

Transform, Modernize And Scale Energy Efficiency Rebate Programs





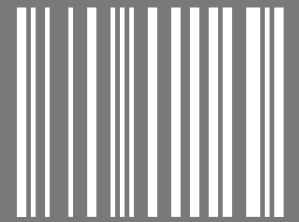
The world's first energy efficiency data platform enabling & promoting better buying decisions.



Enervee® Score
Efficiency out of 100

Data

Daily updates of price, availability, energy, popularity, and rebates across thousands of electronics and appliances.



Complete Categories



Daily Offers



Incentives & Rebates

PRODUCT CATEGORIES



TVs



Projectors



**Gaming
Consoles**



Monitors



Room ACs



Tablets



**Clothes
Washers**



**Clothes
Dryers**



Refrigerators



Freezers



Dishwashers



Lightbulbs
(next up)

Coming Soon: Desktops, Laptops, Water Heaters & Heat Pumps




PRODUCTS & OFFERS

Amazon, eBay, BestBuy, Home Depot, Sears, Manufacturers

Products
130,000

Offers Daily
410,000



ENERGY CONSUMPTION

Energy Star, DOE, State Energy Comm., FTC, CEE, Manufacturers

Product Energy Profiles
100,000+



UTILITY RATES & CO2 INTENSITY

EIA (DOE), GeoIP, Retail Energy Providers, CARMA

Rate & Intensity Records
150,000+



REBATES & INCENTIVES

Utilities, DSIRE

Energy Efficiency Rebates
10,000+



CLEAN UP & CREATE UNIQUE PRODUCTS

- ▶ Normalize Categories & Brands
- ▶ Create Attributes w/ Units
- ▶ Manage IDs (MPN, UPC, ASIN)
- ▶ Verify Offers & Affiliate Links
- ▶ Record Attribute History



MATCH, CONVERT, ANALYZE & SCORE

- ▶ Match to Products
- ▶ Deconstruct Usage Assumptions
- ▶ Synchronize Efficiency Factors
- ▶ Calculate **Enervee® Scores**, Popularity and Market Share



PERSONALIZE & MAKE ACTIONABLE

- ▶ Enable Personalized Usage
- ▶ Calculate TrueCost
- ▶ Apply Rebates
- ▶ Compute Product Recommendations
- ▶ Generate Eco-View



Trusted And Used By The DOE And International Governments

Offering

Influencing purchase behavior will significantly increase the efficacy of energy efficiency rebate programs.



Efficiency



Performance



Popularity



Trends

CHALLENGE: EXISTING SYSTEMS ARE NOT CURRENT OR ACTIONABLE

U.S. Government Federal law prohibits removal of this label before consumer purchase.

ENERGYGUIDE

Refrigerator-Freezer
 • Automatic Defrost
 • Side-Mounted
 • With Through-The-Door-Ice

Whirlpool Corporation
 Models: GSS30C6EY*0*,
 GSS30C7EY*0*
 Capacity: 29.7 Cubic Feet

Estimated Yearly Operating Cost

\$67

\$70 \$84


Cost Range of Similar Models

The estimated yearly operating cost of this model was not available at the time the range was published.

627 kWh
 Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and with through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit www.ftc.gov/appliances. (P/N W10542835 Rev. A)




