



**Mass Scale**

**Residential & Business**

**Market Participation**

# Badges (Scars)

- **Veteran Of Three Disruptions**
  - '80s Semiconductors      Design Automation
  - '90s Communications      Consumer Internet
  - '00s Venture Capital      Start Up Nation
  
- **Ready For The Fourth**
  - '10s Energy Market      Demand Participation

# More for Less

**Customer Utility**

**System Reliability**

**Social Equity**

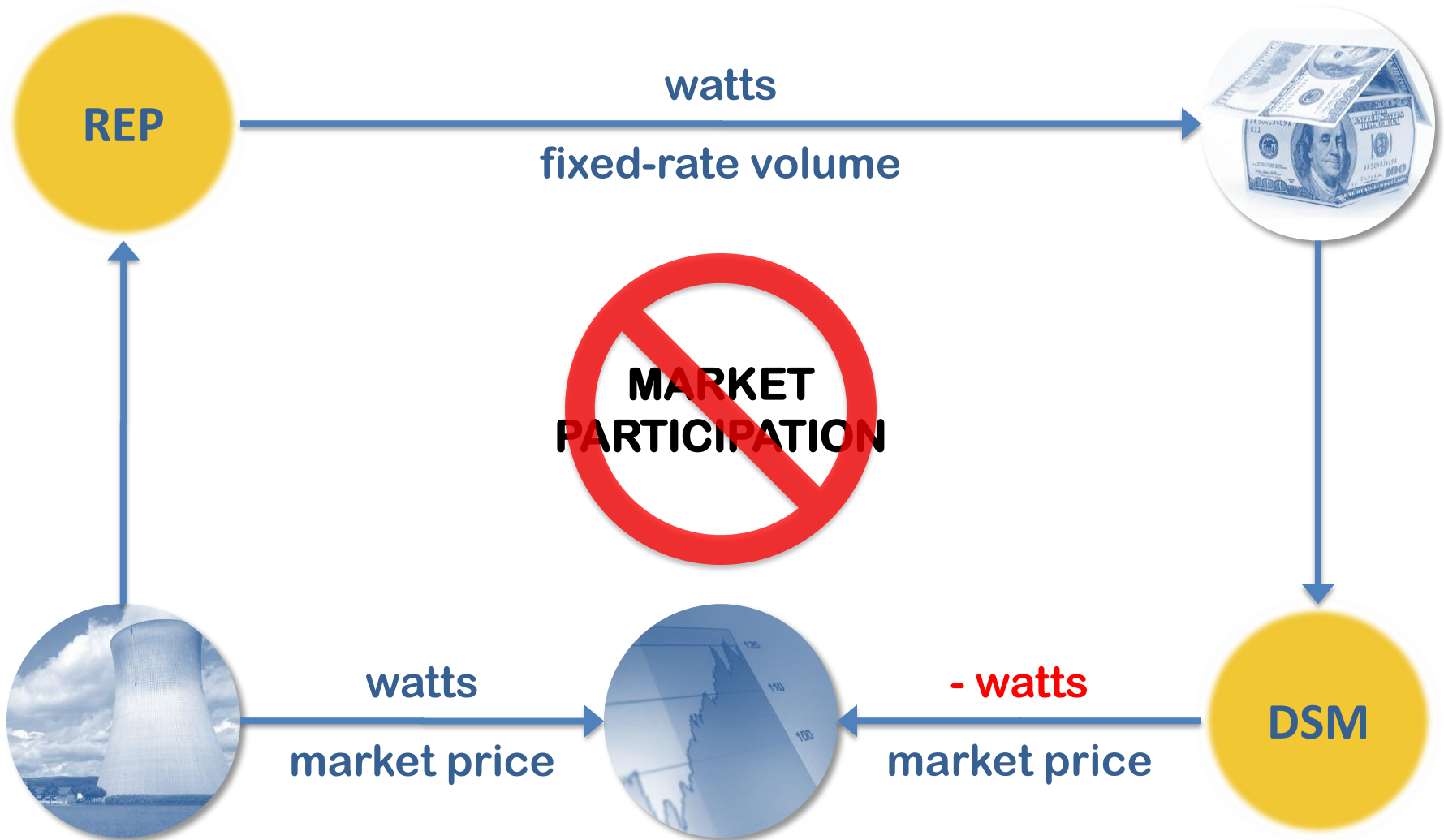
