

PRESENTATION FOR



2017 ACEEE National Conference on Energy Efficiency as a Resource

POTENTIAL STUDIES **DON'T MAXIMIZE. OPTIMIZE!**

October 31, 2017 | Phoenix, AZ





DUNSKY OVERVIEW



EXPERTISE



EFFICIENCY



RENEWABLES



MOBILITY

SERVICES



ASSESS
opportunities



DESIGN
strategies



EVALUATE
performance

Governments ▪ Utilities ▪ **CLIENTELE*** ▪ Private firms ▪ Non-profits



* selection of clients



**Four legs of an (optimized)
potential study stool**

OPTIMIZED SCOPE

METHODOLOGY

QUALITY CONTROL

DELIVERED PRODUCT



SCOPING: FOUR DEFINING NEEDS



NEEDS

DEPTH

SENSITIVITY

TIMEFRAME

DELIVERY

**What needs should shape
optimized study scopes?**

SCOPING: FOUR DEFINING NEEDS



NEEDS

DEPTH

SENSITIVITY

TIMEFRAME

DELIVERY

Measure
Reach

Market
Research

Emerging
Tech

Risk
Analysis

Program
Matching

SCOPES

SCOPING: FOUR DEFINING NEEDS



DEPTH

SENSITIVITY

TIMEFRAME

DELIVERY

aggressive

Q

Are goals **aggressive**, moderate or low?