ENERGIA · ЕНЕРГИЯ · ENERGIJA · ENERGI
 ENERGY · ENERGIE · ENERGI

WHIRLPOOL WSN5583 A+ X

A+

457 kWh/annum

335 L

180L

45 dB

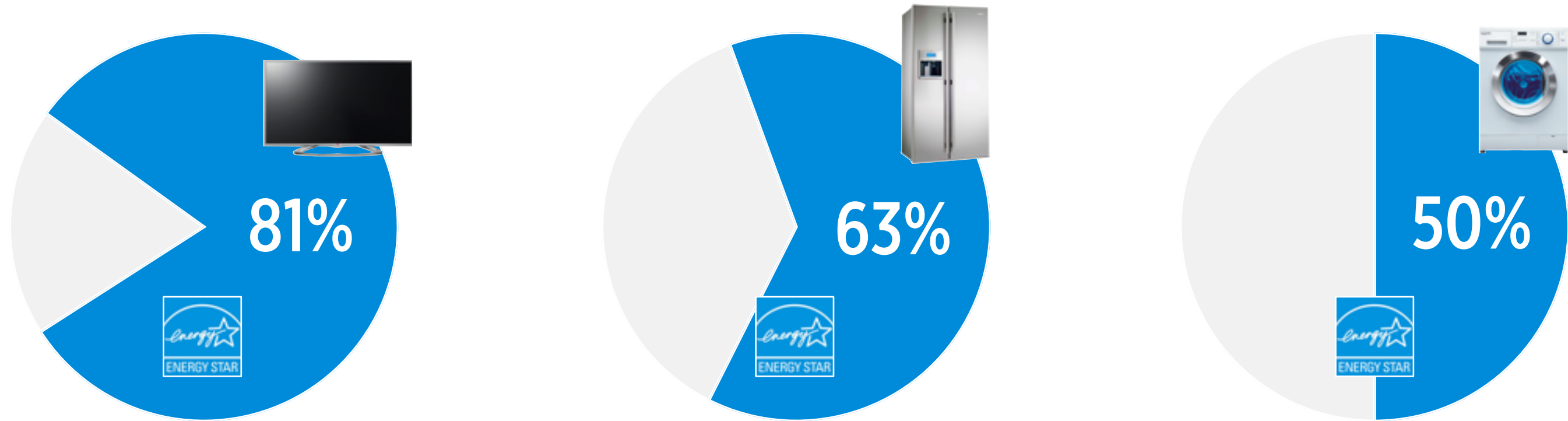
2010/1060

Lifetime Energy Cost In New York **\$2,181**

Today's Models Are Up To **50%** More Efficient

CHALLENGE: MOST CONSUMERS ALREADY BUY ENERGY STAR PRODUCTS

Market Share of Energy Star Qualified Products



Annual US Unit Sales

40 Million

10 Million

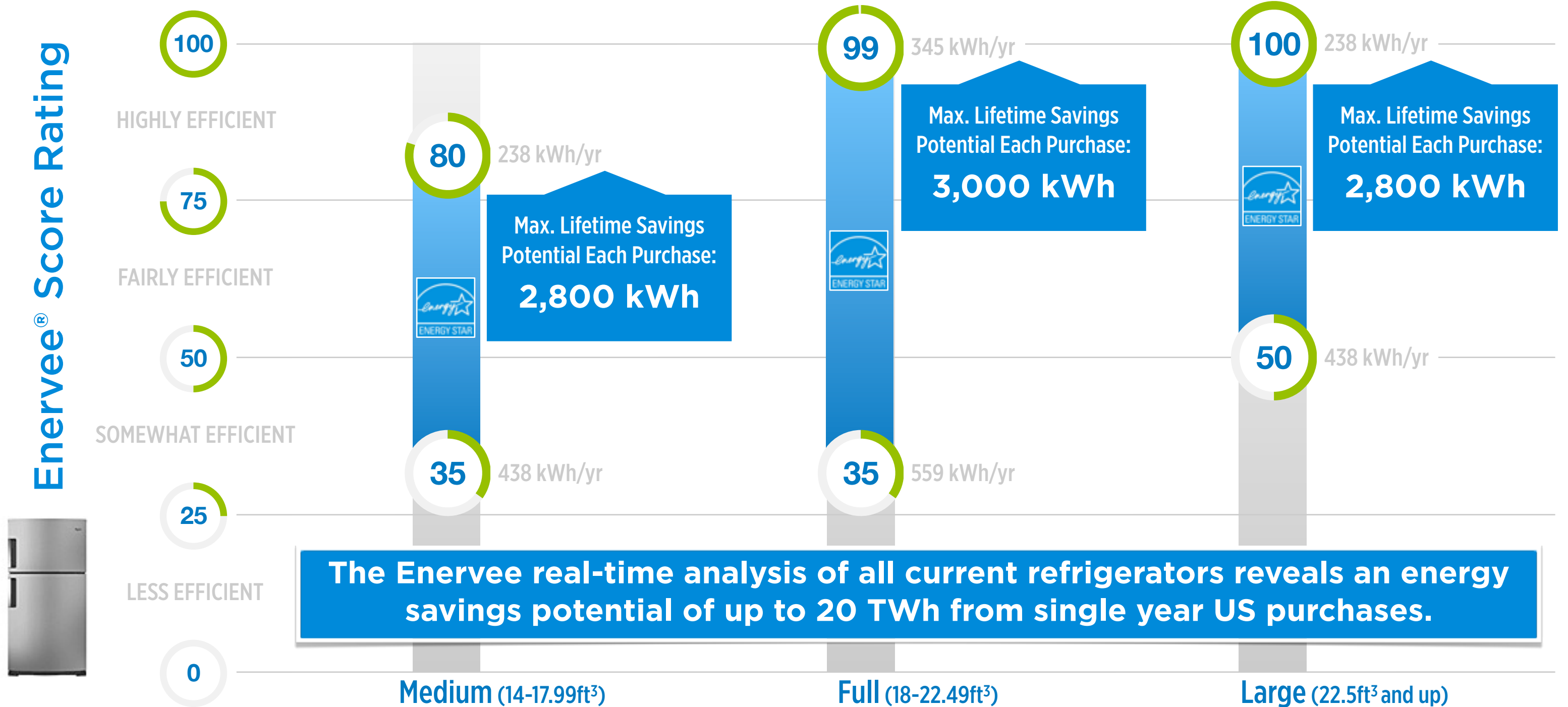
9 Million

SOLUTION: THE WORLD'S FIRST ENERGY-SMART SCORING PLATFORM

- **All current products** from shopping feeds updated daily
- **Actionable comparisons** of energy efficiency, price and popularity
- **Up-to-date** efficiency rankings via the Enervee[®] Score
- **Easy to understand** universal ranking across all categories
- **Full market coverage** including incentives & rebates



ENERVEE SCORES GO BEYOND ENERGY STAR QUALIFICATION



Experience

Presenting The Lowest TrueCost, The Most Efficient, and The Most Popular (highly efficient) product.



