

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.

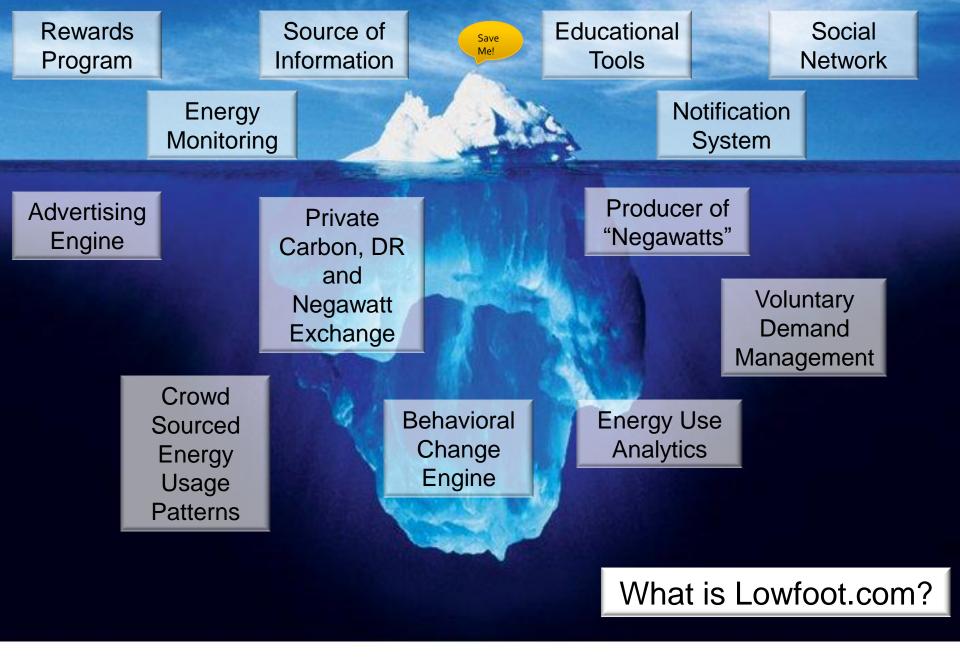
- Founded in December 2009
- Self-funded, Private ownership
- Headquartered in Toronto, Canada
- Concept: Energy Efficiency by rewarding
 - Behavioral Change



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





Behavioral Change

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

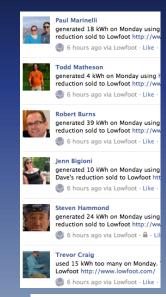














How Effective is Demand Response?

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 3rd party relationship
- Smaller utilities
- Co-marketing
- Maintain ownership of reductions, demand and CO₂
- Cheaper adoption Smaller Availability
- Verification: Control Group



Early Frustration

- I am not a billionaire yet
- Slower then 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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