Measure
Reach

Market
Research

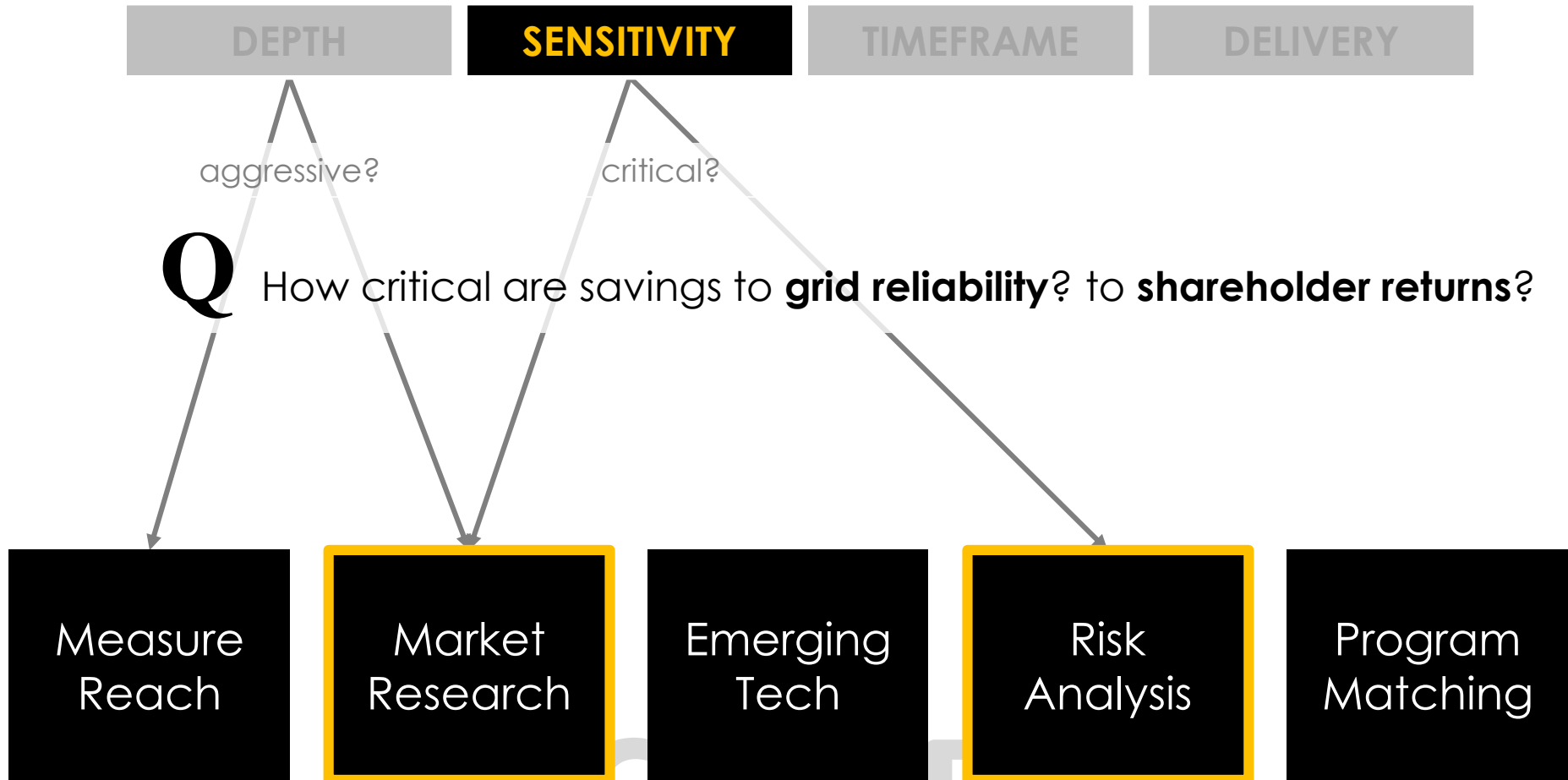
Emerging
Tech

Risk
Analysis