Objective



Personalized



Local



User Friendly

CLICK
2 PLAY 

Rebates

 **150**

2 Rebates ▼

Purchase Price

starting at
\$1,128

8 Offers ▼



High efficiency refrigerator

\$125



Appliance recycling initiative

\$25

TrueCost. You can save \$196.98 with each Cree 60W* LED Soft White.

Your electricity rate:

Rate: 11.7¢

Use per day:

3 hours

Lifetime:

22.8 years



\$27.79

Energy Cost

+

\$9.97

Purchase Price

includes \$4 rebate

=

\$37.76

TRUECOST

The TrueCost for the Cree 60W* LED Soft White is the total amount of money you are committing when buying this light bulb. Compare this to the average traditional 60W bulb here:



\$175.50

Energy Cost

+

\$59.23

Purchase Price

12 replacements

=

\$234.73

Old Bulb



Save More. Relish The Summer Savings.

Save up to \$200* on your summer electricity bill with the discount plan that's a breeze. [Enroll now](#) or [manage your plan](#).



ENERGY-SMART RECOMMENDATION ALGORITHM

- Energy Efficiency: Enervee® Score rates products from 0 to 100 (best)
- TrueCost includes:
 - lowest purchase price
 - energy cost based on personal usage and electricity rate
 - savings from utility rebates
- Popularity computed with sales data and user reviews from leading national retailers
- Daily market analysis at scale
 - Every day the Enervee platform executes a set of algorithms to “understand” what is available in the market and how each product compares in terms of efficiency, popularity, features, and market share

Most Energy Efficient



95
\$753
TRUECOST 50" LED
Samsung UN50EH5000
★★★★★

Purchase Price \$749.99

Energy Cost \$73.43

Utility Rebate - \$70.00

TRUECOST \$753.42

Most Popular



78
\$695
TRUECOST 50" LED
Vizio E500IA1
★★★★★

Purchase Price \$649.99

Energy Cost \$95.37

Utility Rebate - \$50.00

TRUECOST \$695.36

Lowest TrueCost



73
\$564
TRUECOST 50" LED
Sharp LC50LE442U
★★★★☆

Purchase Price \$499.99

Energy Cost \$103.73

Platform

Embedding the Enervue product recommendations in utility, retail, manufacturer and government websites.



Retail



Utilities



Government



Enervue.com

GOAL: IMPROVING CURRENT REBATE PROGRAMS ON 3 LEVELS



Integrate Rebates Where Products Are Being Sold



Maximize Product-specific Energy Savings



Accelerate Digital Application, Verification And Fulfillment

ENERGY-SMART REBATE MARKETING PLATFORM

- Only shows products eligible for efficiency rebates
- Recommend highly efficient and popular
- Product specific rebates factored-in
- Automated rebate processing online & mobile

The screenshot displays the MyUtility website's interface for filtering televisions based on energy efficiency. The page title is "Television Energy Efficiency. Shop from 542 TVs." A circular gauge shows an "Average Television Energy Efficiency" score of 66. Below this, there are several filter controls: "Show cost for: 5 years" and "Use per day: 5 hours" (both with sliders); "PRICE" with a range from \$87 to \$39999; "DISPLAY TYPE" with buttons for LED, LCD, and Plasma; "SCREEN SIZE" with a range from 13 to 90 inches; "BRAND NAME" with a grid of checkboxes for Samsung, LG, Toshiba, Vizio, Sharp, Haier, Sony, Panasonic, Insignia, Philips, RCA, Westinghouse, Sansui, Magnavox, JVC, and Sceptre; and "3D READY" with "No" and "Yes" buttons. A green "X MORE FILTERS" button is visible. At the bottom, a table lists product details for the "Vizio E370A0" model, including a "Top Pick" badge, a 37-inch screen size, a 100 energy efficiency score, an energy cost of \$64, a purchase price of \$270, and a final "TRUECOST" of \$335. The table also shows a 5-star rating, "1 Offer", and a "CLICK TO SORT" option.

MyUtility search... Products About Help Rate: 16.88c

Television Energy Efficiency. Shop from 542 TVs.

