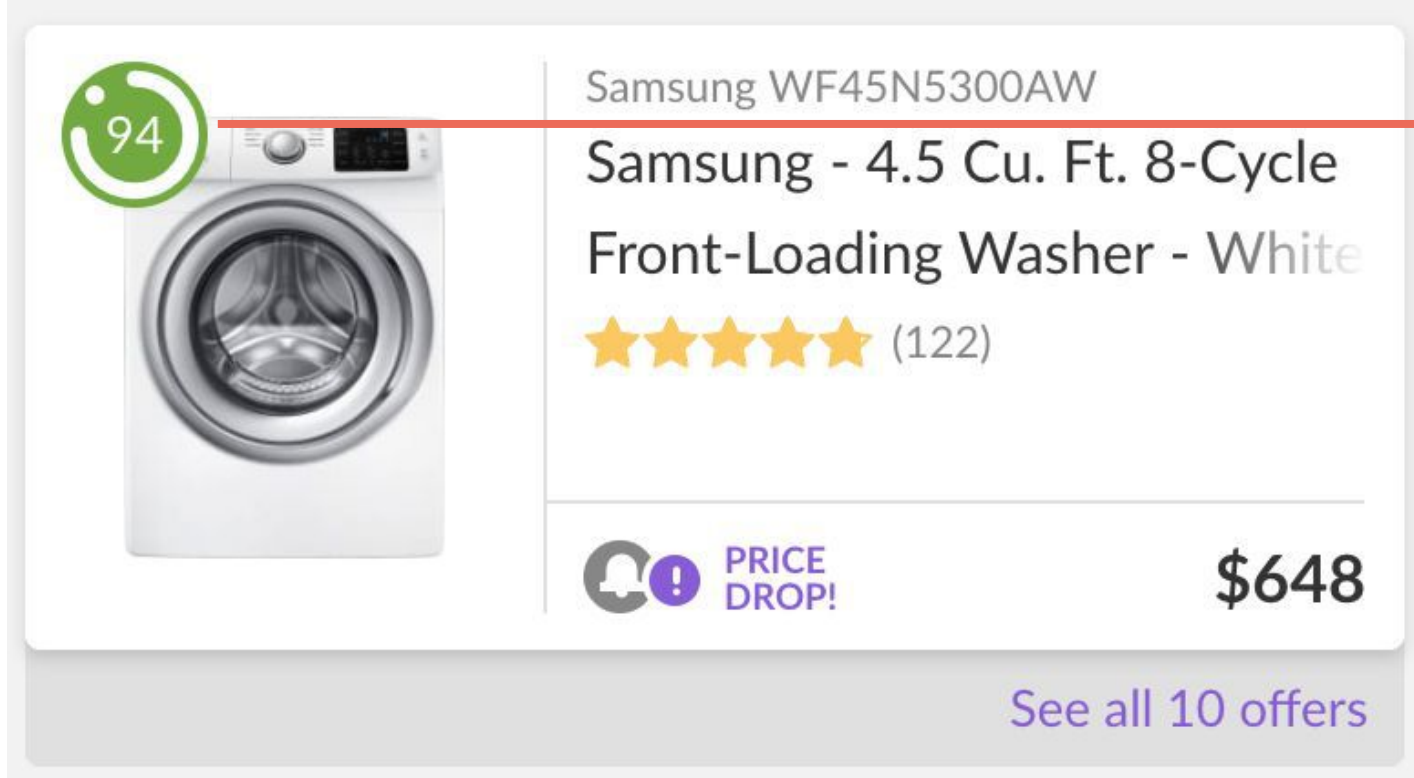
47

Samsung WA45H7000AW  
Samsung - 4.5 Cu. Ft. 9-Cycle High-Efficiency Top-Loading

★★★★☆ (1153)

\$639

See offer



94

Samsung WF45N5300AW  
Samsung - 4.5 Cu. Ft. 8-Cycle Front-Loading Washer - White

★★★★★ (122)

PRICE DROP!

