GAMIFIED, DECENTRALIZED AND DISTRIBUTED INTERNET OF ENERGY

Weiss Tech House PennVention

February 14, 2016

Adebayo Adejare

Adedotun Adejare

OVERVIEW

HuxEnergy is a next-gen decentralized and distributed internet of energy platform designed for a sustainable economy.

Philosophy: make users more energy and environmentally conscious by presenting a mix of data analytics and social content that is actionable and relevant based on the user's value.

Model: Using a compensation system where users are rewarded in two different virtual currencies.

- Energy Action Unit (EAU): rewards based on energy and environmentally behavior. EAUs can be exchanged for tangible rewards and is kept on a distributed ledger system using blockchain.
- HUX tokens: a dynamically calculated measurement of a social standing in the network. HUXs determine a user's ranking in the social network.

TEAM

DNV·GL

PECO
An Exelon Company

smart ideas®

Over 5 years experience working with energy efficiency and environmental programs. Worked with utilities on their energy efficient rebate programs. Researched energy efficient buildings. Studied alternative energy and power systems. Environmental advocate.

PENNSTATE
1855

CBEi CONSORTIUM for BUILDING ENERGY INNOVATION

ComEd®
An Exelon Company

Penn
UNIVERSITY of PENNSYLVANIA

Members:

Adedotun Adejare
UPENN Wharton Student
HuxEnergy Administrator

Graphic Designer - ???

COMPETITION

	WeSpire	joulebug	OPOWER	SIMPLE energy	HuxEnergy
IMPORT UTILITY DATA	✗	✓	✓	✓	✓
SMARTHOME INTEGRATION	✗	✗	✗	✗	✓
USES SOCIAL MEDIA	✓	✓	✓	✓	✓
VIRTUAL REWARDS	✗	✓	✓	✓	✓
TANGIBLE REWARDS	✓	✗	✗	✓	✓
TEAMS	✓	✗	✗	✗	✓
DECENTRALIZED	✗	✗	✗	✗	✓

BUDGET

- In January 2014, IDC Energy Insights estimated that by the end of the year, utilities would spend $13.5 million on gamification worldwide, rising to $65 million in 2016. By then, 60% of "progressive" energy retailers would be using at least one gamified solution (IDC 2014).

- Markets

  - Utilities that are mandated to reach an energy efficiency goal
  - Deregulated markets

- Revenue streams

  - License the game to utilities for their energy efficiency programs
  - Subscription based model for independent
  - energy retailers

HuxEnergy Project Budget

year income:
$3,000
PennVention

year expenses:
$2,643
Internet of Energy Layer
Application Layer
Presentation Layer
Data Layer
APIs
Blockchain Layer

year cash flow:
$357

CASH FLOW

may jun jul aug sep oct #REF!