The Enervee® Score for Televisions is calculated based on screen area (in square inches) per power consumption that we convert into an easy energy efficiency rating from 0 to 100 (best). Using the controls below you can easily narrow down the ranking to find the energy-smart TV that is right for you. TrueCost are shown for 5 years. [Close personal settings](#)

66 Average Television Energy Efficiency

Show cost for: 5 years Use per day: 5 hours

PRICE Min: \$ 87 Max: \$ 39999

DISPLAY TYPE LED LCD Plasma

SCREEN SIZE Min: 13 inches Max: 90 inches

BRAND NAME Samsung LG Toshiba Vizio Sharp Haier Sony Panasonic Insignia Philips RCA Westinghouse Sansui Magnavox JVC Sceptre

3D READY No Yes

X MORE FILTERS 542 Televisions

Model/Popularity	Screen Size	Energy Efficiency	Energy Cost	Purchase Price	TrueCost
Vizio E370A0 Top Pick	37 INCHES (DIAGONAL)	100 OUT OF 100	\$64 OVER 5 YEARS	\$270	\$335 TRUECOST

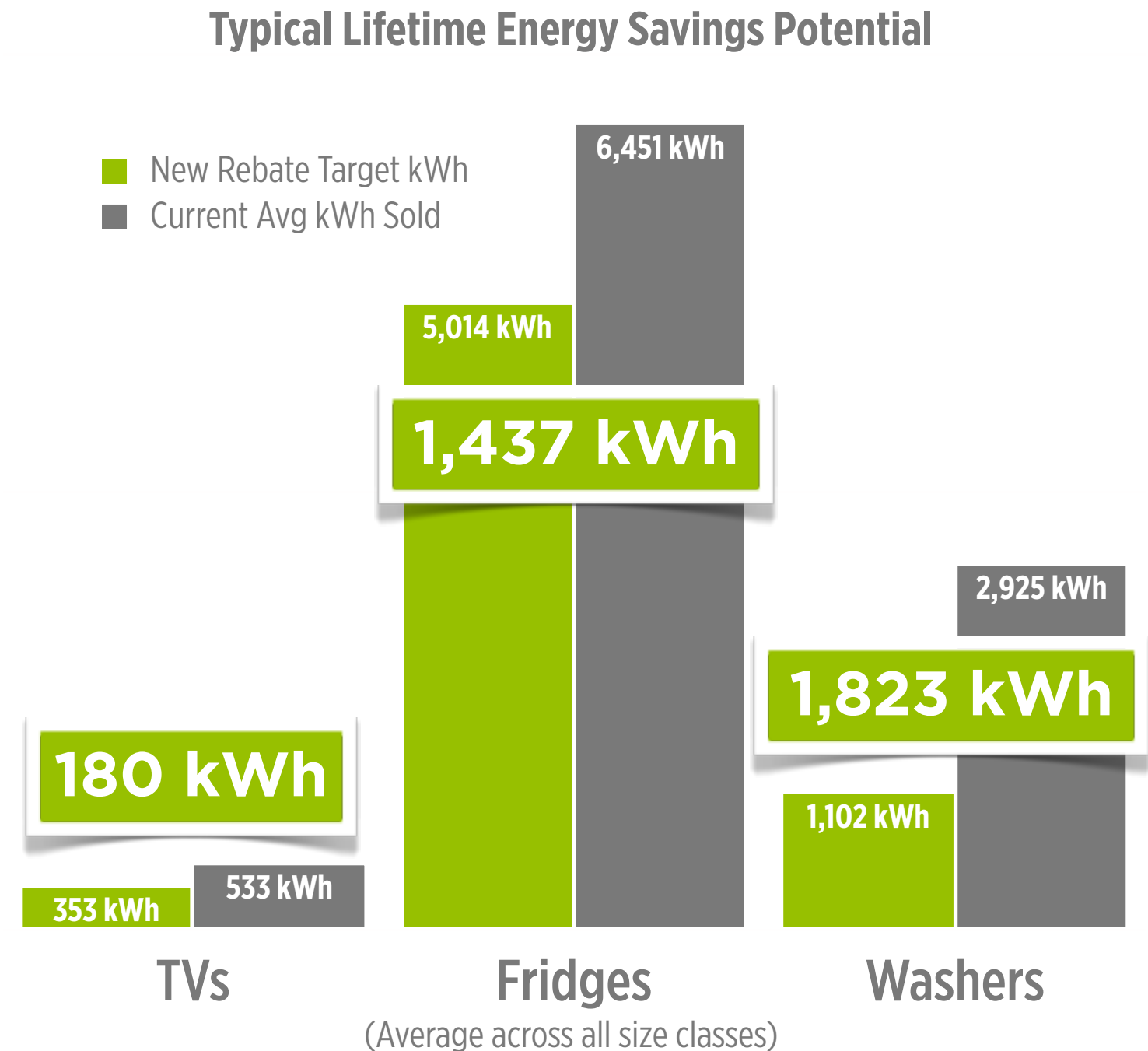
ENERGY-SMART REBATE MARKETING PLATFORM

- Shoppers get clear guidance on efficiency and popularity
- Aggregated user reviews and daily price trends
- Linking & tracking to major retailers
- Detailed reporting of products viewed rebates requested rebates redeemed kWh saved

