



# Behavior Change is an Energy Efficiency Resource

# Why we founded OPOWER?

- Does this electricity bill tell you how you're doing, and what you should do about it?
- Energy data is boring and confusing
- We wanted to engage the 300 million Americans who are in the dark about their energy use

**Keep This Portion For Your Records**

ACCOUNT NUMBER	46662-23344	BILL DATE	Aug 17, 2009
NAME	Cave's Pet Shop	TOTAL AMOUNT DUE BY	Aug 31, 2009
SERVICE	5221 N. Westlake		\$189.86
CITY	Peoria, IL 61603	AMOUNT PAYABLE AFTER DUE DATE	\$192.71

Payment Received on Aug 4, 2009 \$323.62

TYPE OF READING	METER NUMBER	SERVICE FROM - TO/DAYS	NO.	PREVIOUS	METER READING PRESENT	READING DIFFERENCE	METER MULTPLIER/FACTOR	THRM	USAGE
Total Therm	54031633	07/13/08/13	31	9346.0000	9349.0000	3.0000	1.0000	1.00000	3.00004
Total kWh	10109148	07/13/08/13	31	1471.0000	2725.0000	1254.0000	1.0000		1254.00000

**SUMMARY**

Total kWh	08/13/2009	1254.0000	Summer kWh	08/13/2009	1254.0000
Total Therm	08/13/2009	3.0000			

**NATURAL GAS SERVICE BILLING DETAIL**

<b>GS-2 Small Gas Del-Rp-1H</b>		Service From: 07/13/2009 To: 08/13/2009	
Customer Charge			\$11.44
Delivery Charge Gas	2.00	@ 2.64331000	\$5.13
Gas Del. Svc. Chg	2.00	@ 2.01489900	\$4.03
Rider SDR Charge	2.00	@ 2.00456000	\$4.01
Total Delivery Service Amount			\$14.61
<b>Gas Supply</b>		Service From: 07/13/2009 To: 08/13/2009	
Gas Charge (DPA)	2.00	@ 2.55944454	\$5.12
Total Supply Amount			\$5.12
<b>Taxes</b>		Service From: 07/13/2009 To: 08/13/2009	
Illinois State Gas Revenue Tax			\$5.05
Illinois State Commerce Commission Tax			\$5.01
Total Tax Related Charges			\$10.06
<b>Total Natural Gas Charges</b>			<b>\$32.86</b>