\$648

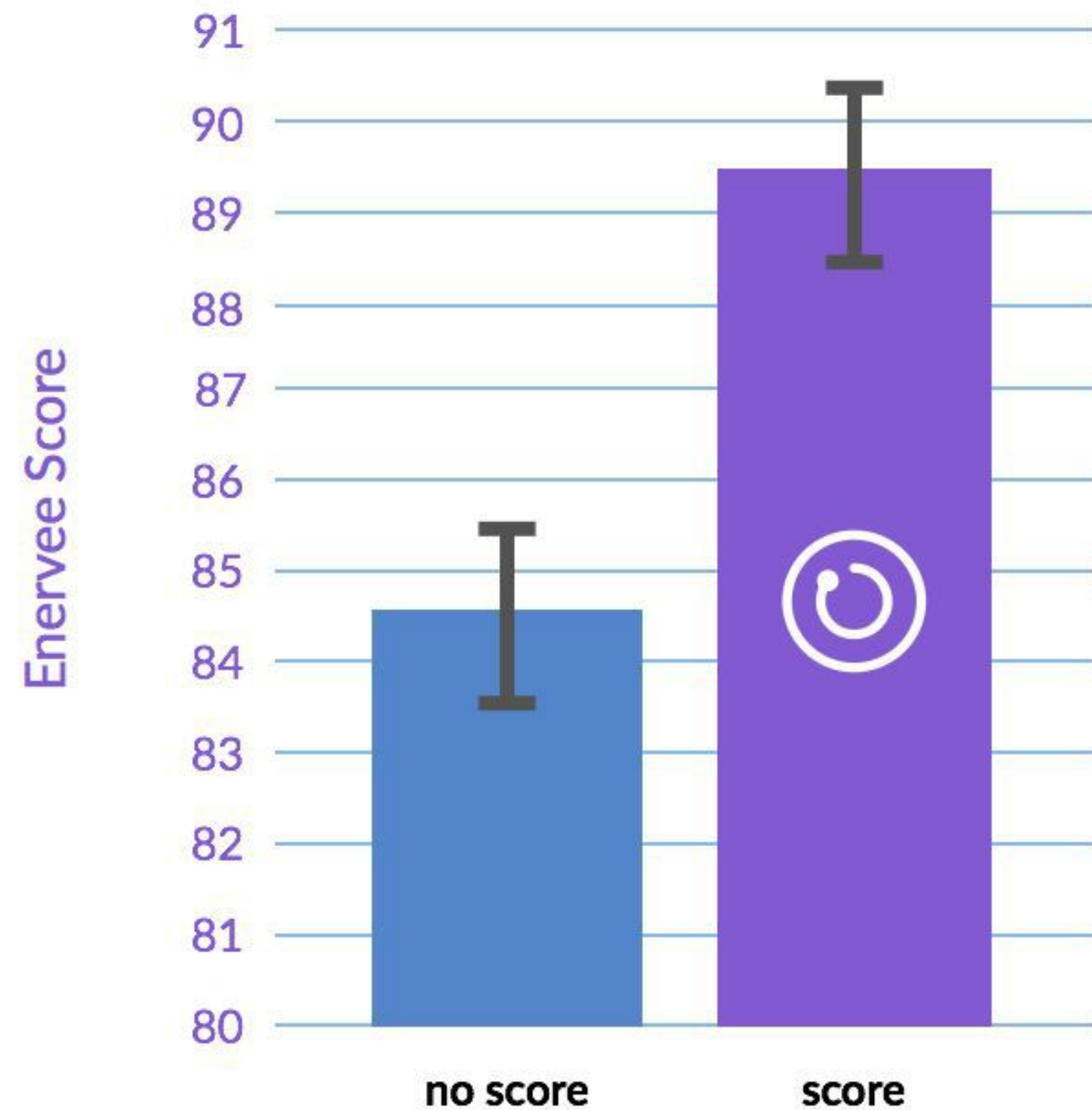
See all 10 offers

Clothes washer

“Same price, size and brand. **Half the energy use.**”



# Scientifically proven, patent-pending



<https://blog.enervee.com/what-if-efficiency-were-visible-to-consumers-fb14680940a4>

Energy Efficiency (2018) 11:1657–1671  
DOI 10.1007/s12053-017-9542-3



ORIGINAL ARTICLE

## Flip sides of the same coin? A simple efficiency score versus energy bill savings information to drive consumers to choose more energy-efficient products

Anne Arquit Niederberger · Guy Champniss

Received: 6 December 2016 / Accepted: 22 May 2017 / Published online: 18 August 2017  
© The Author(s) 2017. This article is an open access publication

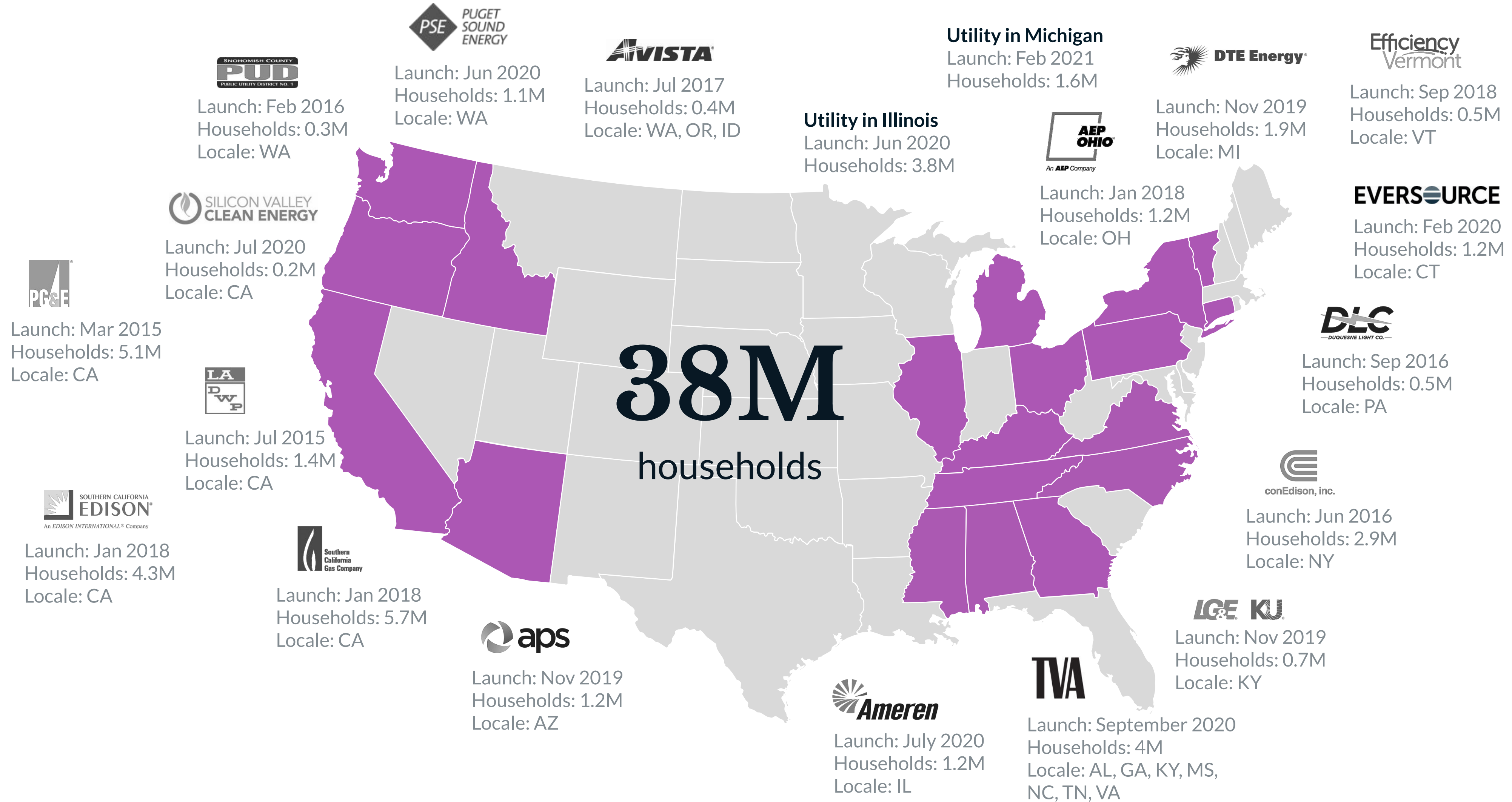
**Abstract** Together with our utility clients, Enervee is experimenting with behavioural intervention strategies to see which are most effective in nudging purchasing decisions toward more efficient products. This paper presents results on decision-making, preferences and online shopping behaviour obtained from a series of observational (utility-branded marketplace platform analytics) and experimental studies (randomized controlled trials). Within the trials, we tested potential direct and interaction effects of two distinct but related energy product attributes that improve market transparency: an energy score (a relative product model energy efficiency index) and energy savings (estimated energy bill dollar savings, compared to a base model benchmark). The

behaviour at scale. Responses to the energy bill savings information varied across the studies, offering insights about the influence of buying context and decision styles on consumer choice. The simple-to-process energy score appears to elicit a hot/impulsive decision style, whilst the cognitively more complex energy bill savings information prompts a reflective/cool decision style. Overall, the studies provide intriguing and robust insights to inform the continued development of cost-effective and scalable interventions to drive more energy-efficient consumer product choices.

