# ElectricCo

We are passionate about improving the lives of the people we serve. In addition to providing access to cleaner, more affordable energy, we are committed to supporting the communities in which we operate by **promoting educational enrichment**, **catalyzing economic growth**, and **enhancing quality of life.**

# Our Problem

How can ElectricCo incentivize consumers to use less energy by making environmentally friendly choices while remaining profitable?
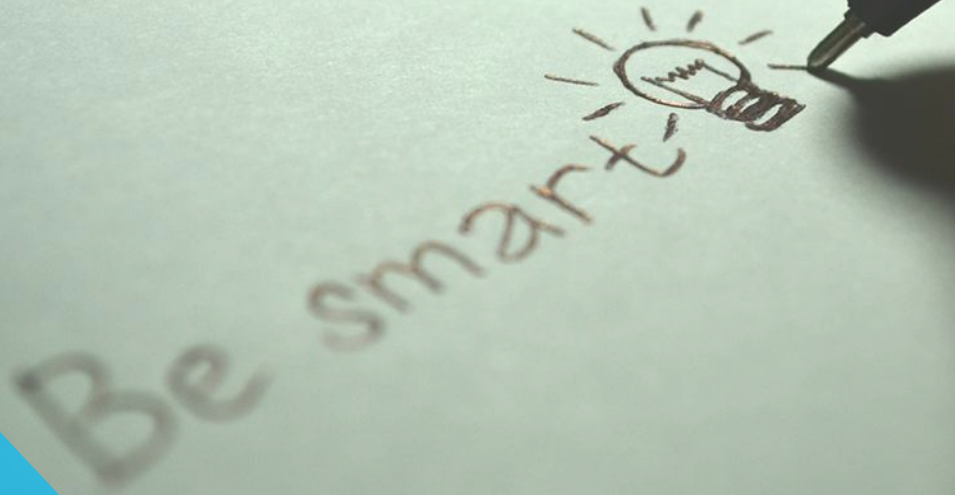
# What is our market saying?

**Yahara – Age 42**

"I hate waste; if you don't need a resource why use it?"

**Paul – Age 30**

"I played a game with my roommate one time that was, how low can we get our energy bill this month"

**Bobby – Age 60**

"My ConEd bill is always part surprise, part confusion, all frustration.."

# Objectives

1. Provide access to cleaner, more affordable energy through green initiatives and incentive programs in order to achieve a 9% yearly increase in gross profit.

2. Provide consumers with a new, innovative interface to incentivise environmentally friendly choices in order to become 100% paperless and achieve a 10% decrease in energy loss percentage by 2025.

3. Promote educational enrichment of green activities by providing consumers with necessary resources to reduce the net carbon footprint 40% by 2025.

4. Create a mindset within the consumers to promote energy conservation by moving towards getting their homes/offices LEED certified, to meet the goal of decreasing energy loss by 10% by 2025.

5. Dominate the utility market by giving users more control over how and when energy is used to decrease cost per KWh 50% by 2025 volatility.

# Hypothesis

We believe that energy consumers will utilize a user friendly application to make educated financial choices in order to save energy and money.

# User Stories

- As a general energy consumer I want a transparent way to understand my energy bills so that I can save money and time.
- As a young energy consumer I want to save money so that I am more financially independent from my energy needs.

- As a dedicated environmentalist I want to reduce my own energy consumption so that I can feel confident I am helping the environment.