Program
Matching

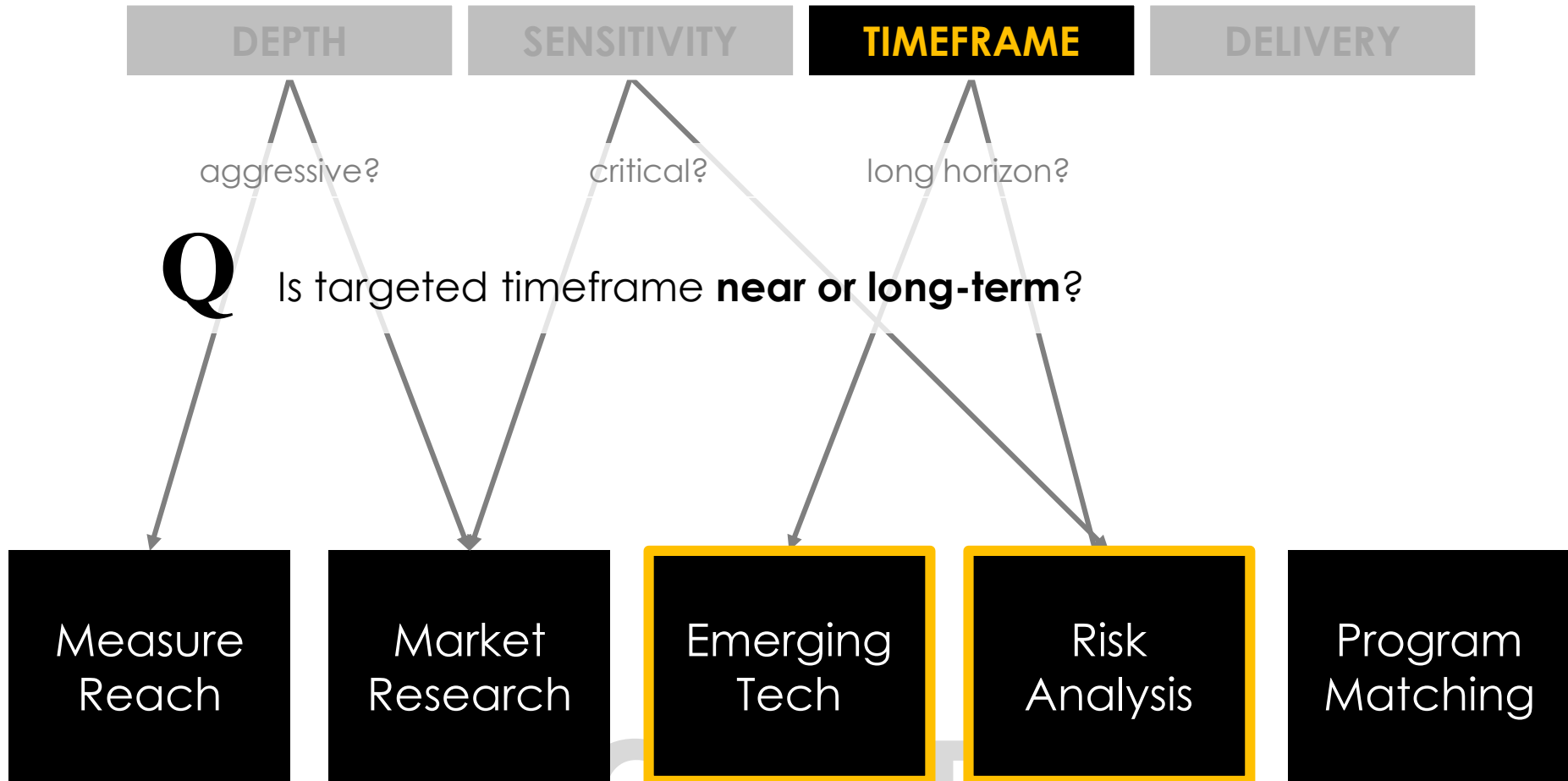
SCOPES

SCOPING: FOUR DEFINING NEEDS



