Disruptive Innovation and Market Transformation

2011 Market Transformation Symposium
Tactics and Strategies Track
Monday, 11 April 2011
What Is an “Emerging Technology”? 

- Something I don’t know about
- Something others don’t know about
- Known, but not widely used or trusted
- Known and used but too expensive (or not approved by PUC)
- Like the Supreme Court defined pornography (*Jacobellis v. Ohio, 1964*)
Some Questions to Consider

• What are some ET programs success stories?
• What products are running out of “headroom” for improved efficiency and require new approaches?
• Is the existing technology pipeline adequate for the long-term?
  – How do ETs “graduate” to conventional DSM?
• What are the main barriers to including ETs? (in DSM programs, Energy STAR, tax incentives, etc.)
  – Testing/rating methods (part-load, DR, behavior, etc.)
  – Cost and reliability; other [perceived] risks
  – Limited number of suppliers
  – Marketing, installation, maintenance/repair infrastructure
  – Competition with established DSM measures
Introduction of Panelists

• Harvey Sachs - Senior Fellow, Buildings, ACEEE
• Nitish Singh - Director of Marketing, Rheem
• Chris Stone - Director of US Programs, CLASP

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• Jeff Harris, ASE (Moderator)