



Consumer Connect





The Green Getters' Consulting



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Introduction

Mission Statement:

Provide safe, reliable, affordable and clean energy to the 16 million Californians in our service area.



Patti Poppe CEO:

"My focus is on making sure that we are trustworthy, that we are honest and ethical and safe, and that we are doing what is necessary every single day to make it safer"





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Problem Statement

California's largest utility, PG&E, needs to rebuild trust and address affordability concerns for its 16 million customers. "Consumer Connect" proposes solutions for transparency and cost savings.

SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all

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"Last month was \$100 and something, but it doubled this month!," she said. "
Sometimes I don't even get a bill from PG&E. This is nuts." PG&E Customer

Legal



- Declared bankruptcy
- CA Public Utilities Commission approved reorganization
- Halted distribution of dividends to shareholders











\$2,240,000,000

2023 Record breaking profits

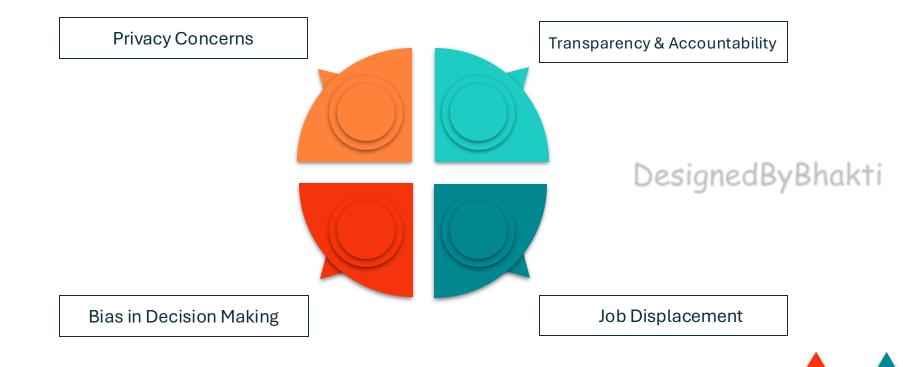
Medium Usage 500 kWh + \$32 50 therms + \$6		Electric Usage	Electric Price Increase	Gas Usage	Gas Price Increase
, , , , , , , , , , , , , , , , , , ,	Low Usage	250 kWh	+ \$13	33 therms	D+\$3SignedBy
High Usage 750 kWh + \$51 70 therms + \$9	Medium Usage	500 kWh	+ \$32	50 therms	+ \$6
	High Usage	750 kWh	+ \$51	70 therms	+ \$9

15M per month if app charged \$2 for premium features (50% customer onboard)



Ethical







Value Proposition



Transparency



Personalization



Eco-System



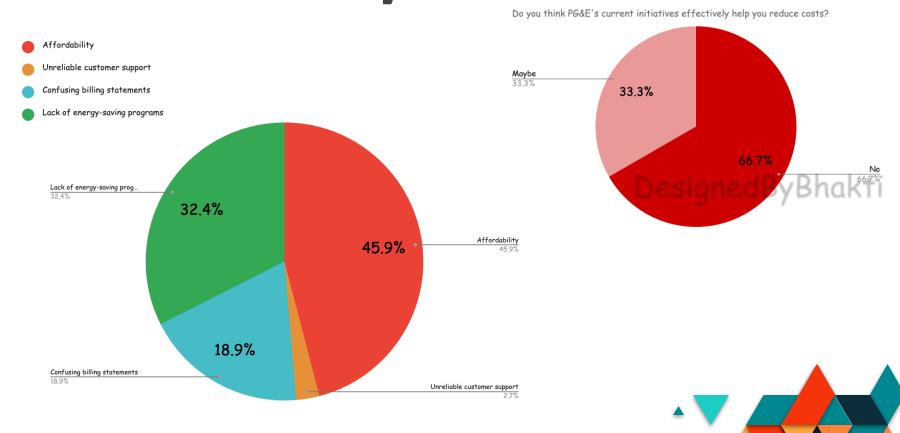
Al Control







Customer Analysis





Introduction To Consumer Connect

"Consumer Connect is more than just an app; it's a movement towards a sustainable future"





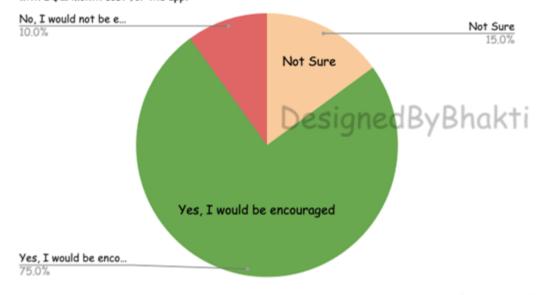
Target Customers



Primary Target Audience

- Homeowner & Renters
- Middle & Low Income
- Age: 19-40
- Some college education
- Lives in cities or suburbs
- Environment & Price conscious
- Owns 1-3 smart products

Count of Would you be encouraged to use the app if it helps you save 50 or more per month, even with a 2/month cost for the app?





Features



- Real-Time Energy Monitoring
- Personalized Energy Saving Tips
- Customizable dashboard
- Educational Resources
- E-Assistant- Virtual energy efficiency coach
- Carbon Foot-Print Monitoring
- Rewards for Energy Conservation
- Bill Forecasting and History







COMPETITIVE LANDSCAPE

	* EnergyHub	Consumer Connect
Personalized Customization	×	✓
Personalized Energy Insights	×	✓
Market Advantage	✓	DianedRyF
Energy usage forecasting	✓	-
Community engagement	×	✓
Carbon footprint tracking	×	✓
Customer support	✓	✓
Educational Resources	×	✓



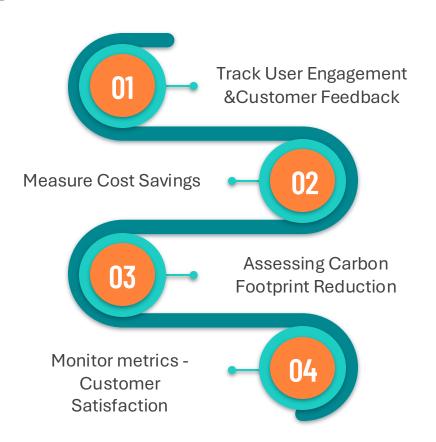
Savings Made Fun!

- ✓ Gamification
- ✓ Energy Saving Communities
- ✓ Educational Resources





Measuring the Impact of Consumer Connect



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Conclusion

Sustainability



Energy affordability



Consumer trust



Eco-community

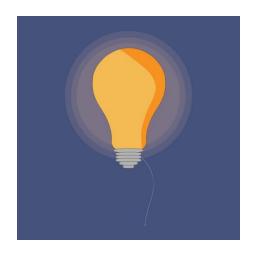








Thankyou...



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Appendix

- https://www.bloomberg.com/news/articles/2023-11-16/pg-e-wins-approval-to-raise-rates-by-11-in-california
- https://.com/article/pacific-gas-electric-pge-power-lines-california-d5ec49626164ce5cb68af12b9223c427
- https://www.energy.gov/eere/articles/confronting-duck-curve-how-address-over-generation-solarenergy
- https://www.kget.com/news/local-news/pge-warns-of-vampire-appliances/



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