The screenshot shows the MyUtility website interface. At the top, there is a search bar, a 'Products' dropdown menu, and links for 'About' and 'Help'. A user profile icon and a 'Rate: 11.47c' indicator are also visible. Below the navigation, there are social media icons for Twitter, Facebook, LinkedIn, Google+, and Pinterest. The main content area features a product listing for a 'Whirlpool WRX735SDBM Refrigerator Energy Efficiency'. The product title is followed by a description: 'The Whirlpool WRX735SDBM is a fairly energy efficient french door refrigerator with a total capacity of 25.0 cubic feet and a freezer volume of 6.6 cubic feet.' A blue button indicates the price is 'from \$2,199'. Below the product title, there are tabs for 'Summary', 'TrueCost', 'Energy Efficiency', 'Price', 'EcoView', 'Features', and 'Popularity'. The 'Energy Efficiency' tab is active, displaying a 'Nice. Fairly efficient and very popular.' headline. A circular progress indicator shows a score of 55. A text box explains: 'The Whirlpool WRX735SDBM is fairly energy efficient and ranks #245 of 945 refrigerators in energy efficiency.' Below this, a 'TrueCost' badge shows '\$3,077' with the text 'is your TrueCost (purchase + energy - rebate) over 14 years using US Average rates and a \$40 rebate.' A star rating of 5 stars is shown, with the text 'from 21 user reviews. It's in the Top10 best selling products.' To the left of the TrueCost badge, there is an image of the refrigerator and a note: 'price of \$2,199 is trending up'. At the bottom of the page, there is a section titled 'Consider these similar models featuring higher energy efficiency rebates:' with three product cards. The first card is for 'Lowest TrueCost' featuring a Frigidaire FFHS2622MW with a TrueCost of \$1,662, 26.0 cu ft, and an Efficiency Rebate of \$50. The second card is for 'Most Energy Efficient' featuring an LG LTC24380SW with a TrueCost of \$1,673, 23.8 cu ft, and an Efficiency Rebate of \$70. The third card is for 'Most Popular' featuring a Samsung RF260BEAESR with a TrueCost of \$2,341, 25.5 cu ft, and an Efficiency Rebate of \$60.

MAXIMIZING ENERGY SAVINGS WITH PRODUCT-SPECIFIC REBATES

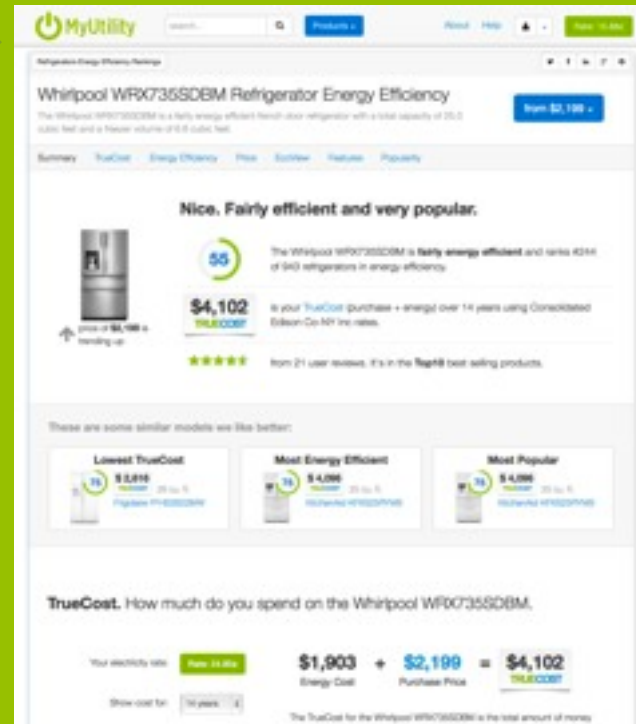
- Fixed rebates per category or priced on savings above the **energy star threshold**
- System supports fixed rebate levels based on efficiency. i.e.:
 - 10% over EnergyStar = \$10
 - 25% over EnergyStar = \$30
 - 50% over EnergyStar = \$70
- ... as well as fully dynamic rebate calculations. i.e.:
 - for TVs: \$0.167 per kWh (lifetime) over EnergyStar



