**Why ASAP?**

As future homeowners themselves, the group at ASAP is excited at the opportunity to work with Bangor Hydro to create tools that help customers develop a better understanding of alternative heating technologies. ASAP is eager to research heat pump technologies for this project not only because of the benefit to Bangor Hydro, but also because of the benefit this information will have in their own lives. The variety of potential projects, from kiosks to web applications, will present ASAP with a chance to unleash many creative ideas and solutions to the same concepts and goals. ASAP also shares in Bangor Hydro’s forward thinking approach to the future of a cleaner, “greener” society and strives to become a leader in promoting this approach. The similarity in interests of both Bangor and Hydro will result in more dynamic discussions, a more concrete conceptual foundation, and, ultimately, more impactful and beneficial projects.