**Keywords** Behavioural intervention strategies ·



# 1 in 3 households covered via 20+ utilities



# Experienced leadership team



**Matthias Kurwig**  
CEO & Cofounder  
Wavemaker, Planetactive, Ogilvy



**Kris Andersen**  
Chief Technology Officer  
VuePlus, Linq3



**Roopali Mehta**  
SVP Finance & People  
Sage ATC, Modernize, Notley



**Alex Katzman**  
Chief Growth Officer  
Acturis, SK Telecom



**Anne Arquit Niederberger, PhD**  
VP Market Development  
Swiss Government, IPCC



**Stefan Laengin**  
Chief Services Officer  
Grey, Planetactive, Ogilvy



**Robert van Buskirk, PhD**  
Chief Energy Scientist  
Lawrence Berkeley National Lab



**Alex Kotowitz**  
Chief Product Officer  
Microsoft, Real Networks, Gamigo







**Explore energy-smart products**

- Smart Thermostats**  
Rebates up to \$120
- Portable Powerstations**  
Prepare for shutoffs
- Portable Power Generators**  
Rebates up to \$500
- Electric Water Heaters**  
Rebates up to \$300
- Connected Home Applications**  
Take control of your home
- Refrigerators**  
Choose from over 3,000 models
- Electric Vehicles**  
Compare all 2021 models
- Gas Water Heaters**  
Storage or tankless?

**Energy-saving solutions**

- Solar and battery storage**  
Find the best solar deal on the market
- Energy savings assistance program**  
Get help for energy-saving improvements
- Electric vehicles**  
See how much going electric can save you
- Wildfire preparedness & response**  
Planning to be without electricity

**Buy now. Pay later. Save forever.**

Eco Financing™ now available for energy efficient home appliances and electronics. No money down with 8% APR for 36 months.

[Learn more](#)

**Get instant rebates on energy-smart products**  
We compare and score all models - so you don't have to.

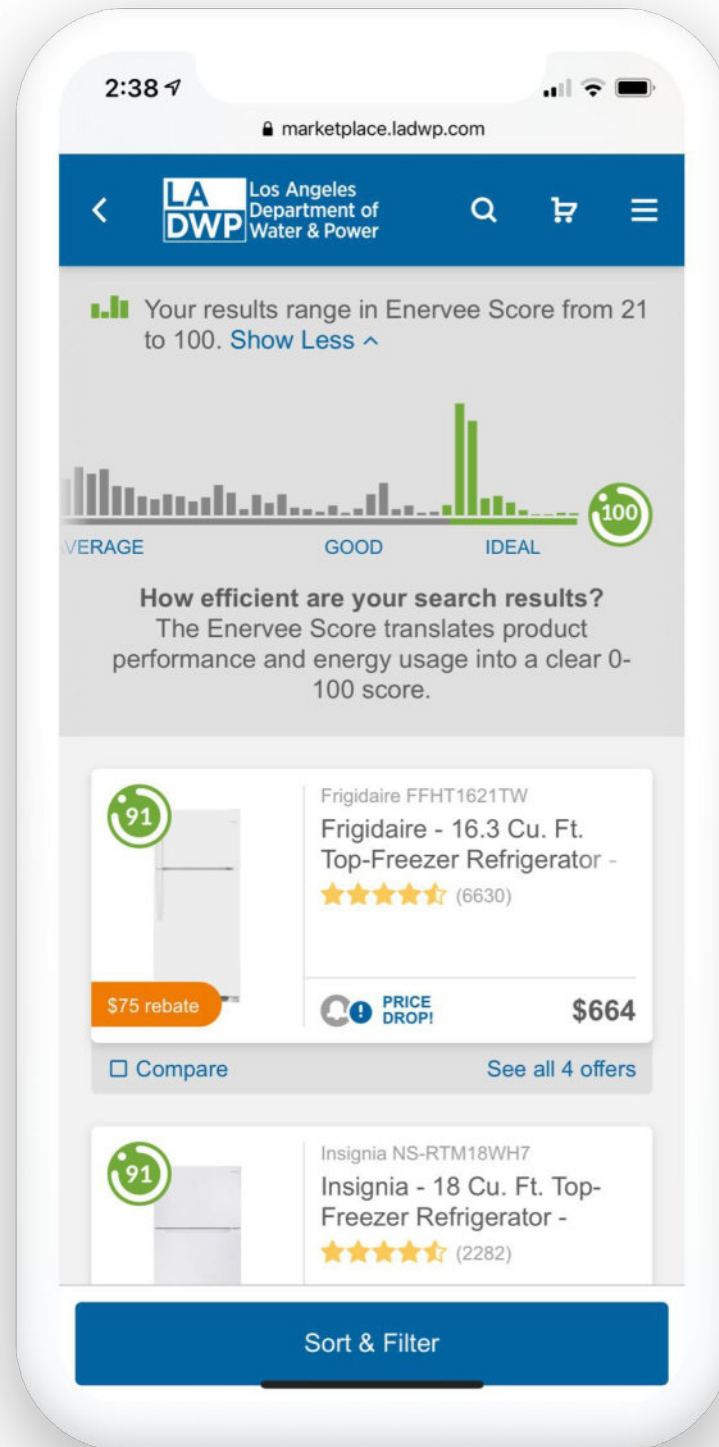
- 10,000 Watt portable dual-fuel generator**  
Get up to \$500 in instant rebates
- The new Google Nest Thermostat**  
Get it now for as low as \$5 with instant rebates
- 50 gallon hybrid electric heat-pump water heater**  
Get an instant rebate of \$300