# Objective Thought Process

Goal: Decrease energy usage 10% by 2025

## 25% Goal Reached

300 kWh * 2 million = 600 million kWh saved

Based on average: 3600 kWh * 8 million = 28.8 billion kWh used per year

28.8 billion - 600 million = 28.2 billion

600 million / 28.2 billion =

**2% decrease**

## 50% Goal Reached

300 kWh * 4 million = 1.2 billion kWh saved

Based on average: 3600 kWh * 8 million = 28.8 billion kWh used per year

28.8 billion - 1.2 billion = 27.6 billion

1.2 billion / 27.6 billion =

**4% decrease**

## 75% Goal Reached

300 kWh * 6 million = 1.8 billion kWh saved

Based on average: 3600 kWh * 8 million = 28.8 billion kWh used per year

28.8 billion - 1.8 billion = 27 billion

1.8 billion / 27 billion =

**6.7% decrease**

## 100% Goal Reached

300 kWh * 8 million = 2.4 billion kWh saved

Based on average: 3600 kWh * 8 million = 28.8 billion kWh used per year

28.8 billion - 2.4 billion = 26.4 billion

2.4 billion / 26.4 billion =

**9% decrease**

Average monthly bill = $60 per 300 kWh | Setting goal for consumers to save $5/month (25 kwh) = saving 300 kWh/year | NYC population = 8 million

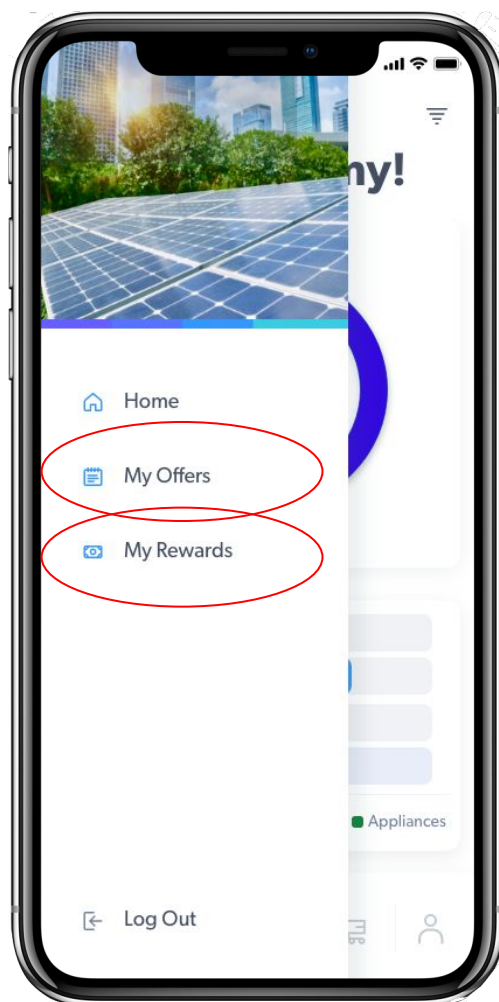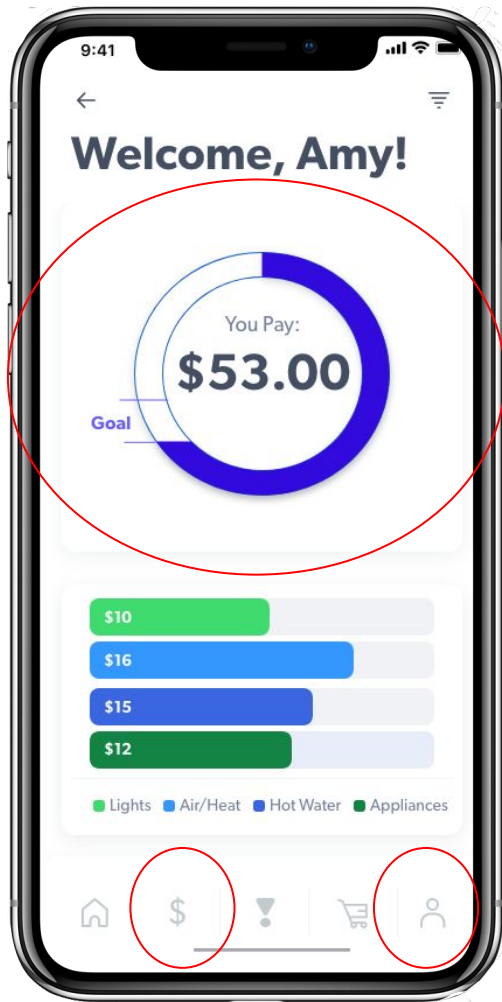# Our Solution

Product Vision

For ElectricCo consumers
who want to make environmentally friendly
choices without compromising their own
lifestyle,
enLIGHT is an application
that provides the cleanest, most transparent
user experience.
Unlike other electricity providers,
our product streamlines green education to
promote financial independence and
conservation skills.