**ELECTRIC SERVICE BILLING DETAIL**

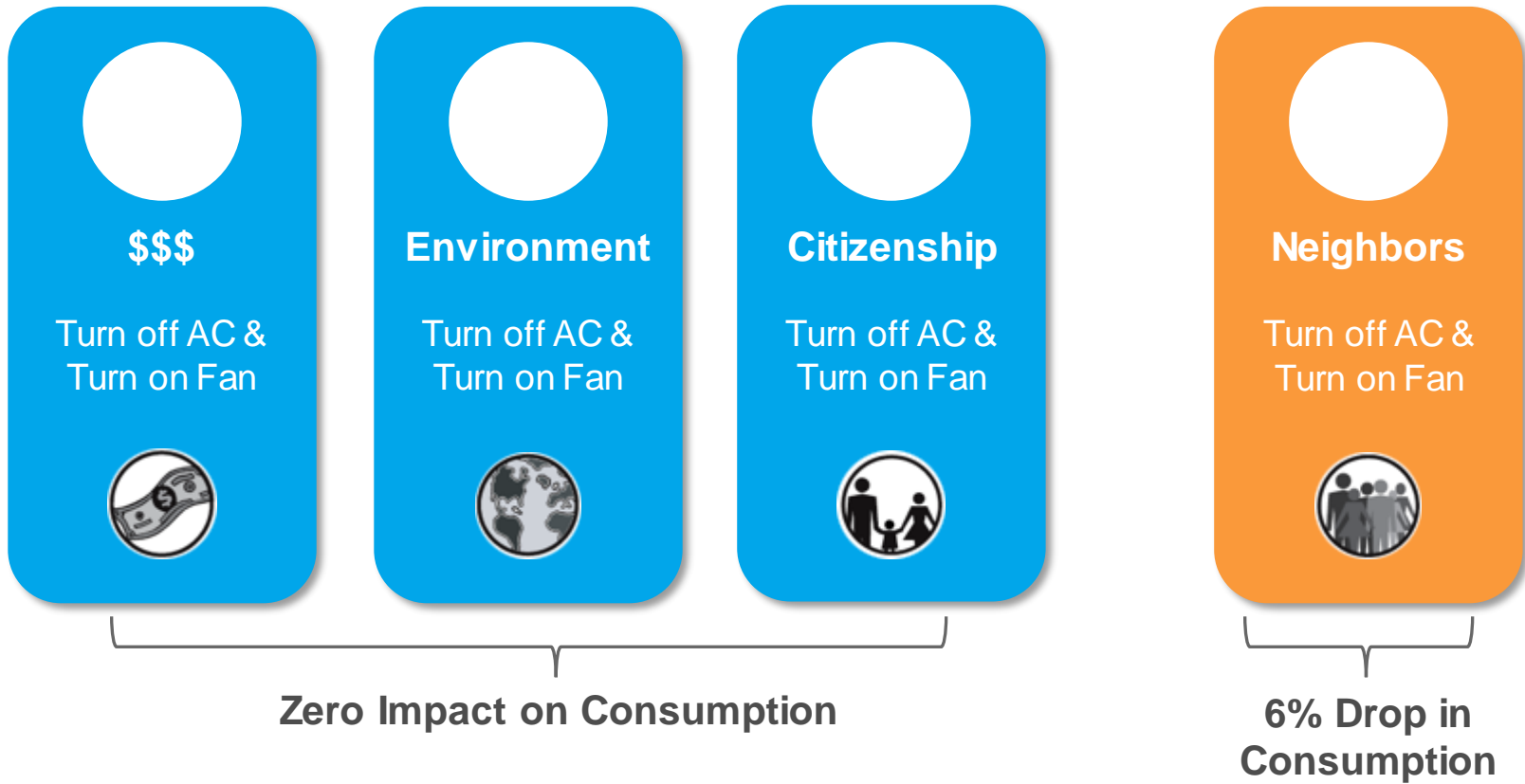
<b>DS - Small General Service (DS-2)</b>		Service From: 07/13/2009 To: 08/13/2009	
Customer Charge			\$11.44
Meter Charge			\$5.15
Distribution Deliv Chg Summer	1,254.00 kWh	@ 2.02564000	\$25.37
Rider SDR Charge	1,254.00 kWh	@ 2.00388844	\$25.14
Total Delivery Service Amount			\$67.10
<b>Electric Supply (DS-2)</b>		Service From: 07/13/2009 To: 08/13/2009	
Purch Elec Summer	1,254.00 kWh	@ 2.07729000	\$25.87
Purchased Electric Adj	1,254.00 kWh	@ -.00201708	-\$25.53
Rider FSR Supply Cost Adj	1,254.00 kWh	@ 2.00284000	\$25.11
Transmission Service Charge	1,254.00 kWh	@ 2.00179000	\$25.10
Total Supply Amount			\$50.55
<b>Taxes</b>		Service From: 07/13/2009 To: 08/13/2009	
Peoria Municipal Charge			\$4.85
Illinois State Electricity Sales Tax			\$4.14
Total Tax Related Charges			\$9.99
<b>Total Electric Charges</b>			<b>\$109.80</b>

**MISCELLANEOUS CHARGES DETAIL**

Credit			CR	\$2.86
<b>Total Miscellaneous Charges</b>				<b>-\$2.86</b>
<b>Current Month Charges</b>				<b>\$186.86</b>

# At Our Core: Applied Behavioral Science

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# OPOWER Company Overview

## OPOWER Platform

Advanced Customer Engagement (ACE)



## Focused Team

- 200 employees
- \$20 million in R&D
- Backed by leading investors

## Industry-Leading Results

- **85%** customer engagement
- **1.5% - 3.5%** demand reduction
- **380+ GWh** savings to date
- **1 Terawatt Hour** of energy savings by end of 2012.