# The Enervee Choice Engine: a win-win for utilities and their customers

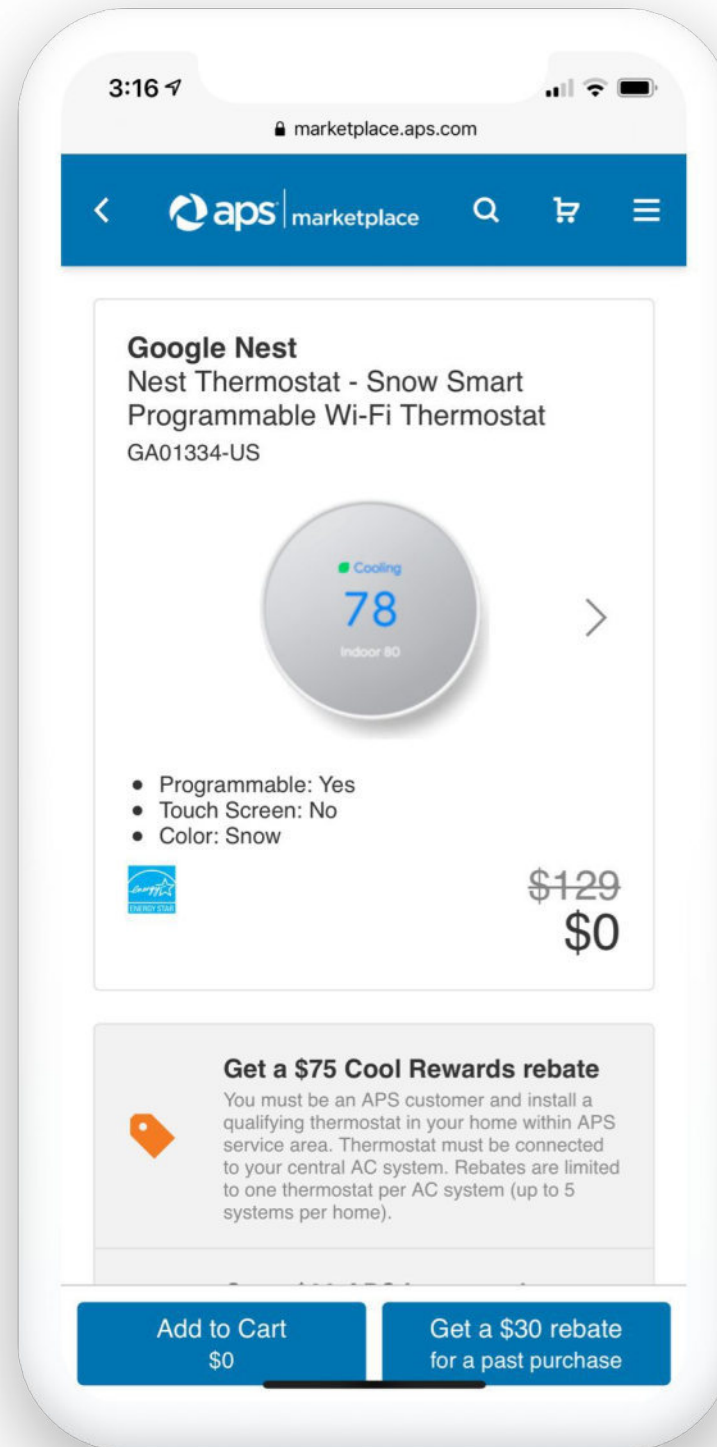
Enervee utility partners get a quick-to-launch digital customer engagement platform to promote programs for energy efficiency (EE), demand response (DR), solar & storage, electric vehicles (EV), fuel-switch as well as low- and moderate-income (LMI) programs.

Utility customers experience their utility as a trusted energy advisor providing them with actionable product comparisons & advice, incentives and rebates as well as low APR financing via Eco Financing™.