Click here to view our product prototype

# Our Team

**Legal/regulation**

Average Salary: 100k
Deal with all negotiations and contracts associated with partnering companies and rewards providers

**Customer Service**

Average Salary: 70k
Help with the onboarding process of enLIGHT along with other administrative tasks

**Marketing**

Average Salary: 70k
Develop and promote the ElectricCo brand and help users understand the benefits of the product

**Scrum Master**

Average Salary: 90k
Facilitates the Agile framework within teams and keeps track of any impediments that may arise

**Analytics**

Average Salary: 95k
Analyze release results and trends energy consumption

**Product Owner**

Average Salary: 110k
Organize product requirements in alignment with business needs to ensure the development team operates smoothly
.

**Finance**

Average Salary: 80k
Track costs and profit of product development and release

# Must Have
## Our MVP

1. "My account" tab to display/edit user information, including username and password, in alignment with their energy account

2. User interactive interface to display live updates of energy consumption

3. "My rewards" page for consumer incentives that have been earned

4. "My offers" advertising page

5. Clear, transparent, paperless billing functionality

# Potential Incentive Partners
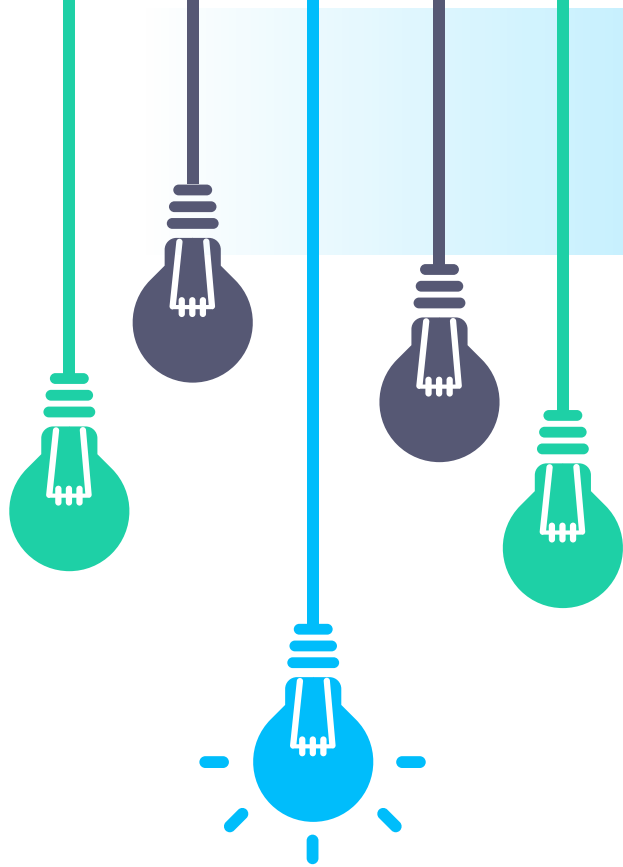
### Amazon
"At amazon, we are committed to and invested in sustainability because it's a win all around - it's good for business, the planet, our customers, and our community."

