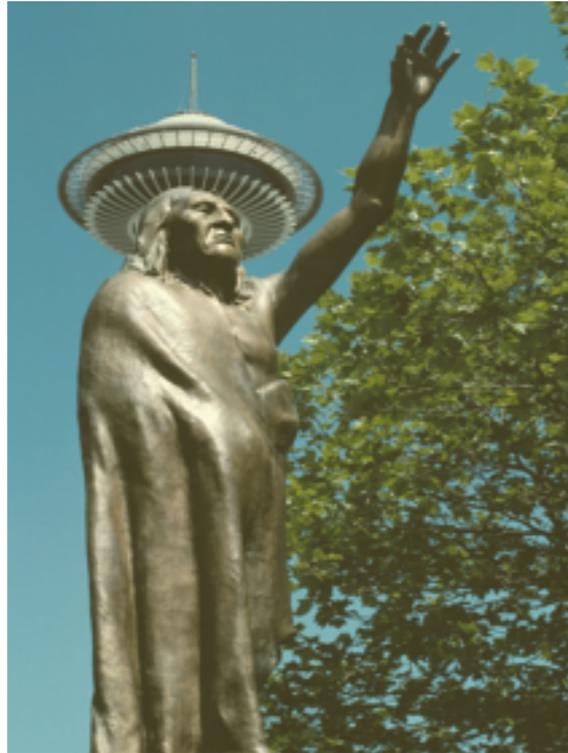




Eneract

Be Eco-Conscious.
Earn Rewards. Save Money.

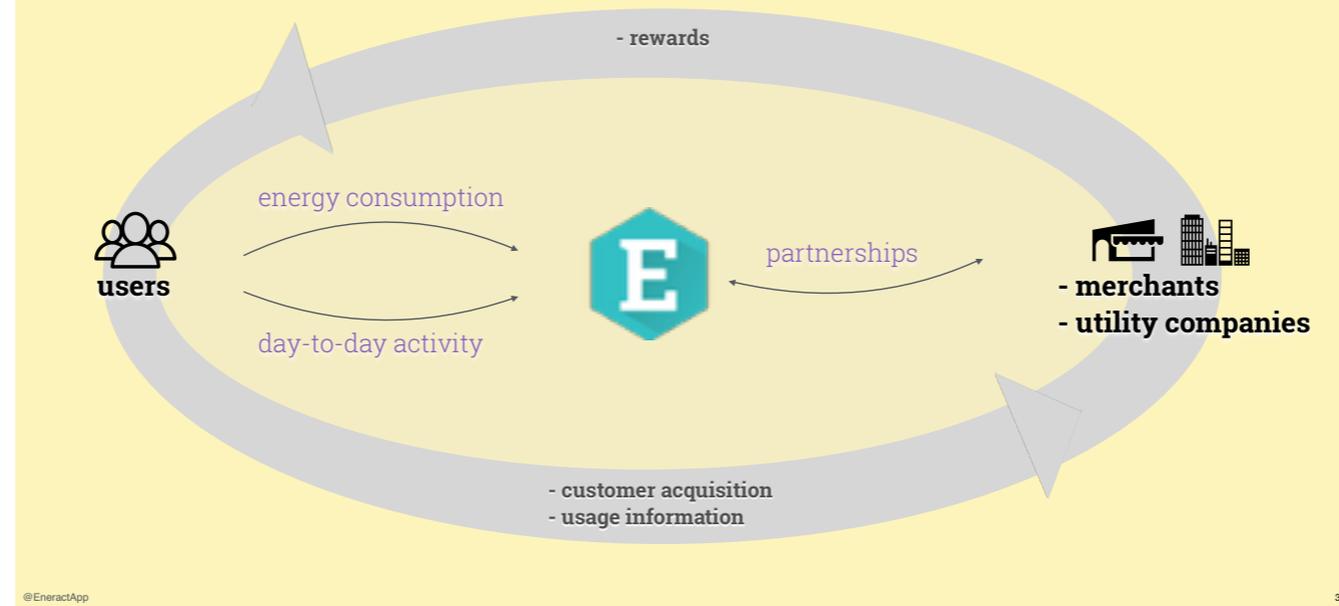
Seattle Startup Weekend Feb 21 - 23
#SWGrenovations



**“We do not inherit
the earth from our
ancestors; we
borrow it from our
children.”**

Chief Seattle

What is Eneract



Eneract is a consumer-focused service. It retrieves the users' day-to-day activities and energy consumption.