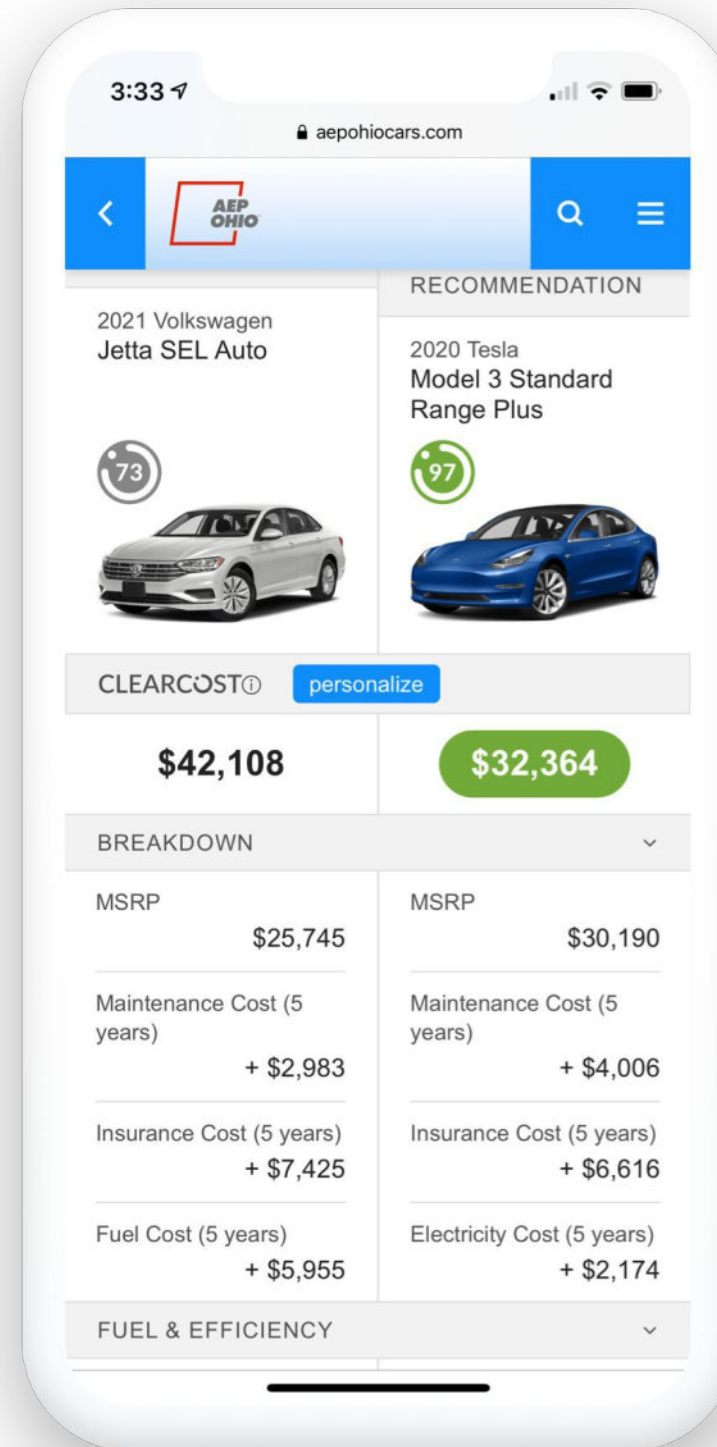
# Enervee Choice Engine solutions



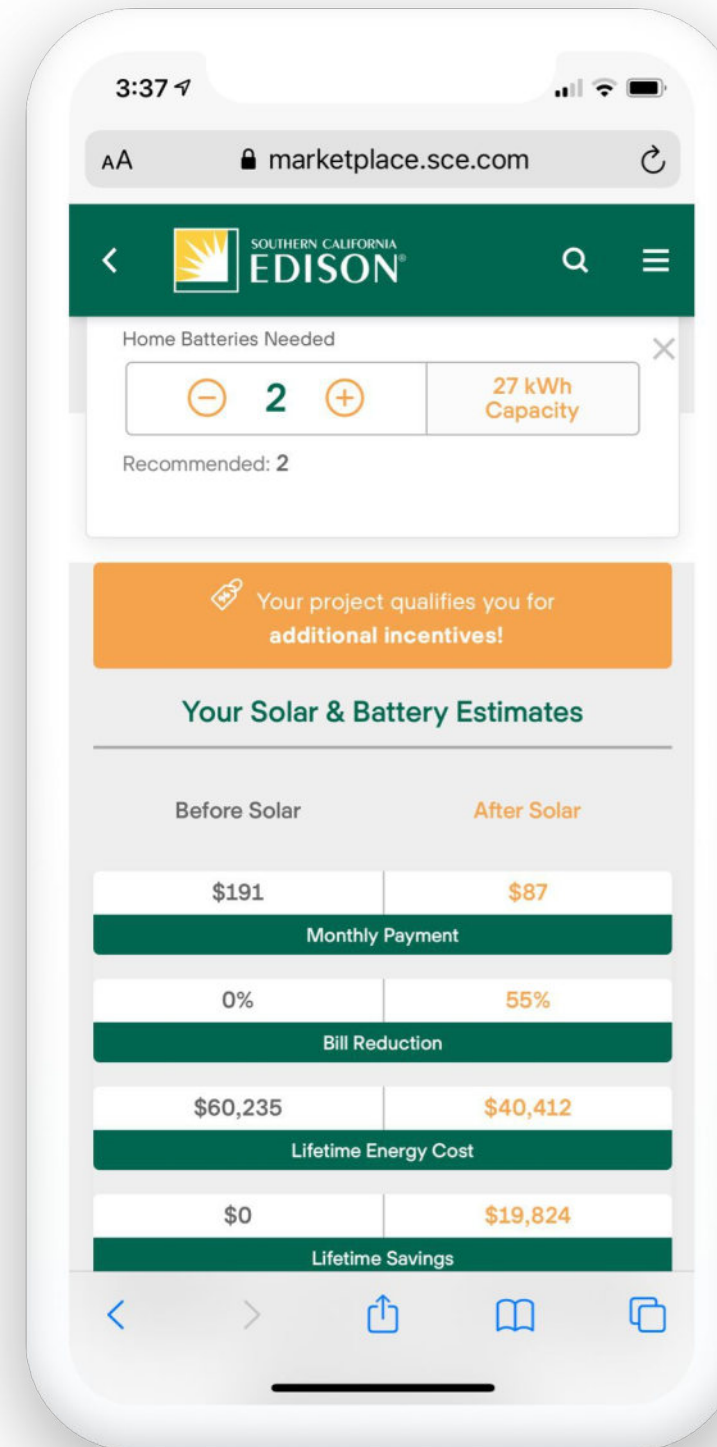
**Energy Efficiency**  
Enervee Score, rebates,  
behavioral nudging



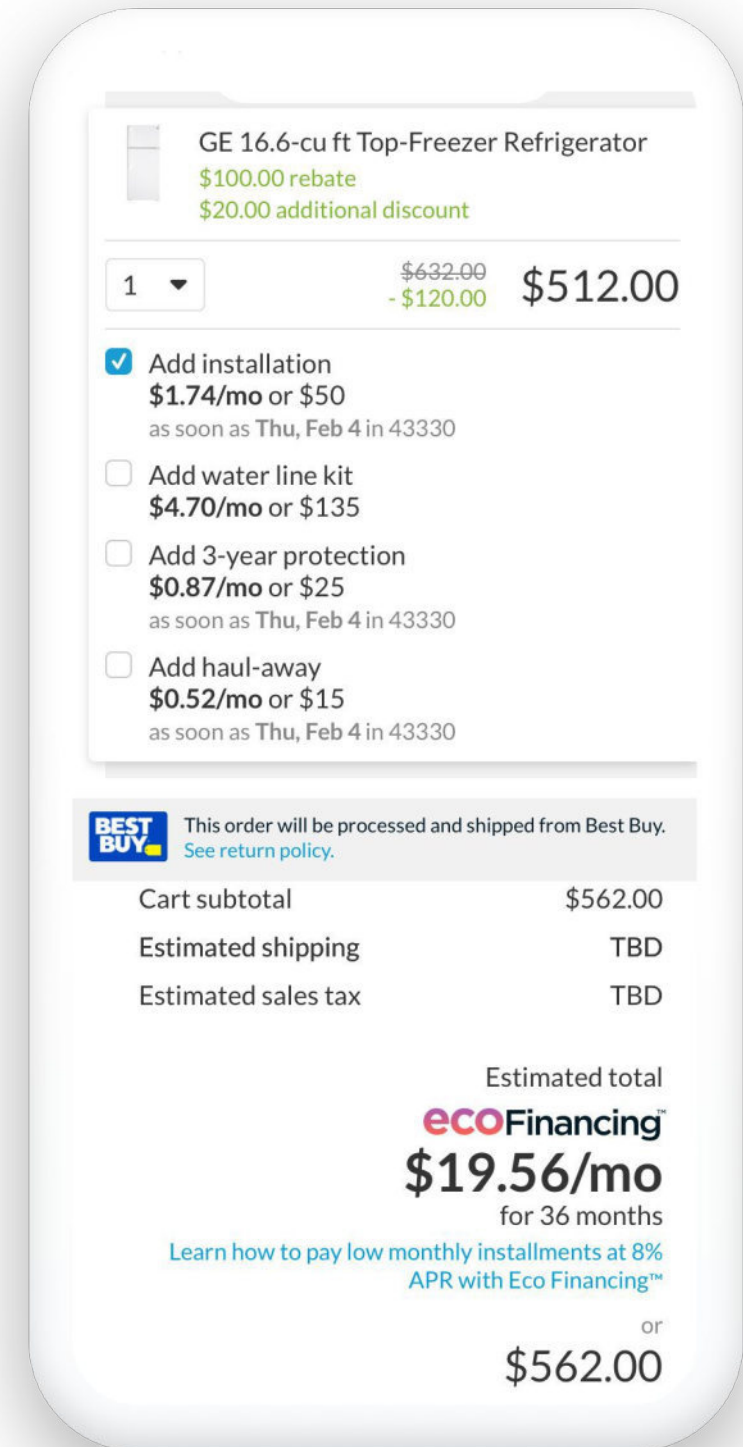
**Enervee Commerce**  
Instant rebates including  
demand-response enrollment



**Enervee Cars**  
Compare EVs with ICE vehicles  
on total cost of ownership and  
promote EV chargers



**Solar & Battery**  
Integrated solar & battery  
storage marketplace with  
concierge service



**Eco Financing**  
Instant online underwriting,  
low APR and low FICO scores





# Offering appliance shoppers the best deal in the market

- Enervee as merchant of record for each transaction collects payment from the utility customer via Chase Merchant Services or via instant online financing through fintech partner One
- Energy efficiency, demand response, low- and moderate-income and other incentives are deducted from the purchase price
- Services including installation, haul-away, insurance and other add-ons are included in a single transaction
- Fulfillment is provided by leading national retailers, launching with BestBuy and Lightbulbs.com (more available for Q4 2021)