### Home Depot
Home Depot encourages all consumers to go green and does so by offering energy saving products.

### Lowe's
Part of Lowe's mission statement is centered around sustainability and conservation.

### Starbucks
Sustainability has been part of Starbucks mission since the beginning. They have created greener stores, greener cups, use greener energy, and are constantly looking for ways to address climate change.
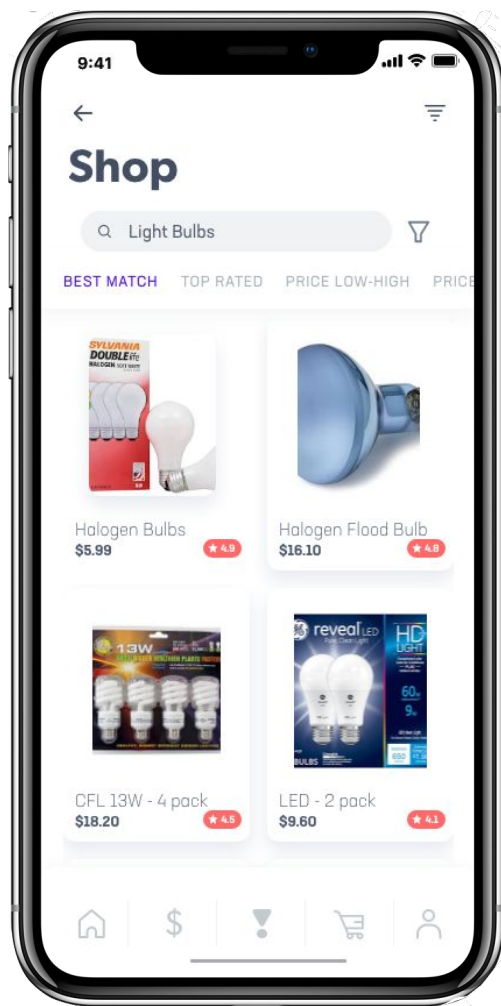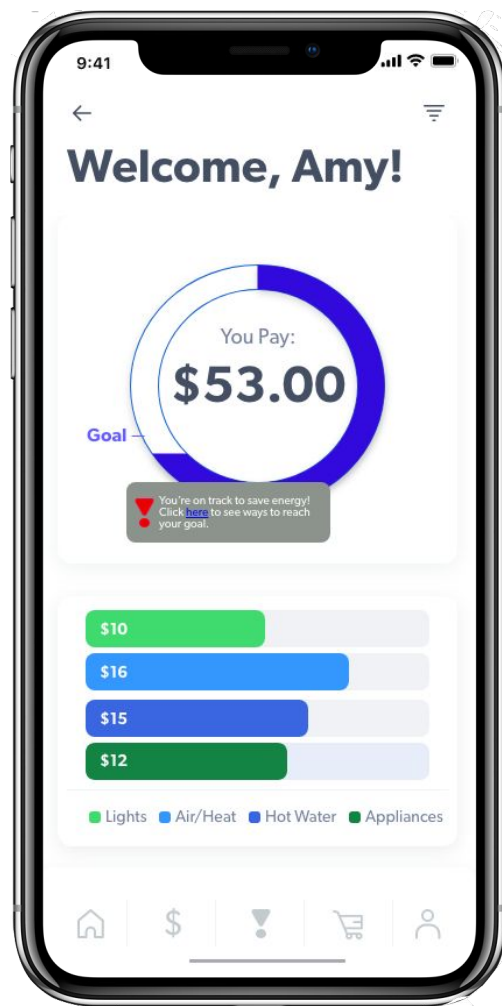
### Nest
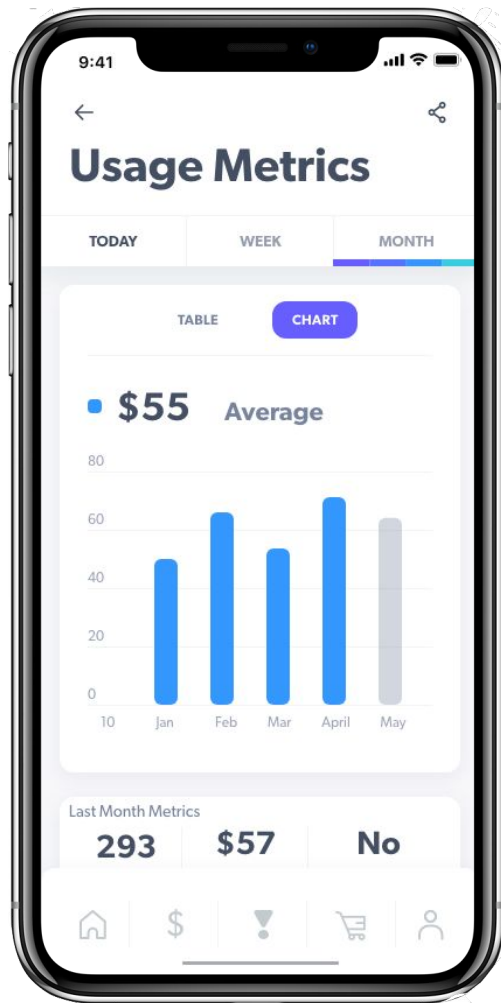Nest will help consumers transform their homes into Smart Homes that save energy.
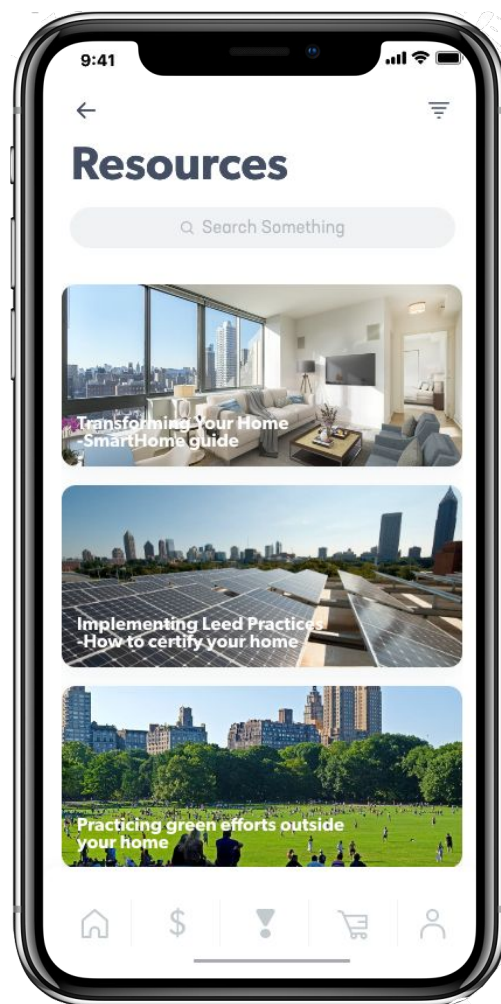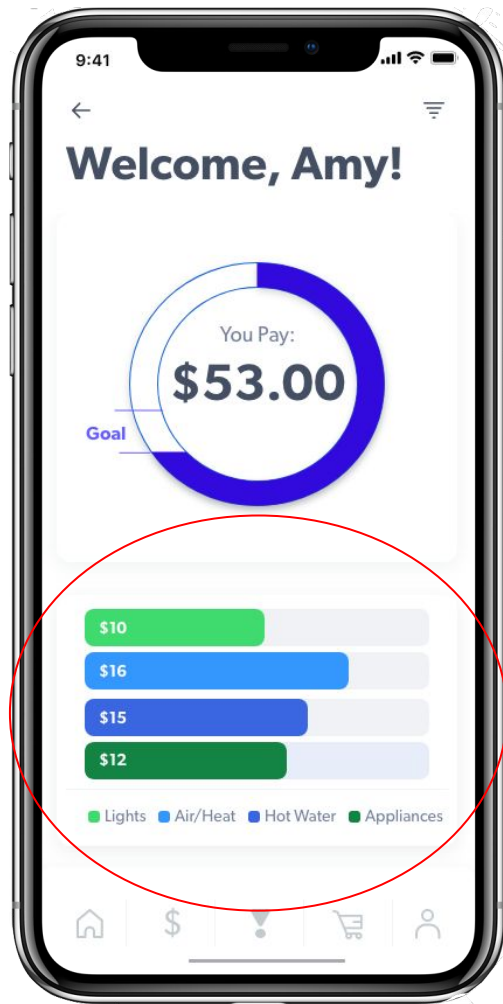
# Should Have