Eneract partners with Merchants and utility companies.

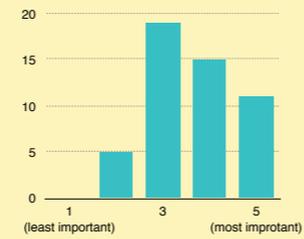
In return, we bring more customers to our partners. And the partners give rewards to the end customers.

User Insight

User Needs

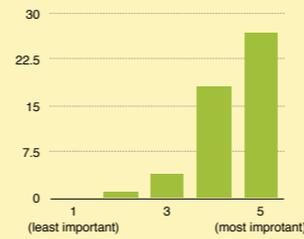
Importance to...

Reduce energy consumption



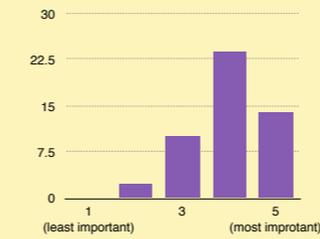
"I try to turn off the lights when I leave the room."

Save Money



"I am probably paying too much for my electricity."

Be environmentally friendly



"Are there salons that avoid formaldehyde, are there greener dry cleaners?"

Survey data of 50 individuals: 42% female and 58% male. Mainly in age bracket 20-29

@EneractApp

5

The users see the importance in reducing energy consumption, save money, and be environmentally friendly.

But they often don't know about the details of their energy spend, and eco-conscious purchase options.

Understanding the users

- Lack of knowledge in energy spend
- Inefficient and non-actionable items for saving energy.
- Lack of incentive
- High initial investment in energy-saving lifestyle



Different user segments have different issues.

Lack of knowledge, also lack of incentive to save energy.

Market Insight

white house inspired, industry led.

We are seeing a healthy landscape for the energy market full of opportunities. It's very much white house inspired but industry led.

Investment in Energy Market

\$4.5B public sector investment in smart grid (2009)
The American Recovery and Reinvestment Act of 2009 (Recovery Act) (U S Congress 2009)

\$405M VC funding in smart grid (2013)