# Broad Third-Party Approval of OPOWER Behavioral Efficiency Programs

50+

Utilities with whom OPOWER works to deliver behavioral savings

22

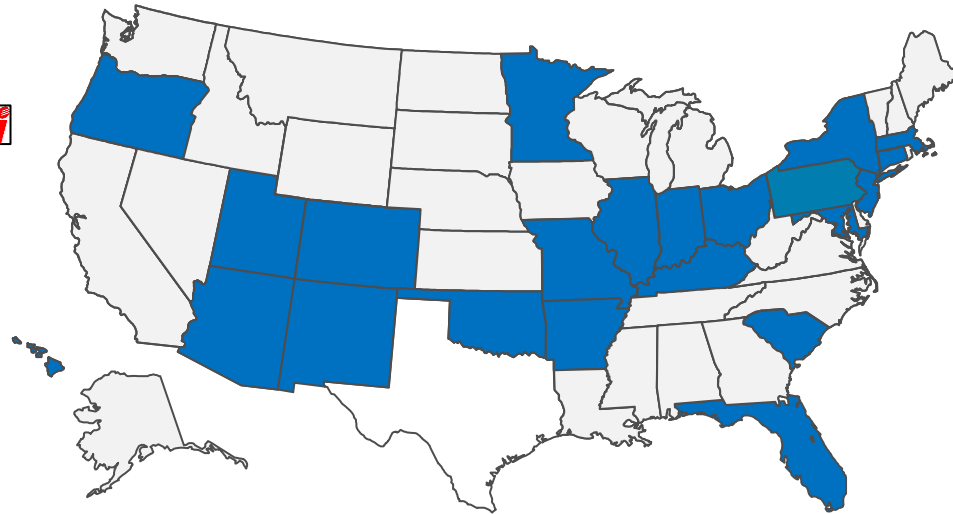
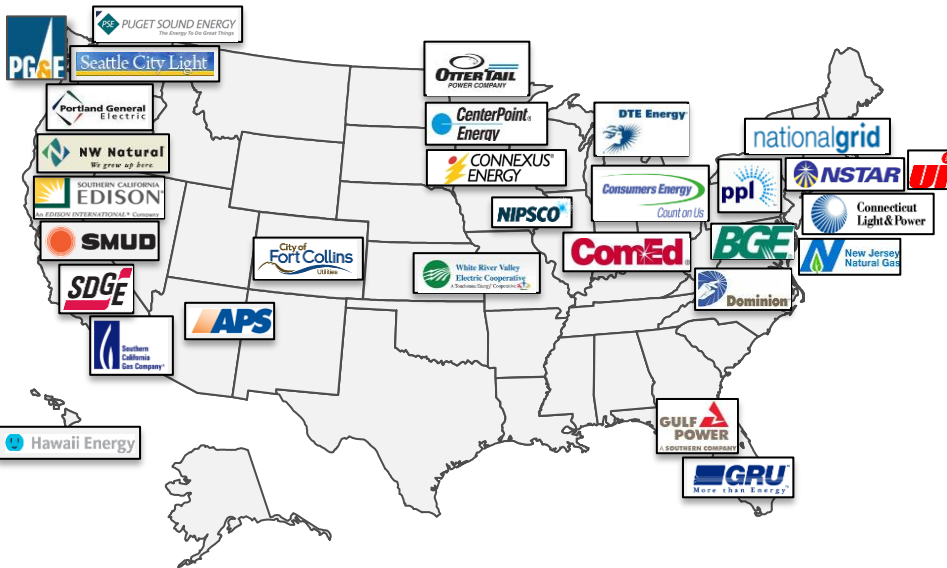
States in which OPOWER has been filed