**Economic Growth**

**National Security**

**Resource Sustainability**



# Retail Conundrum



# Three Ideas

**SMT Prize**

**Standard LMP Offer**

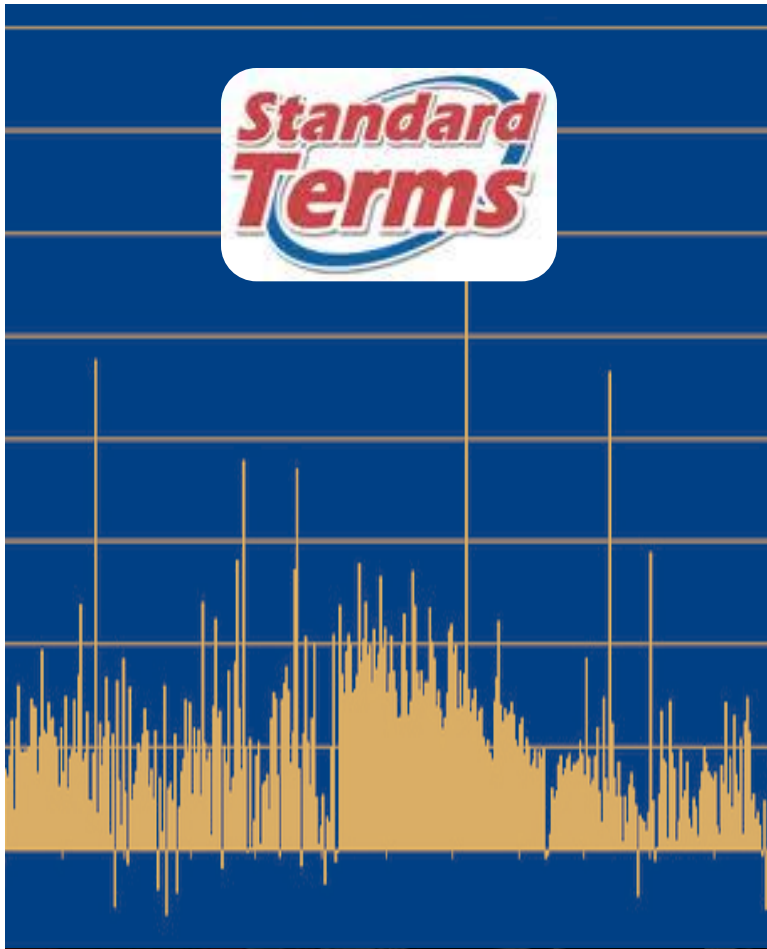
**Smart Response**

# SMT Prize



Open Up Anonymized  
Historical Meter Readings  
To All Interested Parties  
For Free Download

# Standard LMP Offer



All REP To Offer

Standard Terms

LMP Indexed Rates

# Smart Response

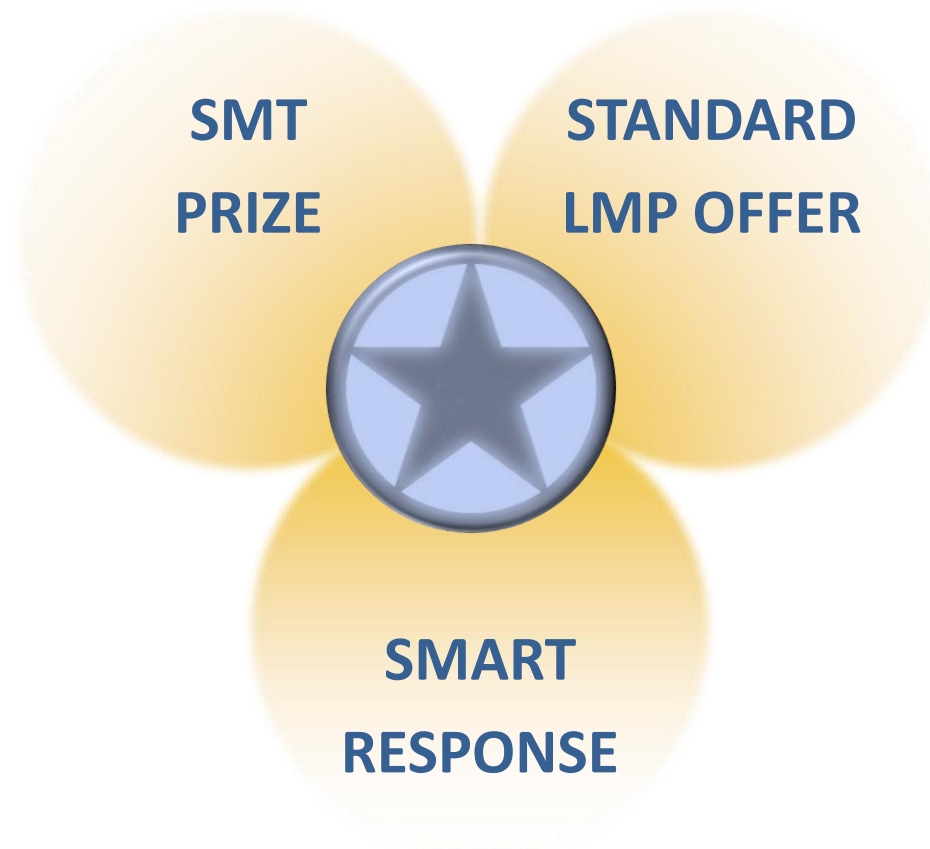


**Allow Demand  
To Bid In Like Supply  
(Speed Up LRIS)**

Load Resources In SCED



# Let The Lone Star Shine





**Bring 'em in!**