Open Data & API Green Button
Data.gov
Home Energy Automation System

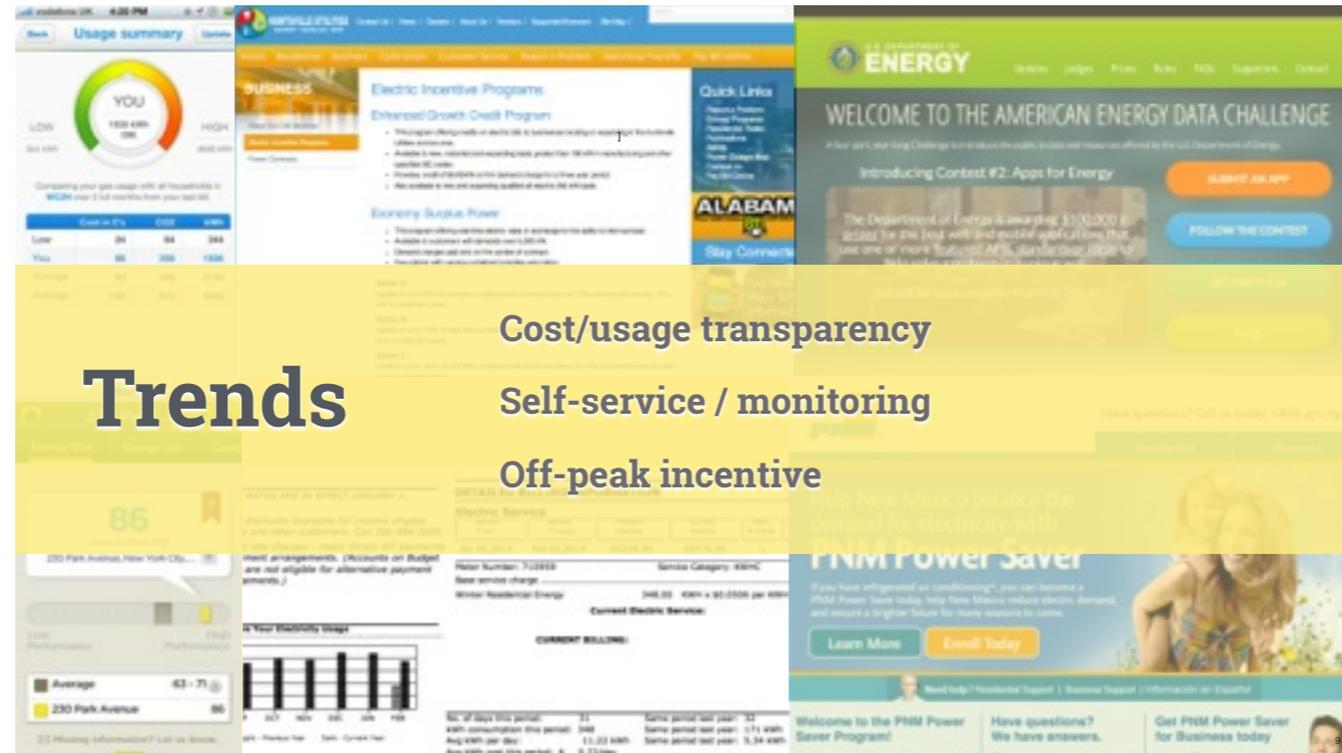


<http://www.whitehouse.gov/sites/default/files/microsites/ostp/nstc-smart-grid-june2011.pdf>
<http://www.whitehouse.gov/sites/default/files/microsites/ostp/smart-grid-press-release-6-13-2011.pdf>
[http://mercomcapital.com/vc-funding-in-smart-grid-comes-in-at-\\$405-million-in-2013](http://mercomcapital.com/vc-funding-in-smart-grid-comes-in-at-$405-million-in-2013)

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There are some major investment from both public and private fundings.

This leads to many open data initiatives. One notable one is green button, initiated by government act. It provides consumers timely and efficient open data for utility usage, and allow for different utility companies to easily integrate into existing systems.



The trends in the market from a top-down level indicates the need for utility companies to provide cost/usage transparency, which in term supports self-service and monitoring for the end customers.

For specific regions, like California or Texas, the utility companies are also figuring out off-peak incentives to solve peak usage problems.

Earn. Spend. Save.

We want to help people save money. And also provide more direct incentive to day-to-day life.