9

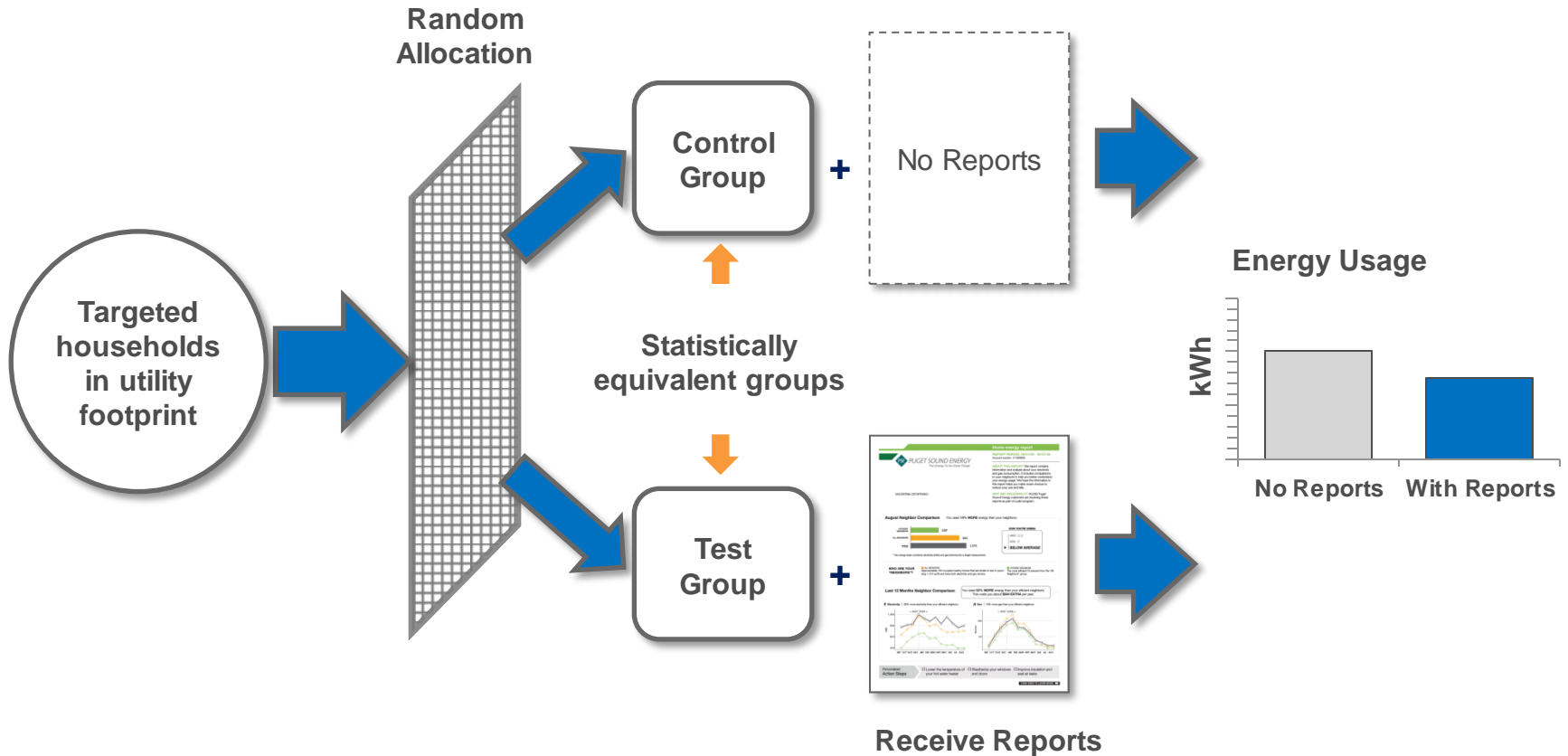
Independent evaluations verifying OPOWER results