6. Display consumption breakdown of lights, air/heat, water, appliances

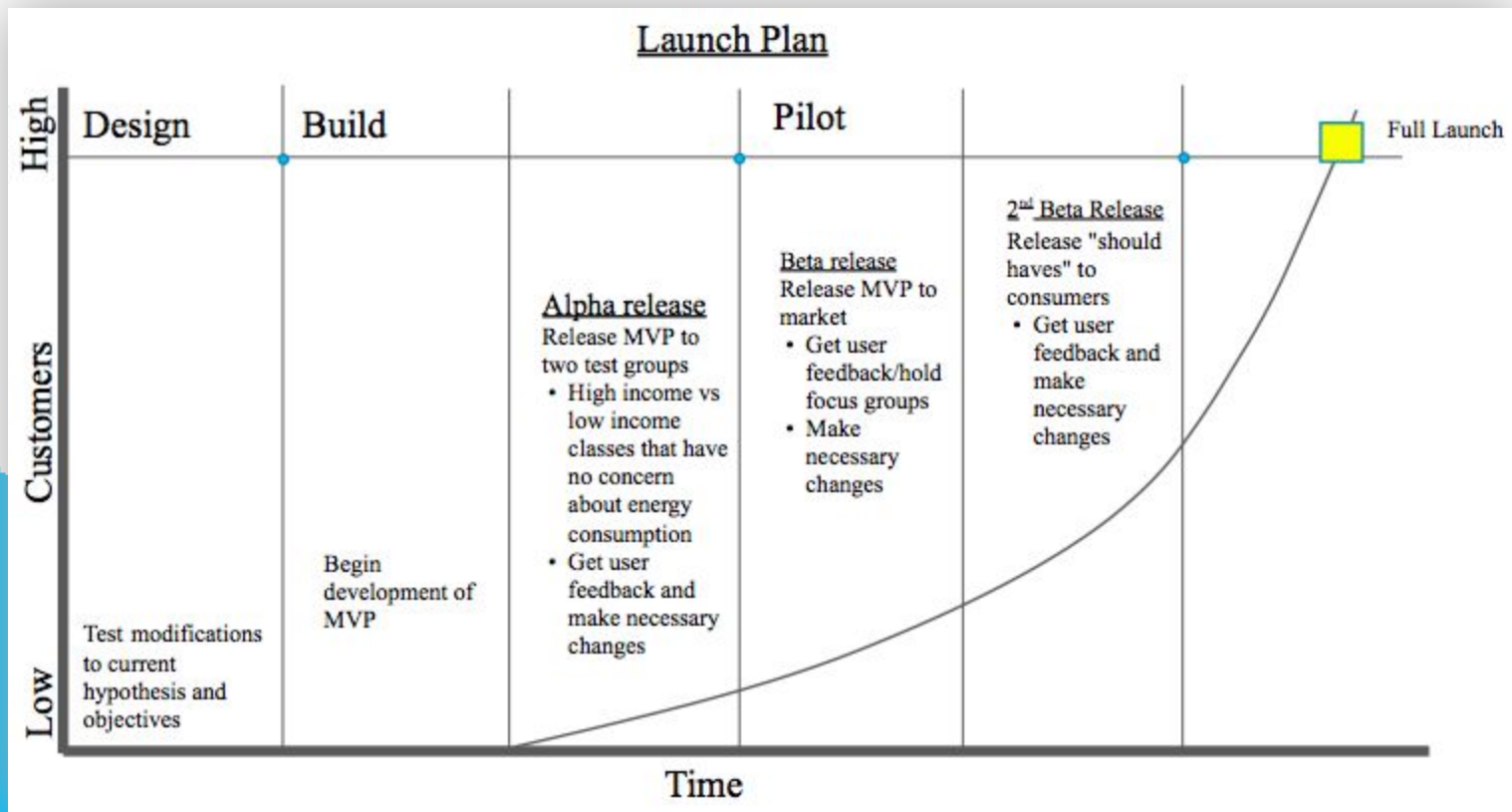7. Interface displaying all educational resources

# Could Have

8. Interactive pop-ups to achieve usage goal

9. Shopping page to purchase green products

10. Web Interface

# Won't Have

11. Detailed breakdown of energy usage

12. Monthly account statements

13. Notification System - tips

# enLIGHT Launch Plan



**Launch Plan**

| Design | Build | Pilot | | Full Launch |
|---|---|---|---|---|

**Design**
Test modifications to current hypothesis and objectives

**Build**
Begin development of MVP

**Alpha release**
Release MVP to two test groups
- High income vs low income classes that have no concern about energy consumption
- Get user feedback and make necessary changes