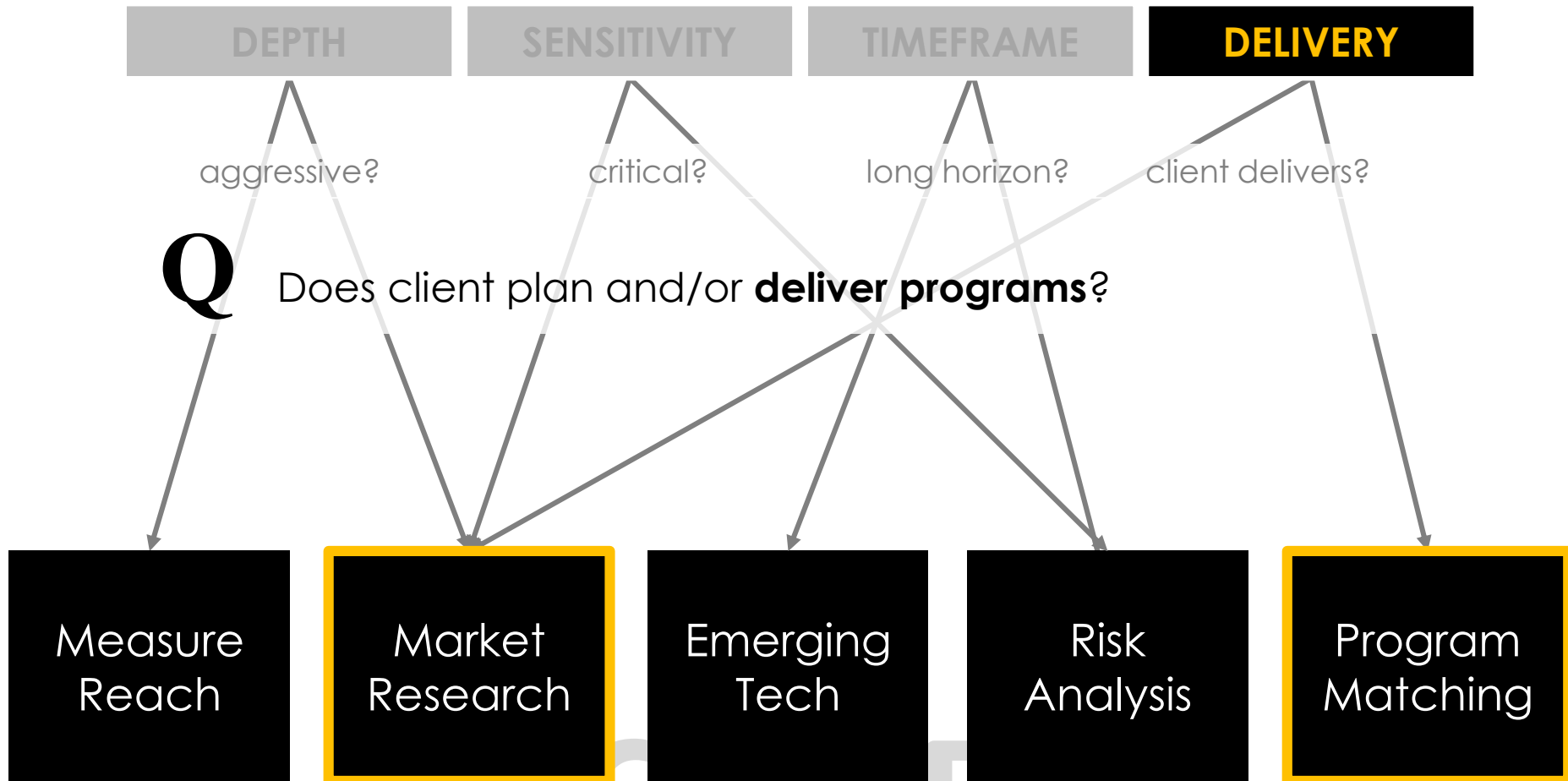
SCOPES

SCOPING: FOUR DEFINING NEEDS



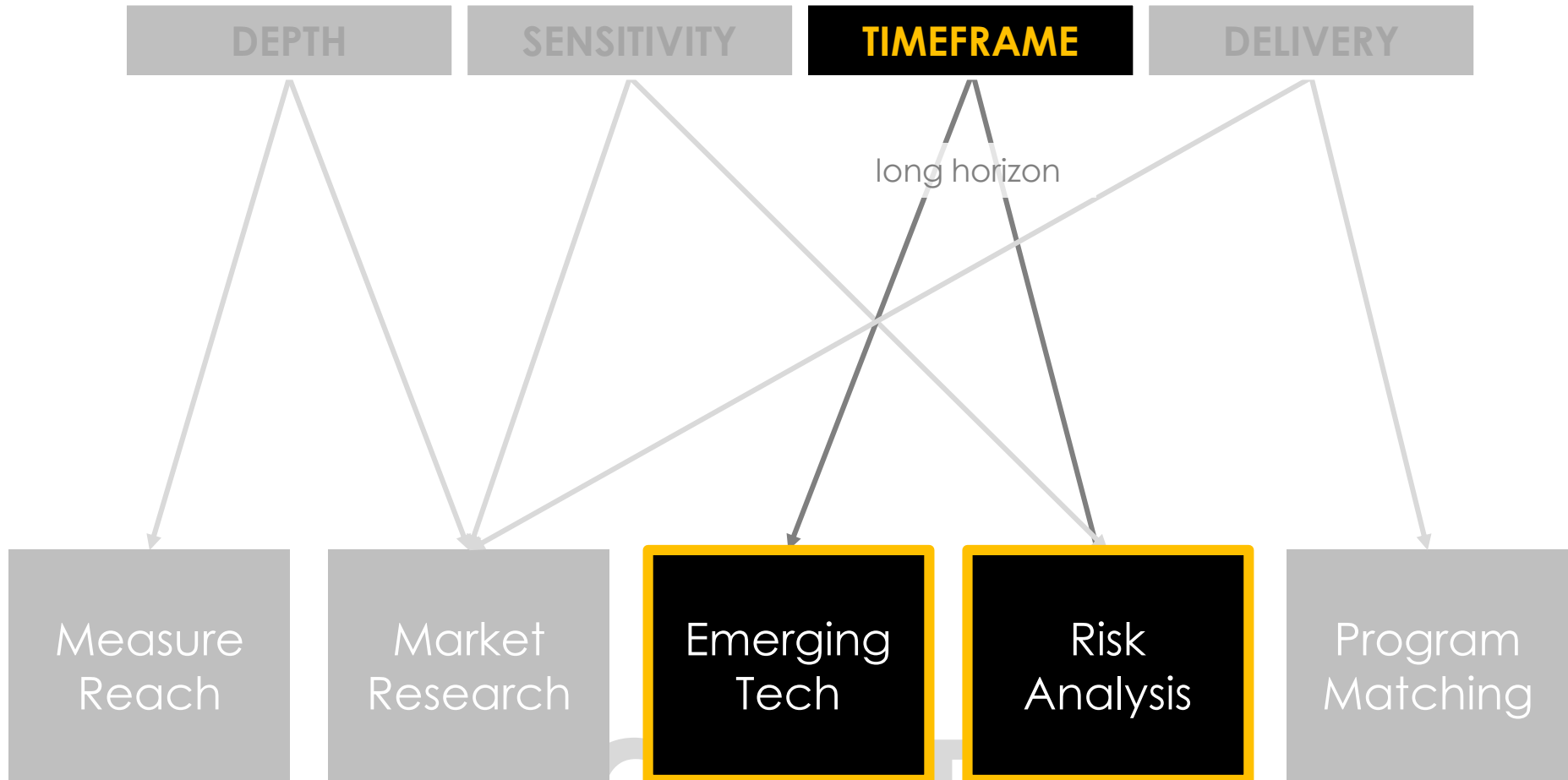