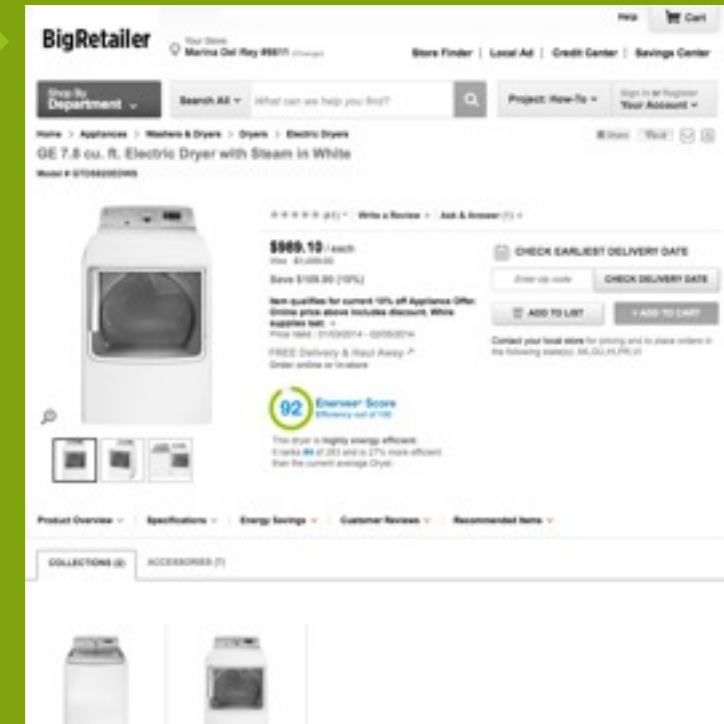
THE ENERVEE PLATFORM PROVIDES FAST & SECURE REBATE PROCESSING



Search for new products



Find best matching model



Purchase product

Fulfill Payment



CARDS



MOBILE

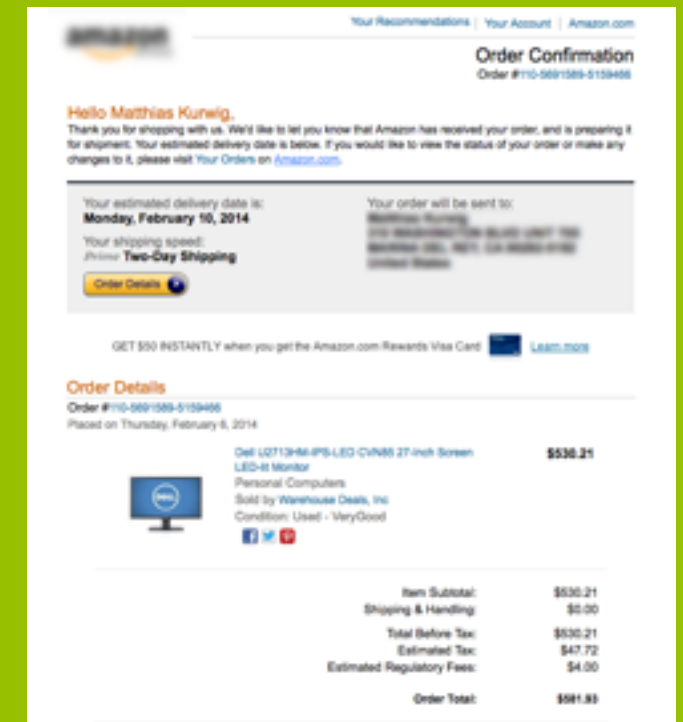


CHECK

Verify Purchase & Rebate



Submit proof of purchase



Promotion

Provide energy efficiency rankings and rebates to shoppers via social media, campaigns, retail and brand partners.



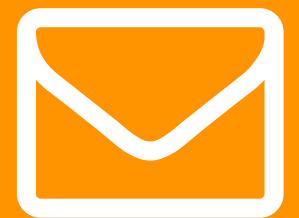
Mobile



Ad Creatives



Social



Direct

THE ENERVEE PROMOTION NETWORK

▶ Ultimately reaching your customers' lives helping them make better decisions

▶ Enabling 3rd party marketing programs and campaigns

▶ Utilizing the Enervee Partner Network (Retail, Manufacturers, Publishers)

▶ Enervee Platform Integrated into Utility Marketing & Advertising

▶ Enervee Platform Integrated into Utility Website



Utility Site



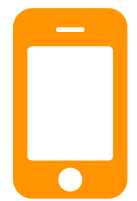
Utility Marketing



Partner Network



3rd Party Programs



Customers' Lives

PARTNER DIRECT MARKETING

- Highly personalized direct marketing campaigns
- Leverage customer data from retail partners and your utility
- Enervee can calculate ROI for a customer if model at home is known
- Full tracking all the way through rebate redemption

Save big! Get 4x energy-smart with Lowe's — Inbox

Enervee Marketing <marketing@enervee.com> February 26, 2013 6:21 PM
To: Matthias Kurwig
Save big! Get 4x energy-smart with Lowe's

SAVE 4X GET ENERGY-SMART

Matthias - upgrade your KitchenAid KSF26C4XYY to a new LG LTC24380ST and **save up to \$438** right now:



1. Lifetime energy savings	\$223
2. Lowe's 10% efficiency coupon	\$100
3. PG&E efficiency rebate	\$65
4. Utility recycling program	\$50

Your Price ~~\$4000~~ \$662



MOCK-UP. PG&E AND LOWE'S ARE NOT PARTNERS YET.

