



better energy living initiative

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Overview



- ◎ People are worried about global warming!
 - 64% Americans
 - Opportunity to educate and incentivise
- ◎ Application
 - Track carbon emissions / energy consumption
 - Competitive community model
 - Liaison to energy efficient companies
 - ◎ Energy providers, ride-sharing services

Background on Greenhouse Gas Emissions

- ◎ Significant rising concern over increasing GHG emissions
- ◎ Electricity and Heat Production is largest source
 - 25% of global GHG emissions (2010); 12.62% from U.S.
- ◎ Transportation
 - 14% of global GHG emissions



Background on Greenhouse Gas Emissions

- ◎ Both sectors directly accessible by residential U.S.
- ◎ Counter-efforts are often inconsistent and small-scale
- ◎ Way to collectively incentivize communities to decrease carbon footprint?

Solution: beli

- ◎ Local, competitive platform to help people track and minimize their carbon footprints
 - Ongoing user-score based on efforts to reduce carbon emission
 - Scores shown among family & friends



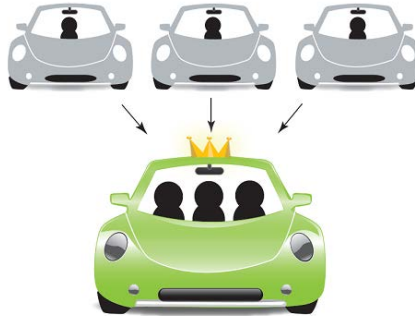
Data Acquisition & Utilization

- ◎ Green Button Initiative
 - Federal Executive Order
 - Provides open access to energy consumption data
- ◎ Users enter appliance, vehicle and travel distance info
 - More info = more points



User Engagement and Scores

- ◎ Earn points based on consumption data
- ◎ Encourage green alternatives for users to earn points
 - Carpooling and shared vehicles
 - Public Transportation
 - Decreased usage of appliances and accessories
 - Minimal energy usage at peak times

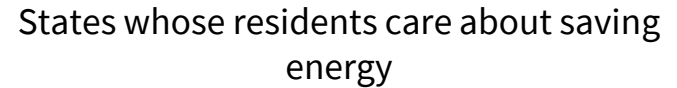


Business Model

- Sell Targeted Advertising Space \$\$\$
 - Customers get more relevant advertisements
 - Companies get more relevant audience
- \$350 million dollar industry



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How Customers Benefit

- ◎ Environmental satisfaction
- ◎ Saving money
- ◎ Competition with friends/ neighbors



Our Competitors

- ◎ The carbon emissions app market consists of
 - Informative companies
 - Large corporations providing appliance data
- ◎ Four main competitors evaluated based on success factors



Criteria	Weight (%)	Kill-Ur-Watts	Energy Cost Calculator	Energy Consumption Analyzer	Energy Monitor Pro	beli
Prior Knowledge	20	1	0.5	0.5	1	1
Competition	10	1	0	0	0	1
Green Button Accessible	10	1	0	1	1	1
Includes Transportation	10	0	0	0	0	1
User Experience	20	1	0.5	0.5	1	0*
Profit Potential	30	0.5	0	0	0.5	1
Total Weighted Score**	100	75	10	30	50	80

*The app is not designed yet

**Highest Score is the best

Grading Scale Defined:

User Experience:

Easy to use: 1

Somewhat Difficult: .5

Very Difficult: 0

Prior Knowledge:

No Knowledge: 1

Some Knowledge: .5

College Level Course: 0

Potential Profit:

Potential profit per user = >\$20: 1

Potential profit per user = \$1-\$20: .5

Potential profit per user = <\$1: 0

Competition, Green Button, Transportation:

Yes: 1

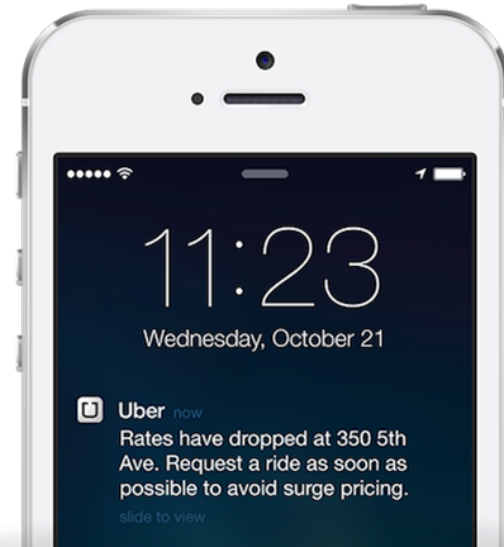
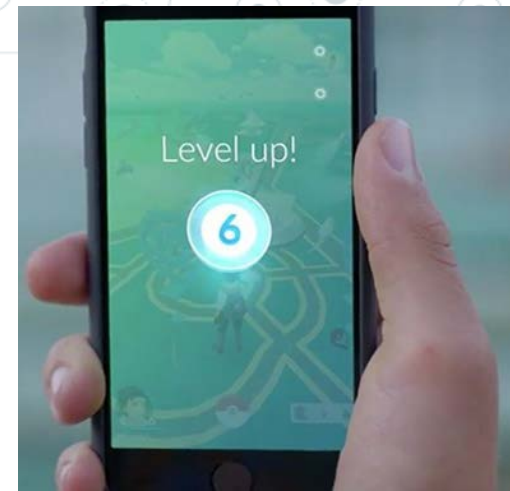
No: 0

Main Competitor and Market Vulnerability

- ◎ Kill-Ur-Watts had great UX and Tip of the Day
- ◎ They lacked in customer retention
 - Main industry vulnerability
- ◎ Keeping long-term users
 - Rotating daily tips and challenge structure
 - Continuous competitive aspect
- ◎ Obtain less eco-friendly users
 - Immediate economic / environmental benefits

Our Competitive Advantage - Returning Users

- ◎ One convenient location
- ◎ Target market
- ◎ Interactive competition amongst peers
 - Achievement based rewards
 - “Leveling” up
- ◎ Specific recommendations based on user habits
- ◎ Push notifications



Our Competitive Advantage - Earning \$\$\$

- ◎ Smart advertising
- ◎ Higher percentage of return users
- ◎ Inclusion of corporations from different sectors:
 - Household appliances
 - Utilities companies
 - Public transportation
 - Personal vehicles

Enhanced communication between companies and consumers



Conclusion/Summary

- ◎ Virtually untouched market
 - Outperform competitors
- ◎ Target Demographic
 - Pilot program
 - Expansion
- ◎ Business opportunity
 - Advertisement
 - Company partnerships

THANK YOU!

Questions?



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