SCOPES

SCOPING: FOUR DEFINING NEEDS

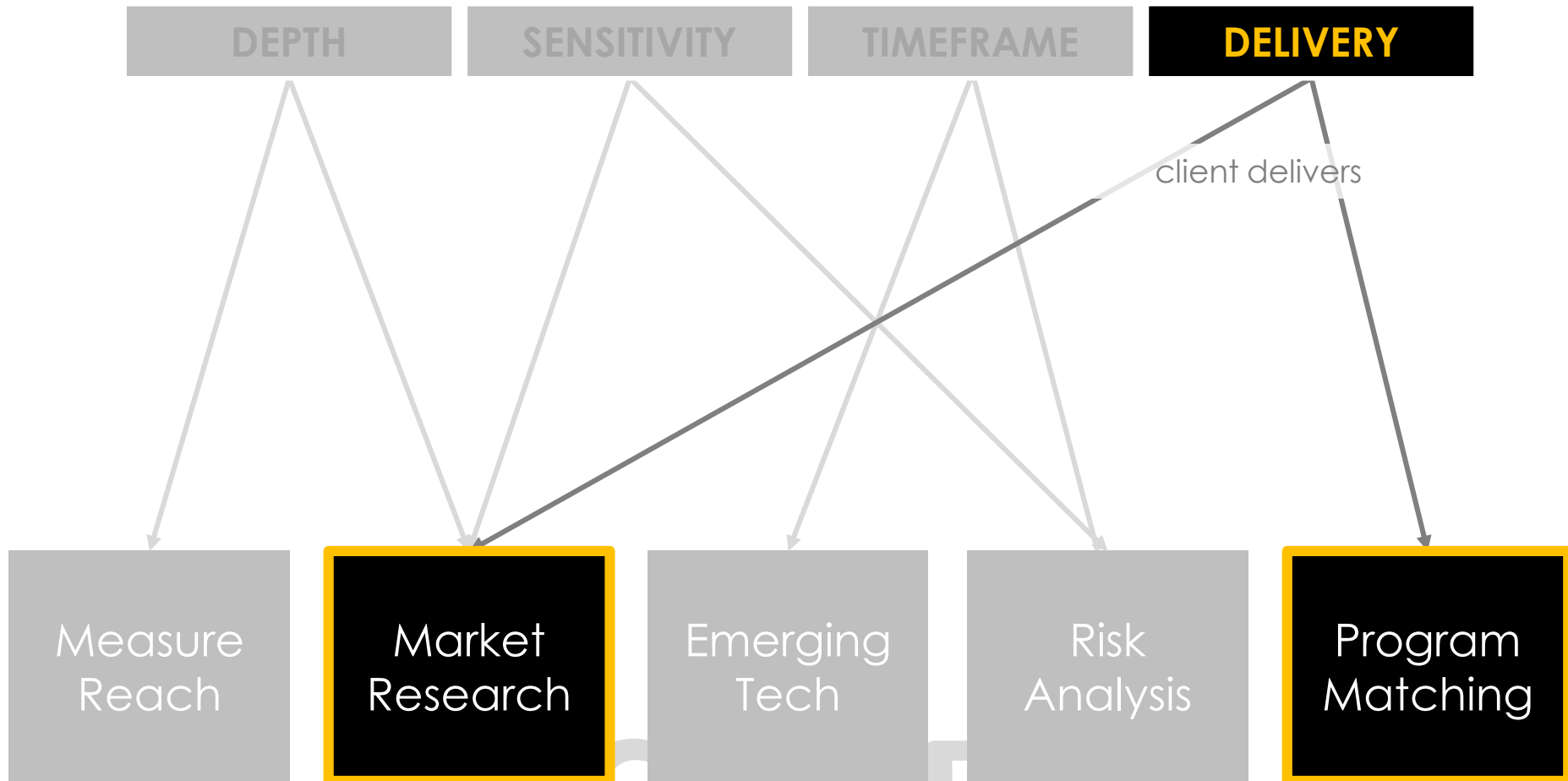


SCOPES