SOCIAL MEDIA CAMPAIGNS

The image displays a desktop browser window of Facebook.com and a smartphone showing the same content. The desktop browser window has a search bar with the text "Search for people, places and things" and a navigation menu on the left. The main content area shows a post by Christine Delancey with the text "Just saved additional \$70 on this super efficient Vizio." and a large image of a Vizio television displaying a colorful abstract pattern. Below the image are "Like", "Comment", and "Share" buttons. The right sidebar contains navigation options: News Feed, Most Recent, All Friends, Photos, Music, Following, Games, Groups, and See All... Below this is a "PEOPLE YOU MAY KNOW" section with two suggestions: Will Ruben (25 mutual friends) and Andy Chung (6 mutual friends). At the bottom, a notification says "Matt Viscomi and Laney Kuenzel are now friends." The smartphone in the foreground shows the same post, with a status bar at the top displaying the time as 6:00 and various icons. The smartphone also shows the "Like", "Comment", and "Share" buttons at the bottom of the post.



Christine Delancey
Just saved additional \$70 on this super efficient Vizio.



Like Comment Share

Matt Viscomi and Laney Kuenzel are now friends.

News Feed

Most Recent

All Friends

Photos

Music

Following


Games

Groups

See All...

PEOPLE YOU MAY KNOW

 **Will Ruben**
25 mutual friends

 **Andy Chung**
6 mutual friends

 **Christine Delancey**
5 MIN AGO
Just saved additional \$70 on this Vizio.



Like Comment Share

Matt Viscomi and Laney Kuenzel are now friends.

INTEGRATION ON LEADING RETAIL SITES

- Dynamically ranks retailer inventory by energy efficiency
- Actively promotes energy efficiency and utility rebates
- Can feature specific utility rates for TrueCost calculation

THE HOME DEPOT More saving. More doing. Your Store: Marina Del Rey #6611 (Change) Store Finder | Local Ad | Credit Center |

Shop By Department Search All What can we help you find? Project: How-To

Home > Appliances > Washers & Dryers > Dryers > Electric Dryers

GE 7.8 cu. ft. Electric Dryer with Steam in White

Model # GTDS820EDWS

★★★★★ (41) | Write a Review + | Ask & Answer (1) +

\$989.10 / each
Was ~~-\$1,099.00~~
Save \$109.90 (10%)

Item qualifies for current 10% off Appliance Offer. Online price above includes discount. While supplies last. +
Price Valid : 01/03/2014 - 02/05/2014

FREE Delivery & Haul Away ↗
Order online or in-store

92 Enervee® Score
Efficiency out of 100

This dryer is highly energy efficient. It ranks #4 of 283 and is 27% more efficient than the current average Dryer.

Eligible for a \$70 energy efficiency rebate.

Product Overview | Specifications | Energy Savings | Customer Reviews | Recommended Items

COLLECTIONS (2) ACCESSORIES (7)

MOCK-UP. THE HOME DEPOT IS NOT A PARTNER YET.

INTEGRATION ON MANUFACTURER SITES

- Raise awareness for energy efficiency as a key product feature
- Create new dimension for brand profiling and differentiation
- Enable rebates in non “regulated” categories



New DUALSHOCK®4 Wireless Controller

The DUALSHOCK®4 controller features new innovations to deliver more immersive gaming experiences, including a highly sensitive six-axis sensor as well as a touch pad located on the top of the controller, which offers completely new ways to play and interact with games. The new SHARE button puts video streaming and sharing a tap away.

LEARN MORE

The Most Energy Efficient Gaming System On The Planet

The PlayStation 4 System has an energy savings rating of **highly efficient** and is 38% more energy efficient than the current average Console. The Enervee® Score for Video Game Consoles is calculated based on **performance** per power consumption that is converted into an easy energy efficiency rating from 0 to 100 (best).

REDEEM \$50 UTILITY REBATE



DYNAMIC ENERGY EFFICIENCY AD UNITS

- Dynamically updated for locally available inventory
- Features utility and retail rebates & incentives
- Uses local utility rates for accurate lifetime cost
- Managed and hosted solution

1

**SAVE WITH ENERGY EFFICIENCY
THIS DRYER RANKS #4 OF 283**



92 Enervee® Score
Efficiency out of 100

More saving. More doing. 

2

5 YEAR OLD DRYER:
\$2,194



NEW GE DRYER:
\$894

over 14 years, 6 loads/week, California rates

More saving. More doing. 

3

**\$1,370 SAVED IN
LIFETIME ENERGY COST**



over 14 years, 6 loads/week, California rates

More saving. More doing. 