## Utilities

## Regulatory Filings



# Clearly Defined Measurement & Verification Approach

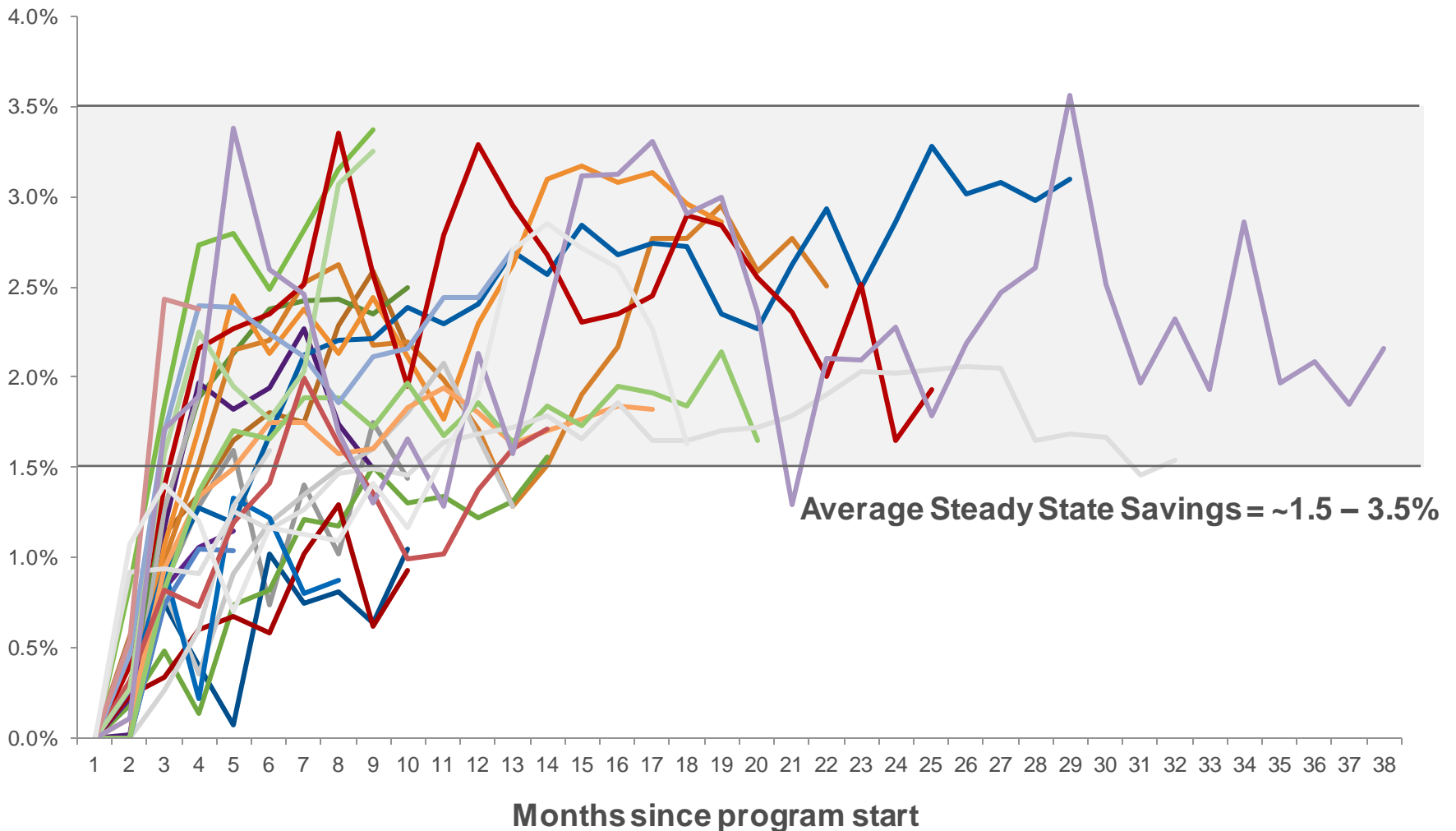


## Large-Scale Data Analysis

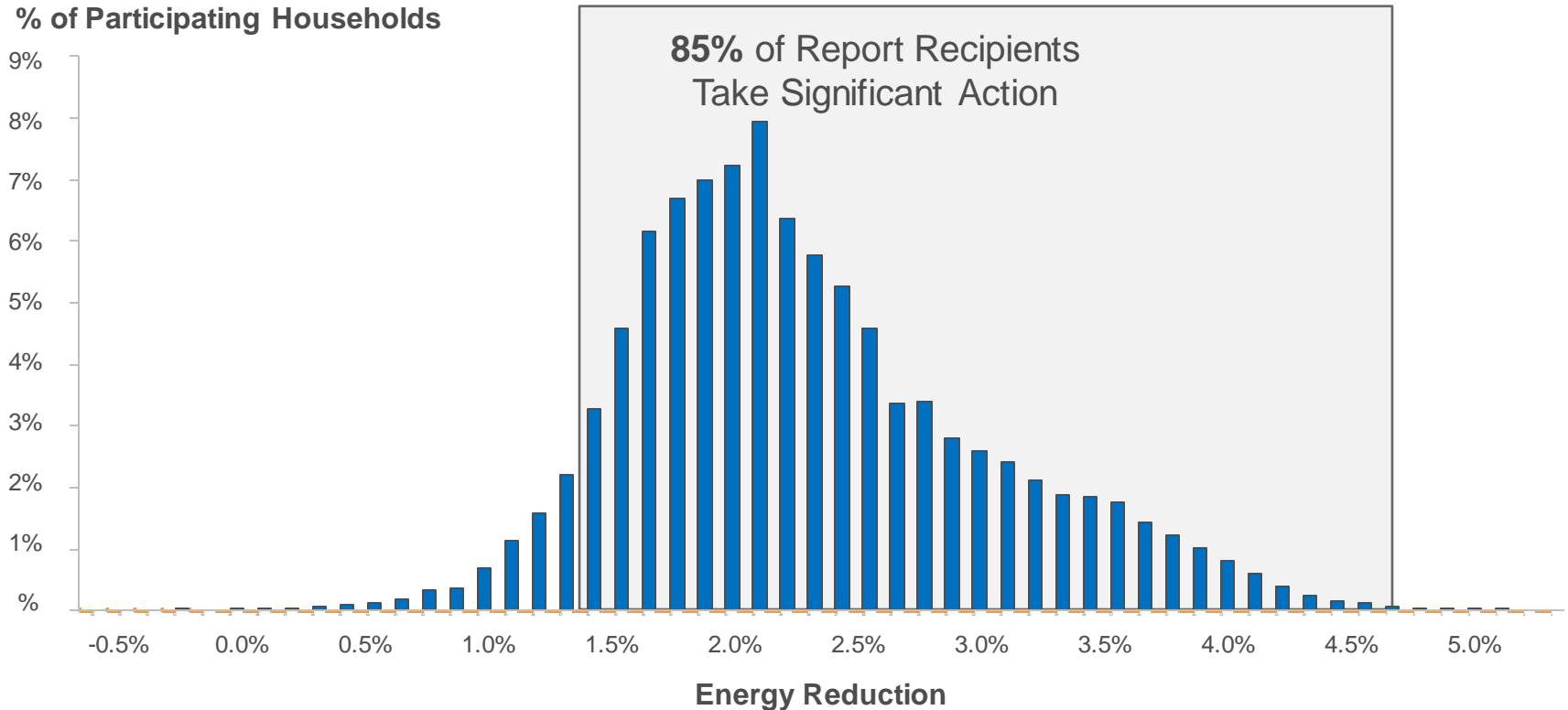
- Follows experimental design blueprint
- Clearly isolates impact of reports
- Follows NAPEE guidelines
- Endorsed by ACEEE
- Used in PUC filings in several states