Sample | GOVERNMENT AGENCY

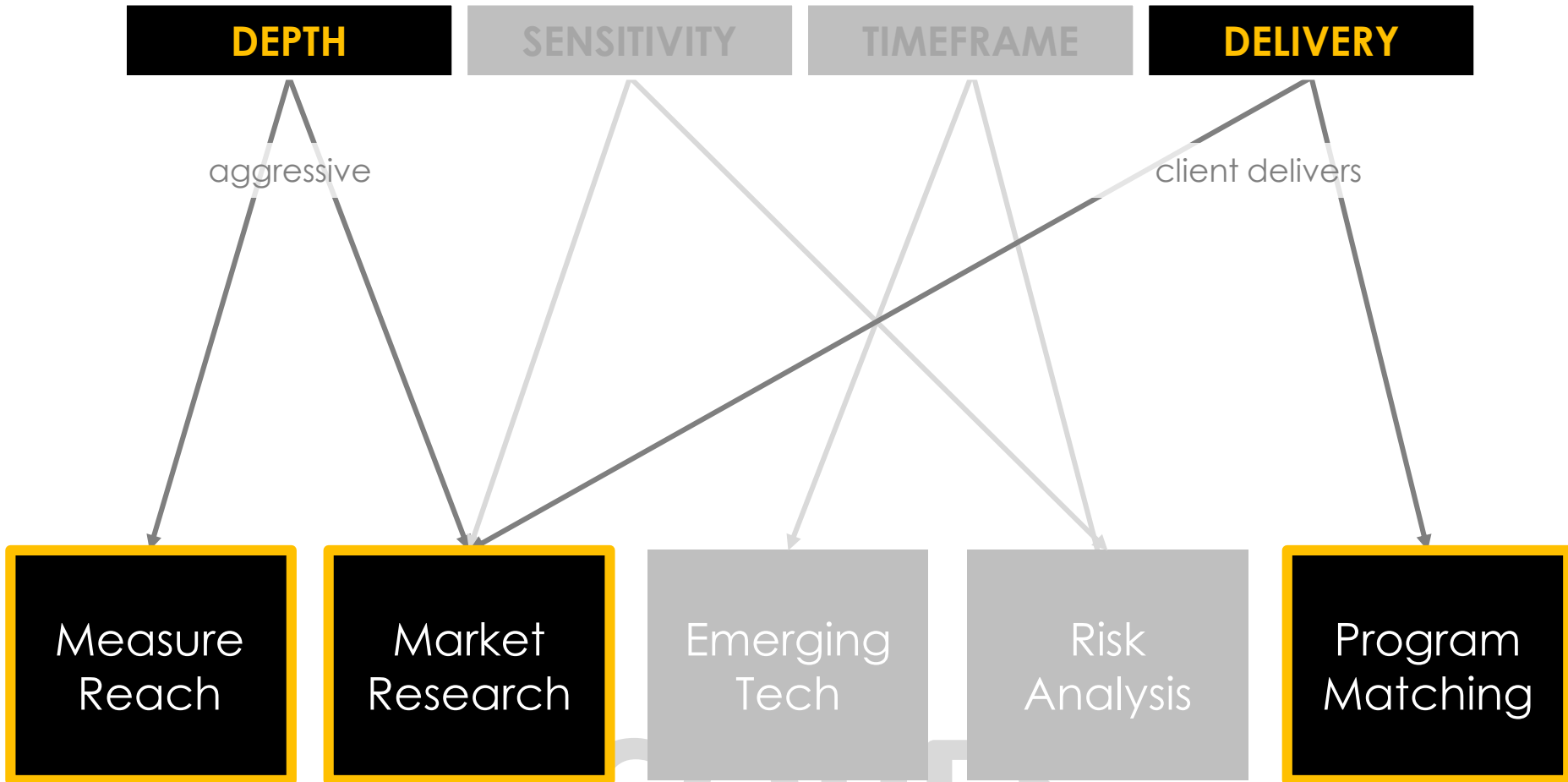


Sample | UTILITY (easy goals)