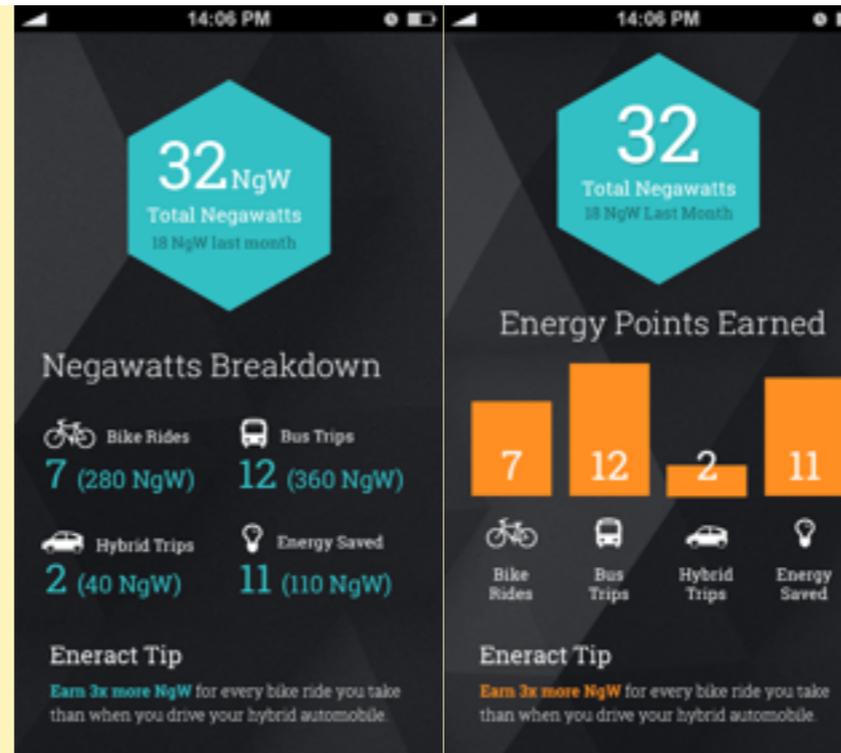
Earn

Earn negawatts with eco-conscious actions.



- Checkin to eco-conscious venues
- change in transit pattern
- household energy save

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We use negawatts as a unified unit to measure the energies that the users are saving.

To earn points:

The users can check into eco conscious venues. Based on a comparison to baseline profile, we also track the change in transit pattern and saving in household energy.

Spend

Spend negawatts for:

- Deduct amount from utility bill.
- Rewards from eco-conscious merchants

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The screenshot displays the Eneract app interface. At the top, the Eneract logo and navigation links for 'Dashboard' and 'Rewards' are visible. The main content area shows a current balance of 4,400 Negawatts. A prominent offer allows users to use their Negawatts to save \$6 on their electricity bill, with a 'Redeem \$6' button and a '4,400 NgW' indicator. Below this, a section titled 'Other Rewards' lists several options: a \$10 gift card to Starbucks (5,000 NgW), a \$5 gift card to REI.com (4,000 NgW), and 1,000 frequent flyer miles (3,500 NgW). A 'Next Level' section is partially visible at the bottom.

With the points earned, the users are able to spend the negawatt to deduct directly from utility bill or redeem rewards from our partners.

Save

Understand your energy footprint with actionable items.

- Measure against yourself and others

©EneractApp

3,400 Negawatts



Dashboard



Negawatts Trends



Tips

- Moves iPhone App**
Track your bus trips
[Download](#)
- Solar.com Solar Panels**
10,000 NgW
[Read More](#)

On top of that, we help the users understand their savings. Also provide actionable items for them to save more. Measuring against yourself, and others.

This of course requires more a lot more work from data scientists and energy specialists.

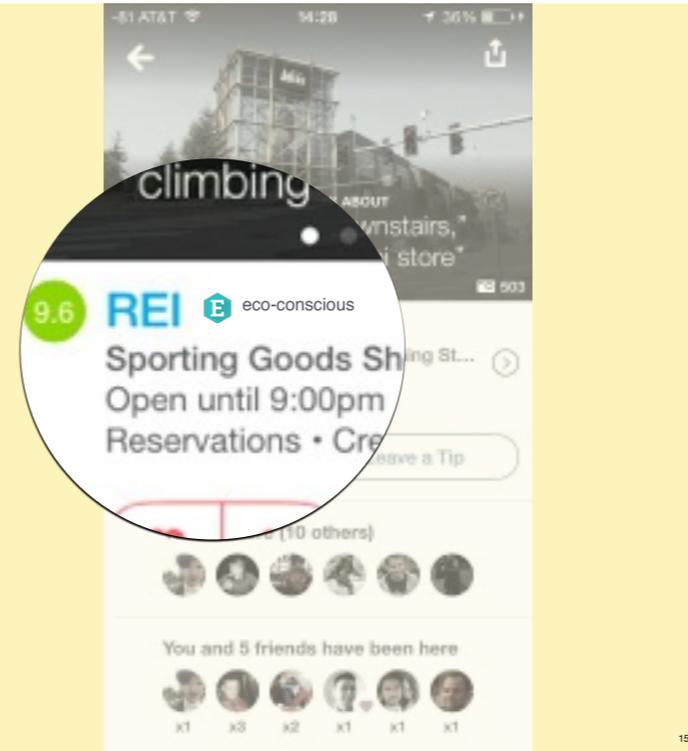
Partners

Connecting businesses to users

We want to connect local business to end users.