**Pilot**

**Beta release**
Release MVP to market
- Get user feedback/hold focus groups
- Make necessary changes

**2nd Beta Release**
Release "should haves" to consumers
- Get user feedback and make necessary changes

**Full Launch**

(Axis: Customers — High / Low; Time)

# Thank You

Green Loyalty

# Appendix

# Objective Thought Process

**Goal: 50% decrease in cost per kWh volatility by 2025**
- ○ As consumers can potentially save 9% kWh of energy per year, the energy volatility will decrease since 8 million consumers are using less energy
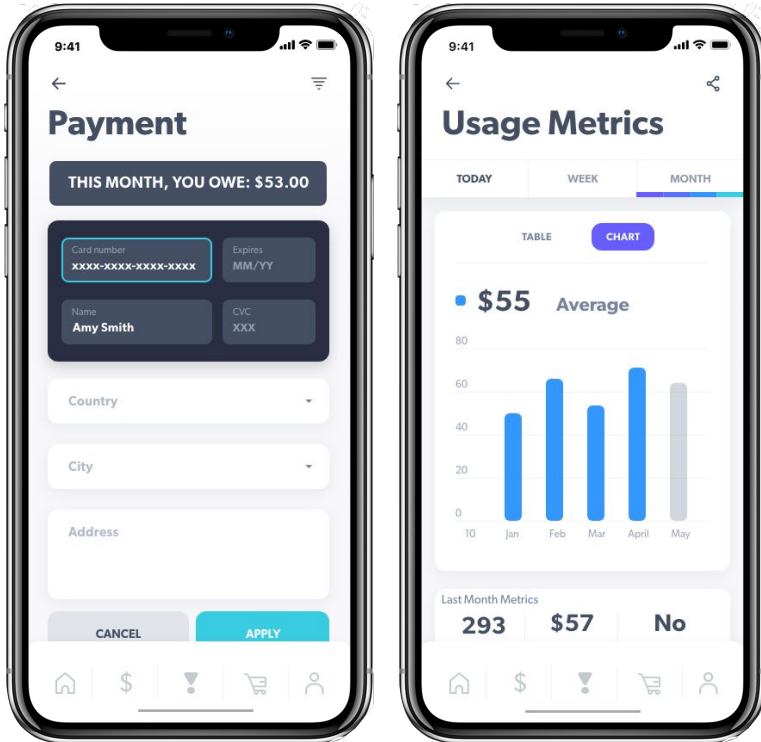
**Goal: Decrease Net Carbon Footprint 40% by 2025**
- ○ By incentivising and educating our consumers to make greener choices, they will use less gas to heat their homes. When 8 million users use less gas, they are releasing less $CO_2$ into the atmosphere, therefore reducing NYC's overall carbon footprint

# Objective Thought Process

## Goal: 100% paperless by 2025



- Over the next 5 years, we hope to have a 100% adoption rate of enLIGHT across the market

- The Payment feature and the Metrics feature will allow ElectricCo to stop sending paper copies of bills and usage statements, which is the first step toward becoming paperless

- If users prefer not to use the application, we will have a web interface where they can see the same information they would on the application

- On the web application, there will also be an admin interface for ElectricCo employees to analyze metrics and collect payments

# Objective Thought Process

**Goal: 9% increase in Gross Profit by 2025**

Just like other utility companies, ElectricCo most likely charges consumers the same amount for energy that they pay for it, so they break even when it comes to energy costs. ElectricCo generates revenue by charging consumers a provider fee for the energy. In order to continue increasing revenue, our product implements a shopping feature and advertising space. Based on ElectricCo competitors in the New York market, it can be assumed that ElectricCo brought in about $12 billion in total revenue during 2018 and $7.5 billion in cost of goods sold. This equals a gross profit of $4.5 billion. Since competitors cost of goods sold has remained constant over the years, we can assume that ElectricCo needs to increase their revenue by $405 million (9%) over the next 5 years. ElectricCo can increase their revenue 81 million per year by continuing to increase revenue in everyday business, selling ads, and getting a percentage of every in-app purchase.

# MVP Rationale

1. "My account" tab to display/edit user information, including username and password, in alignment with their energy account
    - Without this feature, users would not be able to connect to their ElectricCo account. This is why we have listed it as our top priority.

