



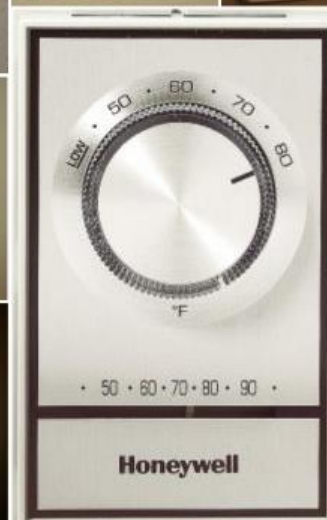
“Achieving EE in Underserved Markets”

ACEEE EE Finance Forum 2016

May 24, 2016

# Three Eras of Saving Energy

1. Conservation (doing less)
1. Energy Efficiency (doing it more efficiently)
1. Smart Efficiency (only doing it when you need it)



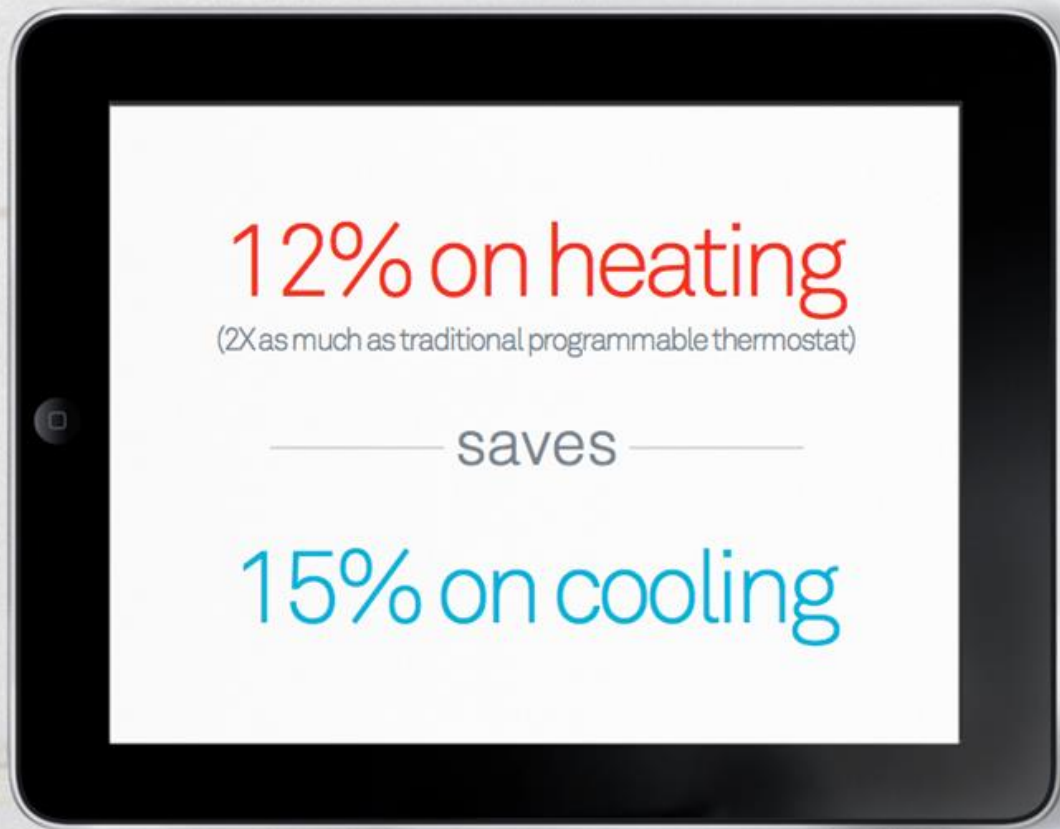


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# The Nest Learning Thermostat

We have proof.  
[nest.com/realsavings](http://nest.com/realsavings)

\$130 to \$145  
average savings a year



12% on heating  
(2X as much as traditional programmable thermostat)

saves

15% on cooling

Based on independent studies by  Energy Trust of Oregon and  VECTREN and  NIPSCO

# Solutions for Energy Partners



Efficiency via Intelligent  
& Personalized Learning



Seasonal  
Savings



Rush Hour  
Rewards



Works with  
Nest  
Ecosystem

# THE CHALLENGE

How Do You Bring These EE Benefits to Consumers Who Are Unlikely to Pay \$249 for a Thermostat?



Starting At  
**\$29<sup>97</sup>**

**5**

Cleaning  
Home Cleaning  
Detergent

COMMERCIAL ELEC  
1 1/2" LED FLUSHMOUNT  
2-PACK  
**\$34<sup>99</sup>**

Swiffer® Products  
SmartStrips® 2-PACK  
**\$9<sup>97</sup>**

nest

nest

Get the most out of your smart home with Nest.



Control your smart home with your phone. Get alerts that matter.



Control your smart home with your phone. Get alerts that matter.



Control your smart home with your phone. Get alerts that matter.