SCOPES

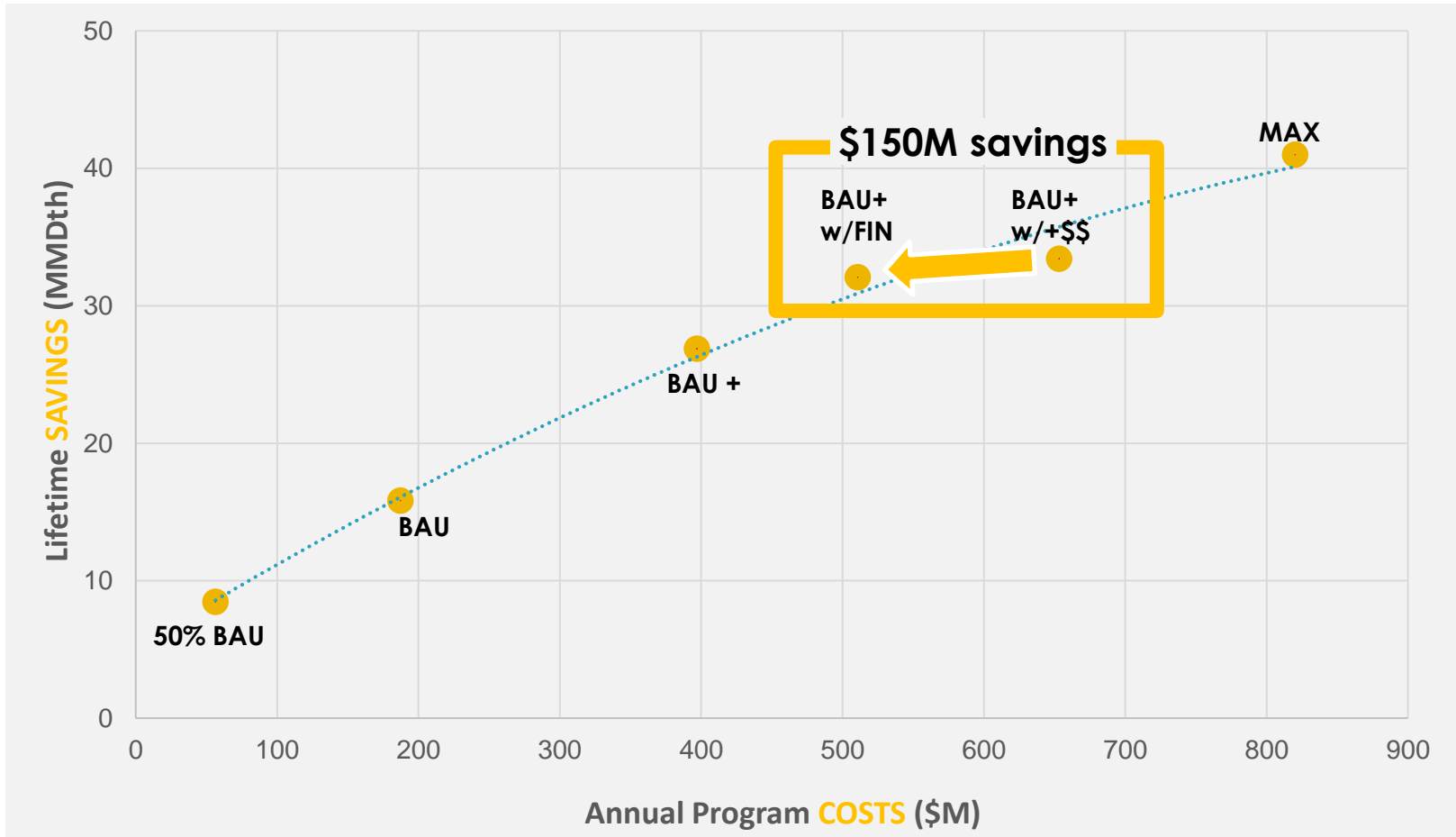
Sample | UTILITY (tough goals)



SCOPES



■ **SAMPLE: These potential study scenarios reveal savings opportunity**





“My study will
sprinkle fairy dust
on your rainbow dreams”



“MY STUDY WILL
SUCK YOUR BLOOD”



Philippe Dunsky

President

Dunsky Energy Consulting

philippe@dunsky.com

dunsky.com