

Titre **ENERj**

<http://marathoncreatif.sparkboard.com/project/56ac0e60524ff70300e6f404>

intro Using smart meter data to help users improve electricity-use behaviour (1st place at StartUp Weekend Montreal - Sustainable City)

À quel thème de la consultation votre projet se rattache t-il?

Energy / Behavior Modification

Quel défi relié à la dépendance aux énergies fossiles vous intéresse?

~The cleanest energy is the energy you don't need~

We are fascinated by energy consumption habits and our prevalent neglect for their impact on global energy challenges. We have smart meters but we're not truly making use of this information.

Utilities and municipalities embarking on the decarbonization challenge require two key ingredients for success: (1) a fundamental understanding of energy consumption habits (2) customer engagement/buy-in.

This is where we come in.

Comment pensez-vous le régler?

We want to empower every home owner with the ability to live more green.

We're leveraging data from smart meters to present energy data in an easy manner to households and businesses, thereby providing actionable information to modify energy usage habits.

As users engage with our app, utilities learn more about consumption habits in discrete time frames, all whilst building positive relationships with customers and regulating unchecked energy usage habits. These ingredients are critical to utilities and municipalities embarking on the decarbonization challenge.

We want to incentivize users to compete against one another (e.g. neighbour to neighbour challenges, or neighbourhood to neighbourhood scale challenges) to make incremental improvements to their energy consumption habits, while promoting synergies with businesses pushing the envelope for sustainable living by offering prizes for successful engagement with

the game (e.g. coupons for Teo, Communauto, STM, etc.).

In summary:

customer saves money, customer feels good about himself/herself, utility is operationally more efficient, utility engages customers, customer spending is nudged toward local green businesses. All in a reinforcing positive loop. Win! Win! Win!

Quels sont les acteurs à impliquer dans sa réalisation?

Utilities and energy end-users (household, businesses, etc)

En quoi votre projet est-il « ambitieux, concret et réalisable » ?

People love games. People also love competing against one another, particularly when there are associated benefits in the form of badges, prizes, bragging rights, etc. We envision a game-like application with positive and reinforcing real world impacts. Strava and DuoLingo have taken this concept forward for exercise and language learning respectively. Our foray is in the world of Energy. It goes without saying that energy is central to our global quest for a clean economy. We believe that this project hits on low-hanging fruit with scalable impacts.

À qui s'adresse votre projet qui en sont les bénéficiaires ?

It is addressed to utilities (Hydro Quebec, etc.), and the energy end users they serve. Everyone wins!

Décrivez brièvement le modèle d'affaires.

The user pays nothing. Utilities pay for our software solution.

Comment votre projet contribue-t-il à réduire la dépendance aux énergies fossiles de la Ville?

We challenge the notion that energy needs are continually growing by modifying consumption habits, thereby securing energy needs with existing clean generating infrastructures. In addition, by fostering better relationships with customers, utilities are better positioned to

Réponses aux questionnaires

Projet #1

promote innovative programs which are synergistic to their business (e.g. vehicle electrification). Lastly, rewards for engaging with the app help to strengthen a local ecosystem of businesses who are pushing the sustainability envelope (Teo, Communauto, STM, etc.)

Forces et faiblesses du projet

Modifying behavior is hard! We're different because we make saving energy genuinely fun, rewarding and engaging.