2. "My rewards" page for consumer incentives that have been earned
    - Before we add the user interface where consumers must achieve their goal, we need to set up the reward feature so that users get compensated for reaching their goal. That is why this feature is our number two priority.

3. User interactive interface to display live updates of energy consumption
    - This feature ads the gamification aspect to our application and is what incentivizes users to save energy. This is why we have included it as the number three priority in our MVP.

# MVP Rationale Continued

4. "My offers" advertising page
    - In order to continue increasing revenue, we need to sell ad space for environmentally friendly companies to purchase. We listed it as number for in the MVP because it works toward achieving an important key result

5. Clear, transparent, paperless billing functionality
    - In order to become 100% paperless by 2025, we need to start getting consumers acclimated to the paperless billing feature from the beginning. This also ads value to the consumer as they will not have to deal with the confusing paper statements they receive in the mail and try to translate what they mean. This is why we have listed it as number five in our prioritization.

# Should Have Rationale

6. Display consumption breakdown of lights, air/heat, water, appliances
   ○ This is a feature that we should have so that consumers know what to turn off if they are trying to save, or if they want to keep track of each individual usage. This is not necessary for the success of our product in initial launch, which is why it is not included in our MVP.

7. Interface displaying all educational resources
   ○ Since educational enrichment is an important concept to ElectricCo, we should include resources for consumers to learn about ways to save energy and live a greener lifestyle. This is not necessary to our MVP, however, which is why it is the seventh priority.

# Could Have Rationale

8. Interactive pop-ups to achieve usage goal
   - In order to create a better user experience, we could include pop ups on the home page which notifies a user that they are almost at their goal. This pop ups provides links to different information on our resource page.

9. Shopping page to purchase green products
   - In order to get users to consider using greener products in their home, we could include a shopping page. This feature will help ElectricCo earn more revenue and help users transform their home. This is not a necessary feature in the early stages of this application but will rise in priority in the visible future.

10. Web Interface
    - enLIGHT could have a web interface feature to appeal to those who do not prefer a mobile application. This is not included in the early stages on launch because it is not critical to product success.

# Won't Have Rationale

11. Detailed breakdown of energy usage
    - Like the paper bills consumers receive in the mail, enLIGHT will provide users with a detailed breakdown of their energy usage. After primary research, we discovered that many utility users do not utilize these metrics. This is why we won't include this feature now, but will possibly implement it in the future.

12. Monthly account statements
    - To allow users to compare their energy usage from month to month, we may include a feature that compares their statements. This in a feature that can potentially be integrated later, but is not critical to the application launch.

13. Notification System - tips
    - To provide a smoother user experience, users may have the ability in the future to enable push notifications to be alerted on ways to save energy and how close they are getting to their maximum usage to achieve their goal. This is not a critical feature to any of the Key Results, so it will not be developed now.

# Market Onboarding

**How will we get consumers to download the application?**

○ In order to incentivise consumers to download the application, they will receive their first month's reward upon download/setup.

○ All users will receive their goal regardless of whether or not they hit their energy saving goal that month.

# Resources

**Secondary Resources**

https://www.coned.com/en/accounts-billing/your-bill/how-to-read-your-bill

https://nypost.com/2015/11/17/low-cost-electric-bill-plans-are-a-rip-off-study/

https://dribbble.com/shots/4137923-Navigo-UI-Kit

http://worldpopulationreview.com/us-cities/new-york-city-population/

https://www.marketwatch.com/investing/stock/ed/financials

https://www.nytimes.com/2007/04/17/business/worldbusiness/17iht-retail.1.5314895.html

https://www.lowes.com/cd_Our+Mission_856485830_

https://www.starbucks.com/responsibility/environment

# Resources

https://www.mindtheproduct.com/2012/02/better-user-stories-come-hell-or-high-waterfall/.

https://www.youtube.com/watch?v=EIcpFZ5rbHc

Deloitte Product Case PowerPoint

I400-I590-Fall2019-week3b.pdf

**Primary Research**

Deloitte Product Case PowerPoint Slides 24-26