# Results Predictable, Consistent and Sustained Across All Geographies and Fuels

## Energy saved



# High Level of Customer Engagement

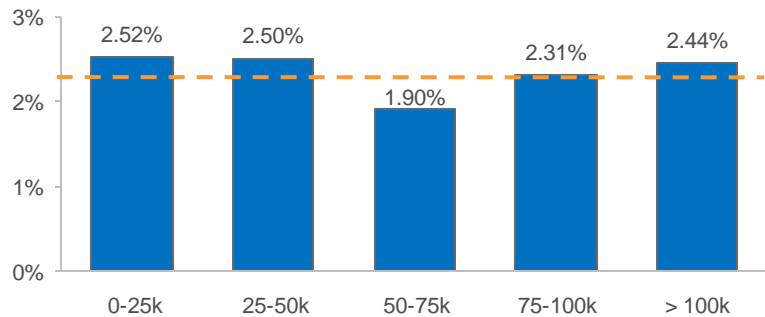


**Customers making small changes, leading to energy and bill savings**

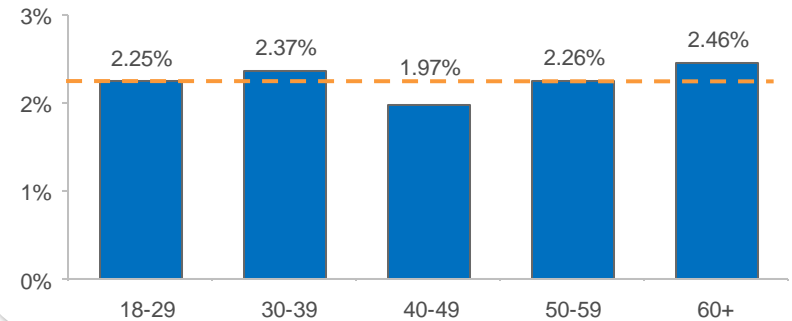


# Impact Across All Segments

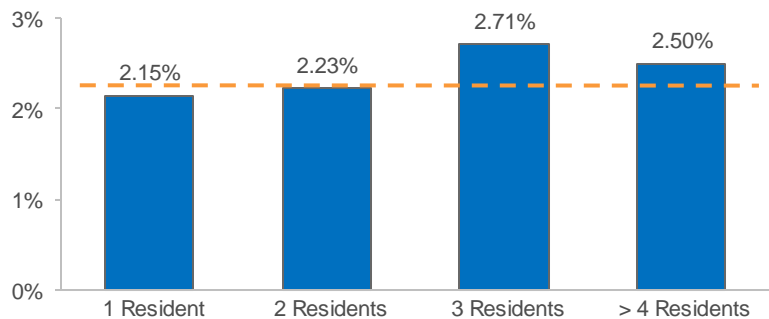
## Energy Savings by Income



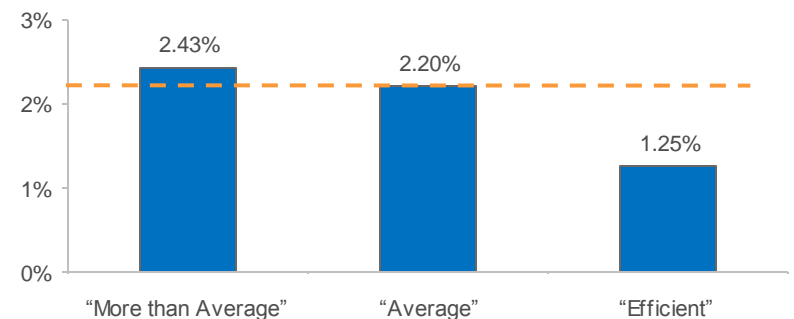
## Energy Savings by Age



## Energy Savings by # of Residents



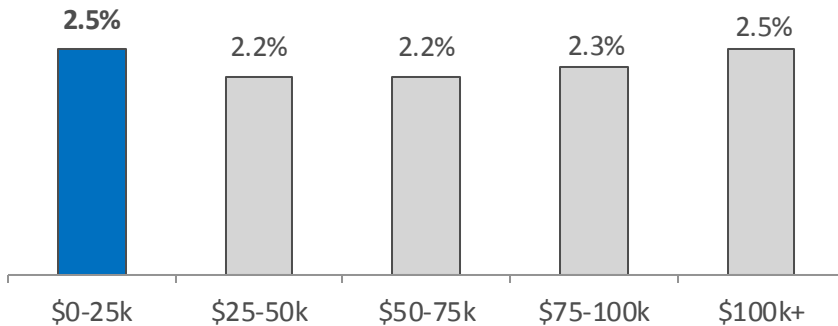
## Energy Savings by Household Efficiency



**Impact Variance Very Low Across Demographic Groups and Energy Profiles**

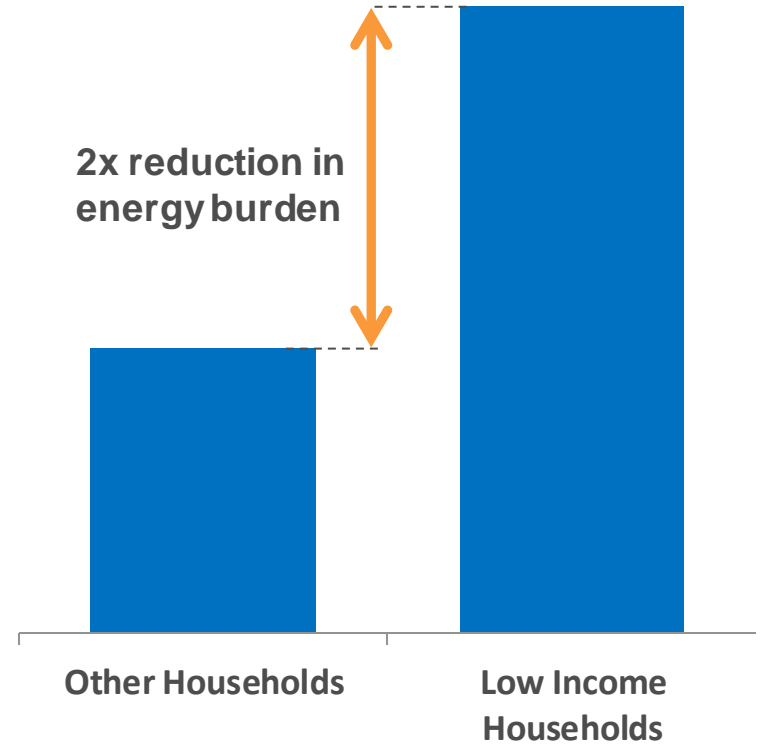
# OPOWER's Impact is Particularly Significant for Low Income Households

## Savings are consistent across all income groups



- Behavioral science applies across all income segments
- Low income reports include no-cost or low-cost efficiency tips
- Reports lead to increased participation in assistance programs

## Reduction in energy burden (as % of total income)



**NOTE:** "Low Income" data is an average of households with income from \$30-40K across 5 utilities. "Other Households" data is an average of all other income groups. Energy burden is defined as percent of income spent on energy..

# Thank You

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For additional information regarding Opower and our Energy Efficiency or Smart Grid solutions please contact:

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