Partners

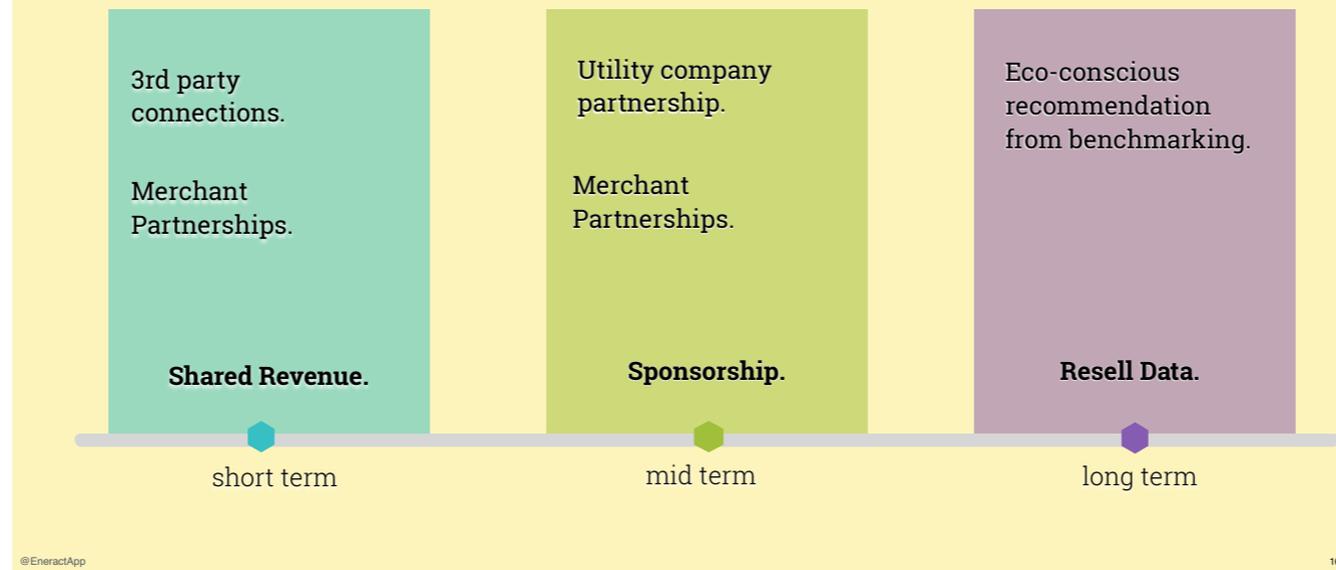
- Customer acquisition
- Brand image reinforcement
- Shared revenue with Eneract.



We will aim to build a strong relationship with our partners. Not only do we help them reinforce a greener brand image, but at the same time, we are driving more customers to them.

This in term allows us to become partners with shared revenue.

Product Roadmap



in the short term, we will connect to different 3rd parties **APIs** such as **foursquare** and **moves**. and basic merchant partnership to develop shared revenue.

In the mid term, as the market and open energy data matures more, we will partner up with utility companies to directly connect the utility companies and users. Hopefully having the utility companies become sponsors.

in the long term, with all the long term data gathered. We hope to provide eco conscious recommendations from data benchmarking, and to resell that data.



Eneract

Thank you.

Business Development: Cathy Wang (@cathycracks)
Product: Patrick Neeman (@usabilitycounts)
Visual: Arnold Dela Cruz (@uxarnold)
UX/Prototype: Carlos Marin (@intuitivous)
UX/Prototype: Ryan Smith (@byryan)
Development: Shawn Lee (@sleepysort)
Development: Carlos Santana
Research: Christine Ko (@sunny_seal)

Experience @EneractApp:
eneract.co

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