**4**

Electrical  
Electrical Acc.  
Conduit



**\$100**  
rebate  
on  
nest smart thermostat







The new  
Nest Learning Thermostat.

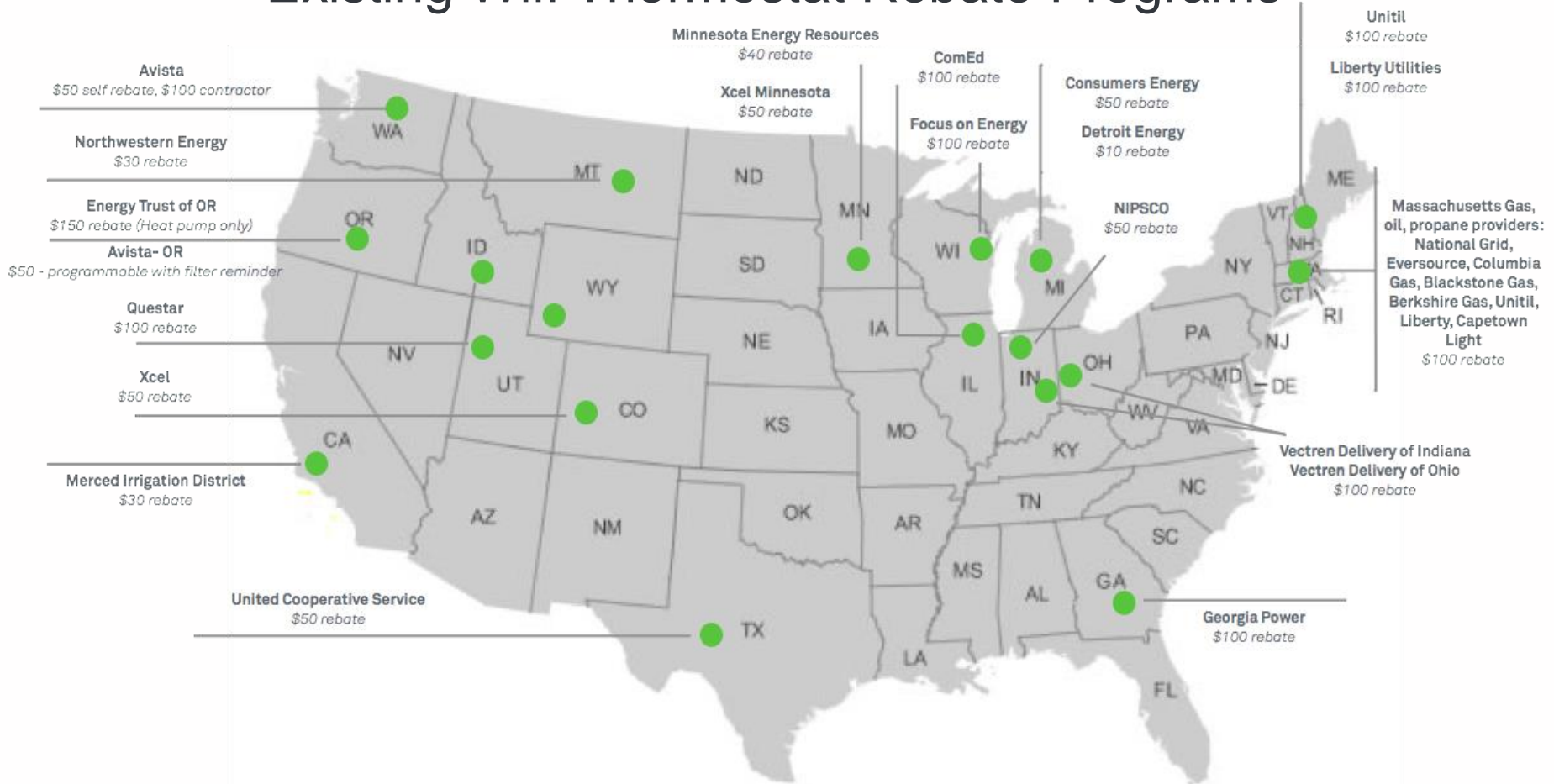
**\$100**  
rebate

nest | ComEd

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Learn more at  
[nest.com/ComEd](http://nest.com/ComEd)



# Existing Wifi Thermostat Rebate Programs



# Weatherization Assistance Program

- The U.S. spends about \$900 million per year on WAP
- Typical measures include insulation, attic sealing, more efficient HVAC equipment. (Era 2 type measures)
- Typically homeowner/renter pays nothing for measures
- Thermostat could ride along on these WAP delivery channel
- Pilots in Colorado, Texas and Chicago

# On Bill Finance?

- The Nest Learning Thermostat has a 1 to 2 year payback
- OBF could be a way for customers to purchase and be cash flow positive every month.
- Typical OBF programs are designed for smaller numbers of much larger expenditures. This could be the reverse.
- Currently exploring the issue with potential partners.

Questions?

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