



Lowfoot

Energy Efficiency from Behavioral Change and it's Value.

Presented by Philip Playfair, Co-Founder

AMI's Next Frontier: Demand Response

August 30, 2011

# Lowfoot Inc.

- Founded in December 2009
- Self-funded, Private ownership
- Headquartered in Toronto, Canada
- Concept: Energy Efficiency by rewarding Behavioral Change

# Current Status

- Just over 1,000 users
- Over 25 million hours of usage data
- Still early stages
- Rolling out functionality
- Available: Ontario, Northern Cal, Texas

Rewards Program

Source of Information

Save Me!

Educational Tools

Social Network

Energy Monitoring

Notification System

Advertising Engine

Private Carbon, DR and Negawatt Exchange

Producer of "Negawatts"

Voluntary Demand Management

Crowd Sourced Energy Usage Patterns

Behavioral Change Engine


Energy Use Analytics


What is Lowfoot.com?

# Behavioral Change


- Reward
- Feeling Good
- Understanding
- Shame
- Competition
- Access to Information
- Social Networking
- “Habit Matching”


My Credits MORE INFO

 **214456** total credits


 donwood generated 8 kWh on Monday

[like](#) [tell me more](#)


 COMMENT ON THIS

 Carl Hoyer used 1 kWh too many on Monday


[like](#) [tell me more](#)

 COMMENT ON THIS





 janeisgreen Is anybody using a PowerCost Monitor? Is it worthwhile? Where did you find it & what did it cost? (I can't find any Cdn suppliers; even Lowes doesn't seem to have it.)

[recommend](#) [tell me more](#) [worked for me](#) [i want one](#)

 COMMENT ON THIS posted 3 days ago at 7:57 AM

[Show all 7 comments](#)


 janeisgreen Patrick, Reicherts says above that the PowerCost doesn't work on Hydro One meters. What say you?  
3 days ago at 2:29 PM

 janeisgreen Okay, I just went outside to check my meter. It says FOCUS at the top, has the triangle at 3:00k and says "Landis + GYR" at the bottom, so I guess it's the same as yours.  
2 days ago at 4:23 PM

 Paul Marinelli generated 18 kWh on Monday using reduction sold to Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

 Todd Matheson generated 4 kWh on Monday using reduction sold to Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

 Robert Burns generated 39 kWh on Monday using reduction sold to Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

 Jenn Bigioni generated 10 kWh on Monday using Dave's reduction sold to Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

 Steven Hammond generated 24 kWh on Monday using reduction sold to Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

 Trevor Craig used 15 kWh too many on Monday. Lowfoot <http://www.lowfoot.com/>  
6 hours ago via Lowfoot - Like -

# How Effective is Demand Response?

KATHERINE TWEED: MARCH 16, 2011

## Demand Response, Rejoice! Negawatts Put on Equal Footing With Generation

FERC ruling on demand response payments could change the landscape of wholesale markets in the future.

(Insert grumbles here from suppliers and generators about price fixing and market manipulation)

June 01, 2011 12:00 ET

## EnerNOC's Network Responds to Largest Demand Response Dispatch to Date

# Growth Plans

## “Disruptive” – Currently Operating

- Data acquisition via “screen scrape” with permissions and some rights signed over
- Available to 2.5 million homes
- Wedge between customer and utility
- Solely a marketing play
- Rolling – PG&E & Texas End of July  
– 16 million homes
- Early adoption is expensive
- Verification: No control groups

## Partnership – Currently Sourcing

- Direct partnership with Utility
- Embed API or 3<sup>rd</sup> party relationship
- Smaller utilities
- Co-marketing
- Maintain ownership of reductions, demand and CO<sub>2</sub>
- Cheaper adoption – Smaller Availability
- Verification: Control Group

# Early Frustration

- I am not a billionaire yet
- Slower than expected sign-ups “What is it about free that scares people?”
- Skepticism of the Utility Sector
- Access to data
- Trying to explain demand to consumers



# Early Success

- Lowfoot up and running
- Filed Patent Application
- Starting signing up customers
- Getting very positive feedback
- Successful Marketing on Facebook
- Haven't had to get a "real" job yet
- Early indications are that it works – people are reducing

# Thank you

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