**Congratulations!**  
You're eligible for rebates

GE 16.6-cu ft Top-Freezer Refrigerator  
\$100.00 rebate  
\$20.00 additional discount

1 quantity ~~\$632.00~~ ~~-\$120.00~~ \$512.00

**Installation**  
Added installation for \$1.74/mo or \$50. Select a preferred date and time.

03/04/2021  
7:00 am - 1:00 pm

**BEST BUY** This order will be processed and shipped from Best Buy.

Cart subtotal	\$562.00
Shipping	\$100.00
Sales Tax	\$51.20
<b>Total</b>	

**ecoFinancing™**  
**\$24.82/mo**  
for 36 months  
Learn how to pay low monthly installments at 8% APR with Eco Financing™  
Pay With Financing

or  
**\$713.20**  
Pay in full with a credit or debit card.  
Pay In Full

Stacked incentives combining benefits from utility, state and manufacturer programs

Including services like installation, haul-away and insurance

Major national retailers fulfill orders and services

Integrated instant online financing at low APR with no money down via partner One

Alternatively credit card and e-wallet payment via Chase



# Instant online financing



90

Samsung DVG52M7750W  
Samsung - 7.4 cu. ft. capacity  
13-Cycle Gas Dryer with

★★★★☆ (157)

**ecoFinancing**<sup>TM</sup>

**\$30.87/mo\***  
or \$985

\$70 rebate

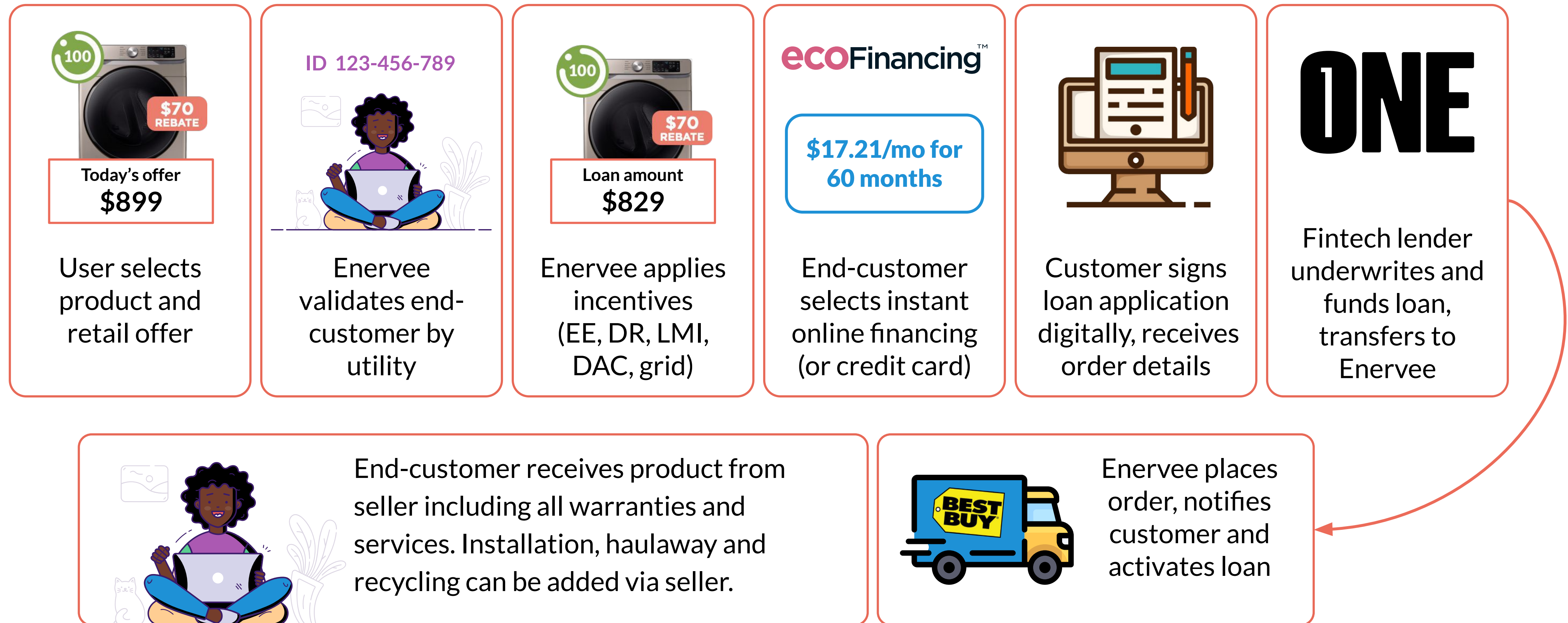
Compare

See all 3 offers

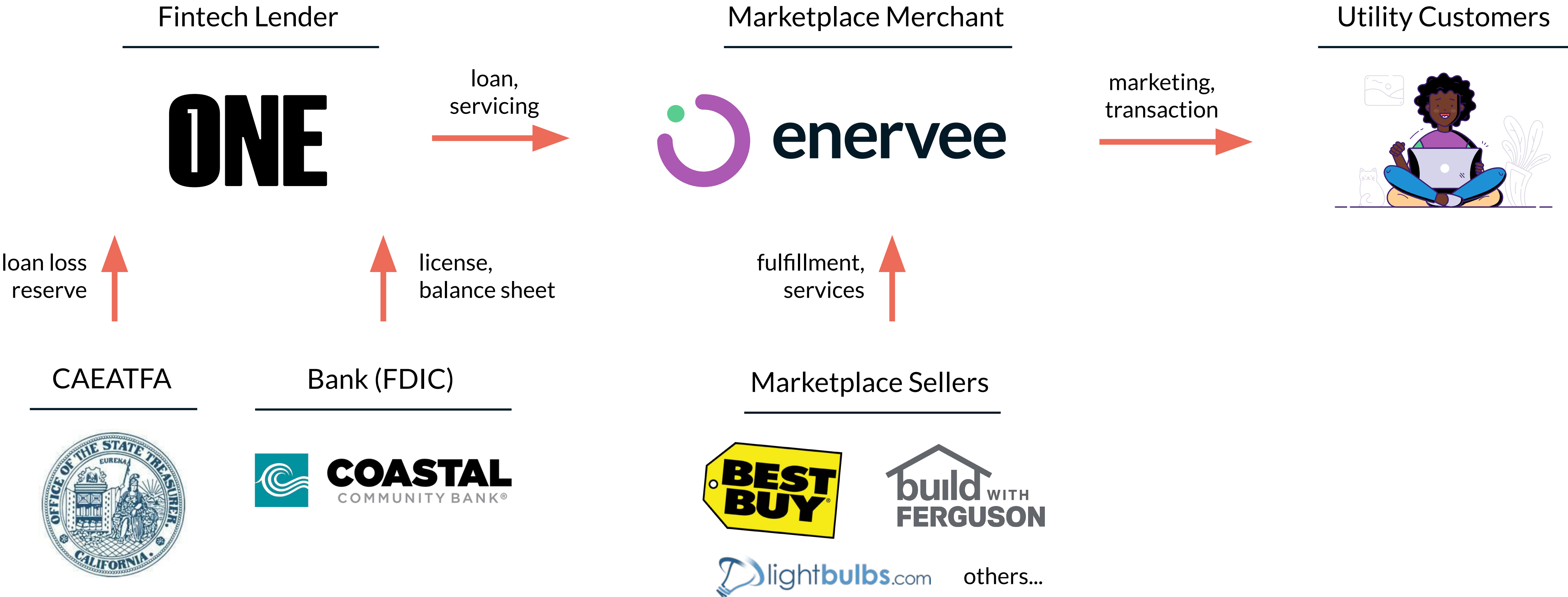
- Launch in CA in July
- Efficient products only
- Rebates/incentives deducted
- Instant online underwriting
- Low FICO score (580 and up)
- 9% APR, 60 mo, loans \$200+
- Multi-product loans up to \$5,000 per loan