4

GET YOUR \$70 UTILITY REBATE



\$919
Was ~~\$1,099~~ - \$70 rebate

SHOP NOW >

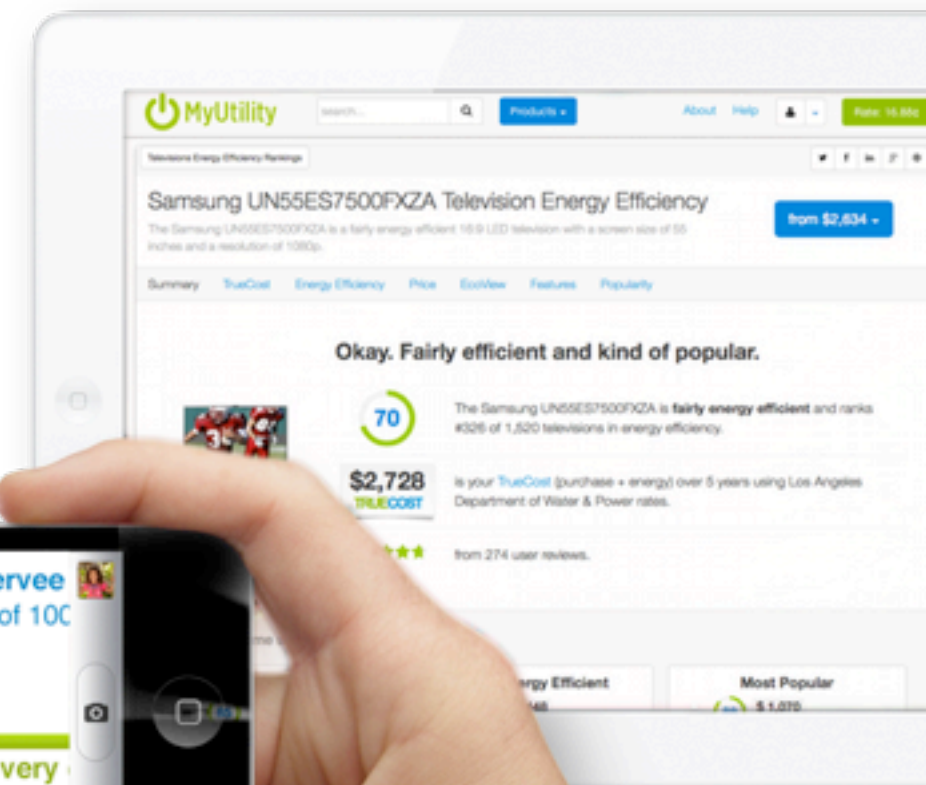
U.S. only. See store for details.

More saving. More doing. 

MOCK-UP. THE HOME DEPOT IS NOT A PARTNER YET.

IN STORE REBATES VIA MOBILE APP

- Enervee® Score labels with merchant-specific QR Codes
- In store TrueCost calculations
- 360° retail data and energy efficiency discounts
- Local rebate redemption tracking



QR Code for your phone

Enervee® Score out of 100

70

Get the detailed rating and your personalized energy cost now at enervee.com

fairly energy efficient

The energy consumption of the **Samsung UN55ES7500FXZA** is 10% more efficient than the average for Televisions.

Working Together

We are all about creating value and success for you. We commit to your goals and adopt to your processes.



Happy Customers



Higher Efficacy



Plug & Play



Performance-based

YOUR BENEFITS FROM USING THE ENERVEE PLATFORM



Higher Program Effectiveness

product views, rebates redeemed, total kWh saved



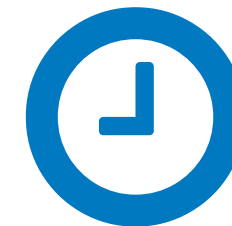
Customer Engagement

be known as a trusted energy advisor for your customers



Marketing Partnerships

provide a turnkey solution to retail and brand partners



Timely Program Verification

track program effectiveness online and in real time

THE ENERVEE PLATFORM IS PLUG N' PLAY - TRY IT OUT...

- Simply choose what fits your business:
 - Start with just a single category
 - Limit it to zip codes or cities
 - Use your current rebate program
 - Support CEE, Top10 and Energy Star
 - Select retail partners you already work with
 - Your team manages the redemption process
 - ...or have Enervee do it all
- Together will design a setup that proves our value without friction for you



WE GUARANTEE THAT WE WILL IMPROVE PROGRAM ENERGY SAVINGS

- **Performance**-based pricing model is aligned with your goals
- Monthly cost for Enervee Rebate Marketing Platform **based on total kWh saved for your utility**
- Enervee charges based on verified rebate redemption
- One time setup fee to cover implementation and customization



5 EASY STEPS TO SET UP YOUR ENERGY-SMART SHOPPING SITE

No worries, we do it all

(well, almost)

CUSTOMIZE

- Select categories
- Add electricity rates
- Configure rebates
- Brand site

CONTENT

- Edit page titles
- Write category intros & headlines
- Create social sharing assets

PARTNERS

- Enable tracking codes with retailers
- Configure payment fulfillment

SITE ACCESS

- Set up customer accounts
- Set shopping channel to be public or private

PROMOTION

- Create links from your site
- Promote channel via ads, email marketing, and bill inserts

THANKS FOR YOUR INTEREST

Alex Katzman - alex@enervee.com

Don Epperson - don@enervee.com

Matthias Kurwig - matthias@enervee.com

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