# Seamless online user experience



# Who's who for Eco Financing in CA?



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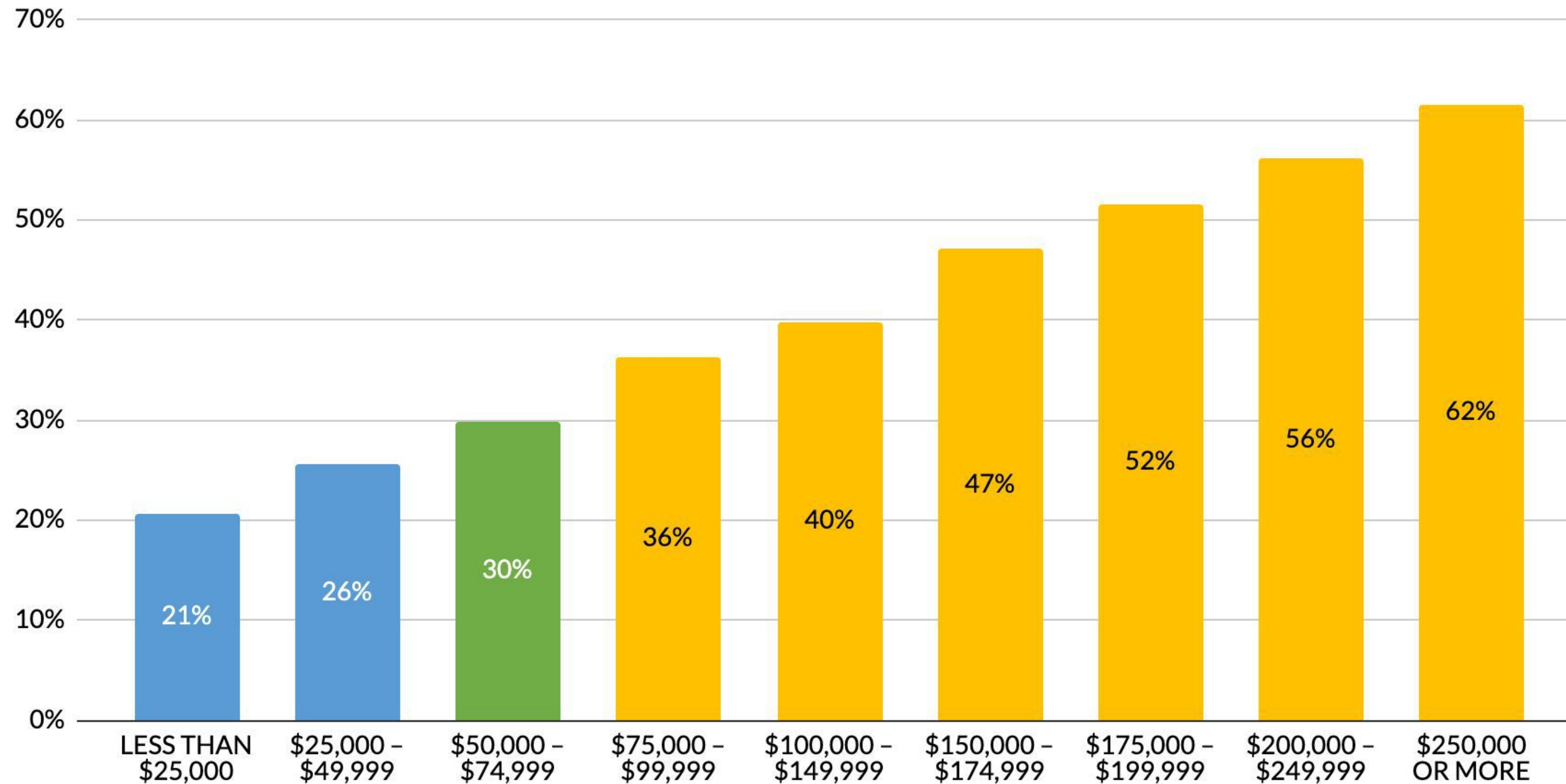
# Empowering lower income customers to shop energy smart at scale

- Instant rebates align purchase price of super-efficient products with that of less efficient options (new/used)
- Eco Financing results in low monthly payments that are affordable and align with utility bill savings
- Accessible for many (purchases as small as \$200, longer repayment periods, credit scores as low as 580)
- New channel introduces independence and choice





# Share of front-loading washers



## Low-income market research

# Over 97% research products online

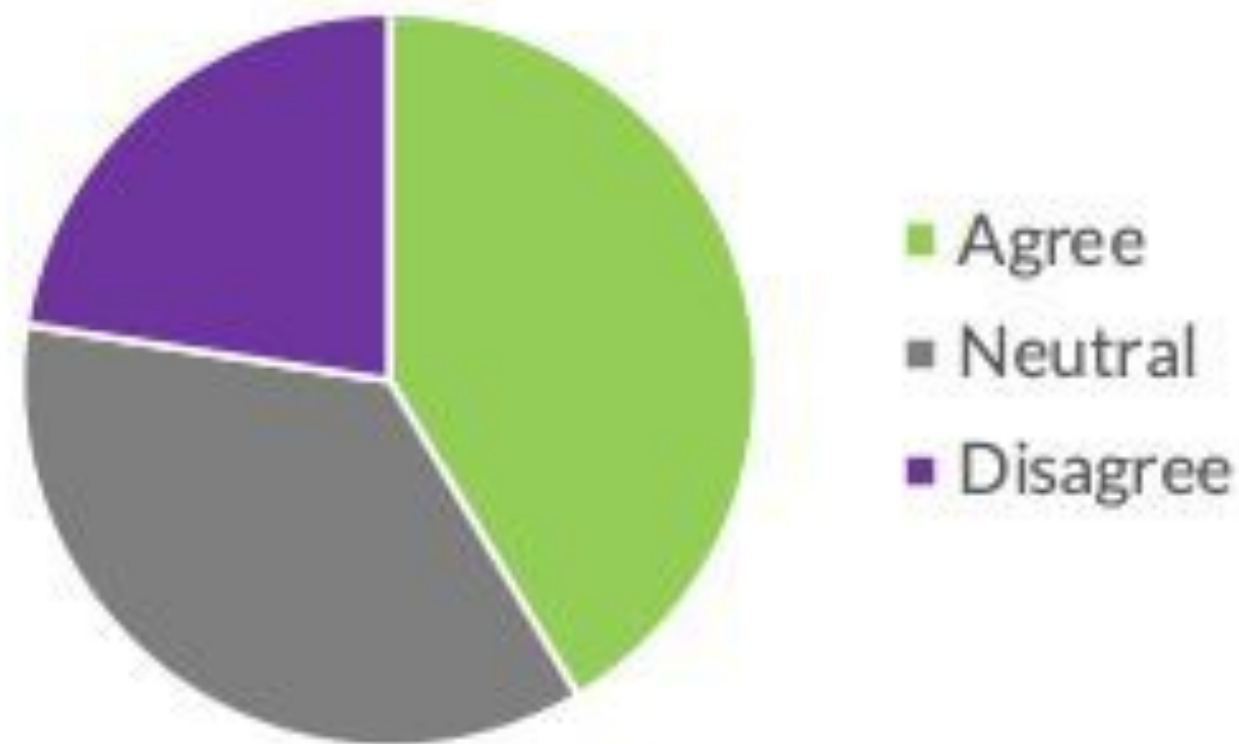
When choosing a product or appliance, do you typically research online before buying?



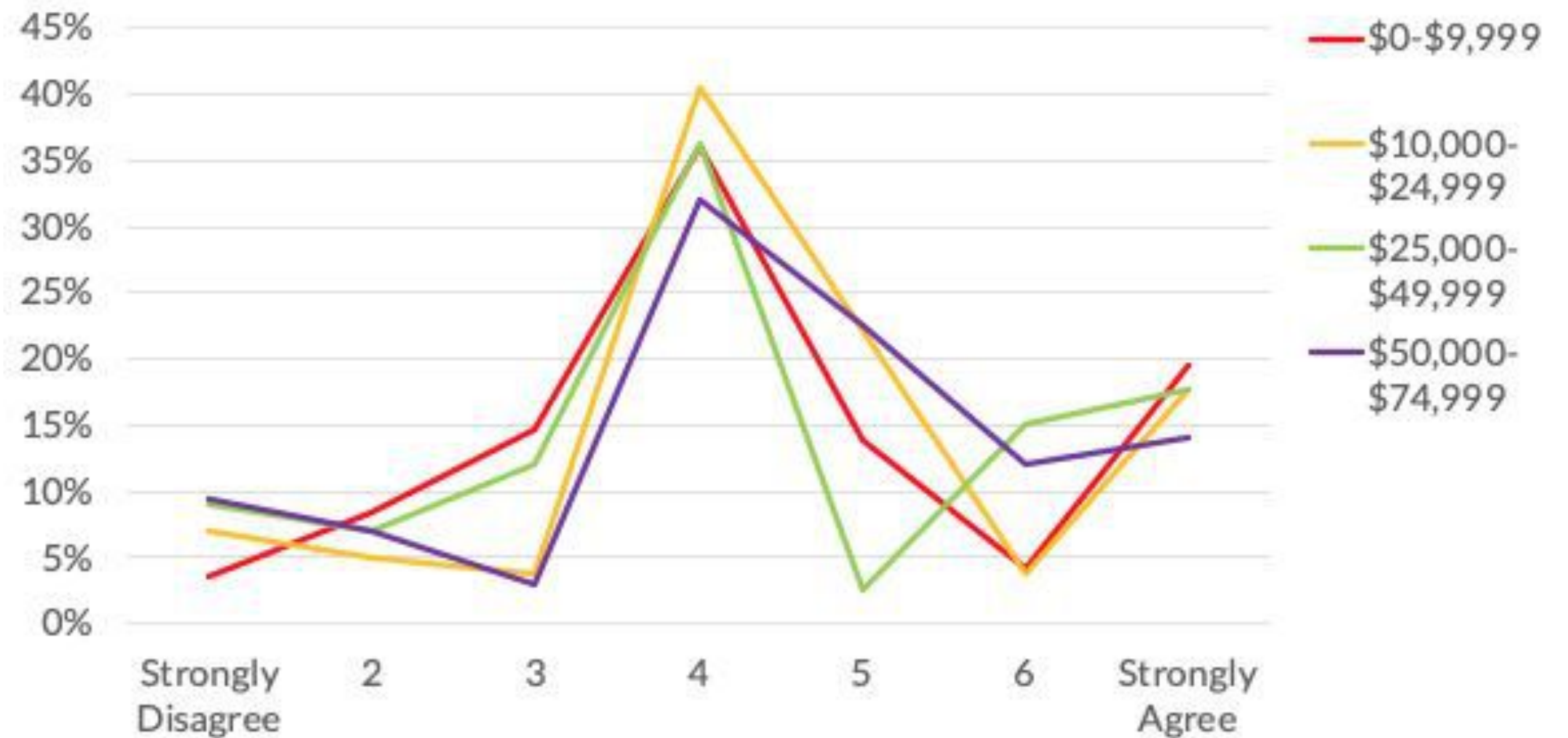
## Low-income market research

# 41% often buy used (inefficient) products

When I buy energy-using products for my home, I often buy used products



When I buy energy-using products for my home, I often buy used products



# Low-income market research

## Co-pays are feasible for 91%

Imagine you need to replace an appliance and your utility company offers to pay part of the cost when you buy a highly efficient model.  
What share would the utility have to pay for you to take advantage of this offer?



Low-income market research

# Financing is an attractive option for 44%

Imagine you need to replace an appliance. If you pick an energy efficient model, you have two payment options. Which would you prefer?



# Removing three key barriers to making MO households energy efficient & smart

Type of Barrier	Market	Cognitive/Psychological	Financial
Example	Can't compare product efficiency	Heavily discount future energy costs	Lack of access to capital and/or incremental cost
Secret sauce	Enervee Score	Choice Engine & behavioral nudging	Eco Financing & instant rebates
Outcome	Visible efficiency, better functioning market	More efficient choices	Improved affordability, more efficient purchases

Enervee can increase utility earnings by delivering cost-effective, measurable and verifiable efficiency savings.



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# Thank you.

Matthias Kurwig  
CEO & Cofounder  
[matthias@enervee.com](mailto:matthias@enervee.com)