Innowatts℠

energy at hand

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*Machine Learning enabled **e-Utility Platform***

Empowering consumers with personalized energy products & services

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About Us

- Core Team with 120 years of combined retail energy experience
- Development partnership with Caltech
- Ranked **top 9** most innovative start-up by TiE.org
- **> 3.5 Million** electric meters
- Clientele - Utilities, Energy Providers, and Energy Consumers

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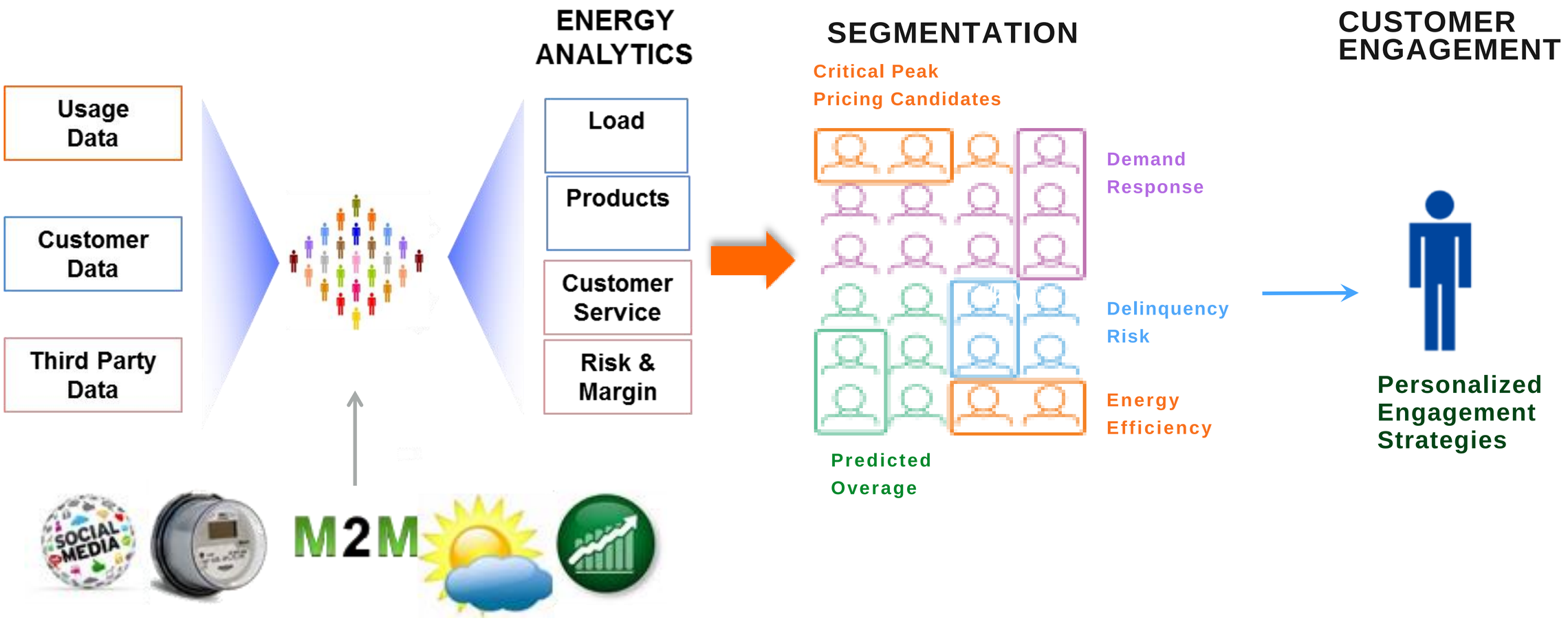
Solution Summary



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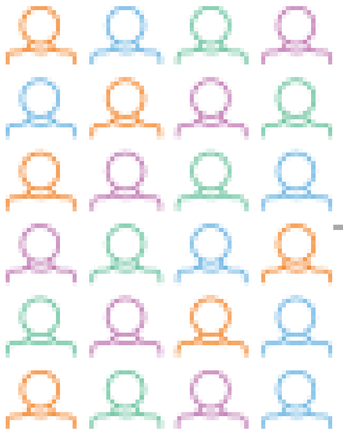
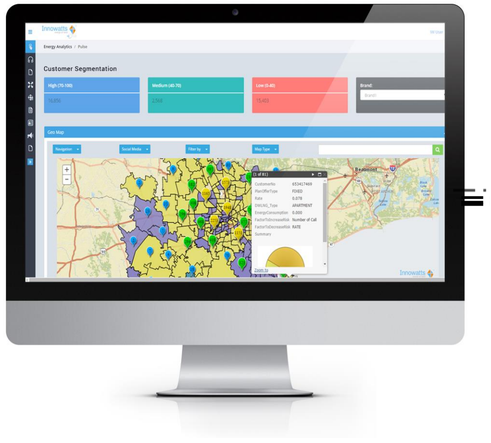
Sample Use Cases

UTILITY CUSTOMER BASE



INNOWATTS PLATFORM



COGS OPTIMIZATION → LOAD FORECAST | SHORT TERM HEDGING

REVENUE MGMT → RATE ANALYTICS | MARGIN MANAGEMENT

CUSTOMER EXPERIENCE → RELEVANT ENGAGEMENT | PREDICTIVE ALERTS

SALES & MARKETING → PROGRAM SUITABILITY | CUSTOMIZED ENERGY PLAN

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Sample Projects

Client Project	# of Customers	Client Goals	Innowatts Delivery
North American electric retailer - Load forecasting and customer segmentation platform	1,300,000	• Segment Customer based on Usage patterns • Reduce Day-Ahead forecast MAPE • Build Customize energy plans • Predictive churn analytics • Identify energy plan strategy for Low Income customers	Predictive Analytics platform for: • Load analytics, forecast & performance analysis • Product Suitability • Customer sentiment analysis • Proactive customer engagement
Regulated Utility – C&I and residential customer segmentation, product suitability and account management platform	900,000	• Identify strategies to mitigate new rate impacts • Identify customers suitable for EE, PV, DR • Predictive alerts @ machine & appliance level	Cloud based platform for: • Customer engagement • Product suitability analysis • Portfolio, industry and customer load analytics
EDC– Customer segmentation and product suitability platform	1,200,000	• Identify customers suitable for EE, PV, DR & TOU • Predictive & personalized bill alerts • Rules-based customer reach out	Mobile App for customer engagement Cloud based platform for: • product suitability analysis • Reach out • Load clustering

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Machine learning enabled

Customer Clustering Technology

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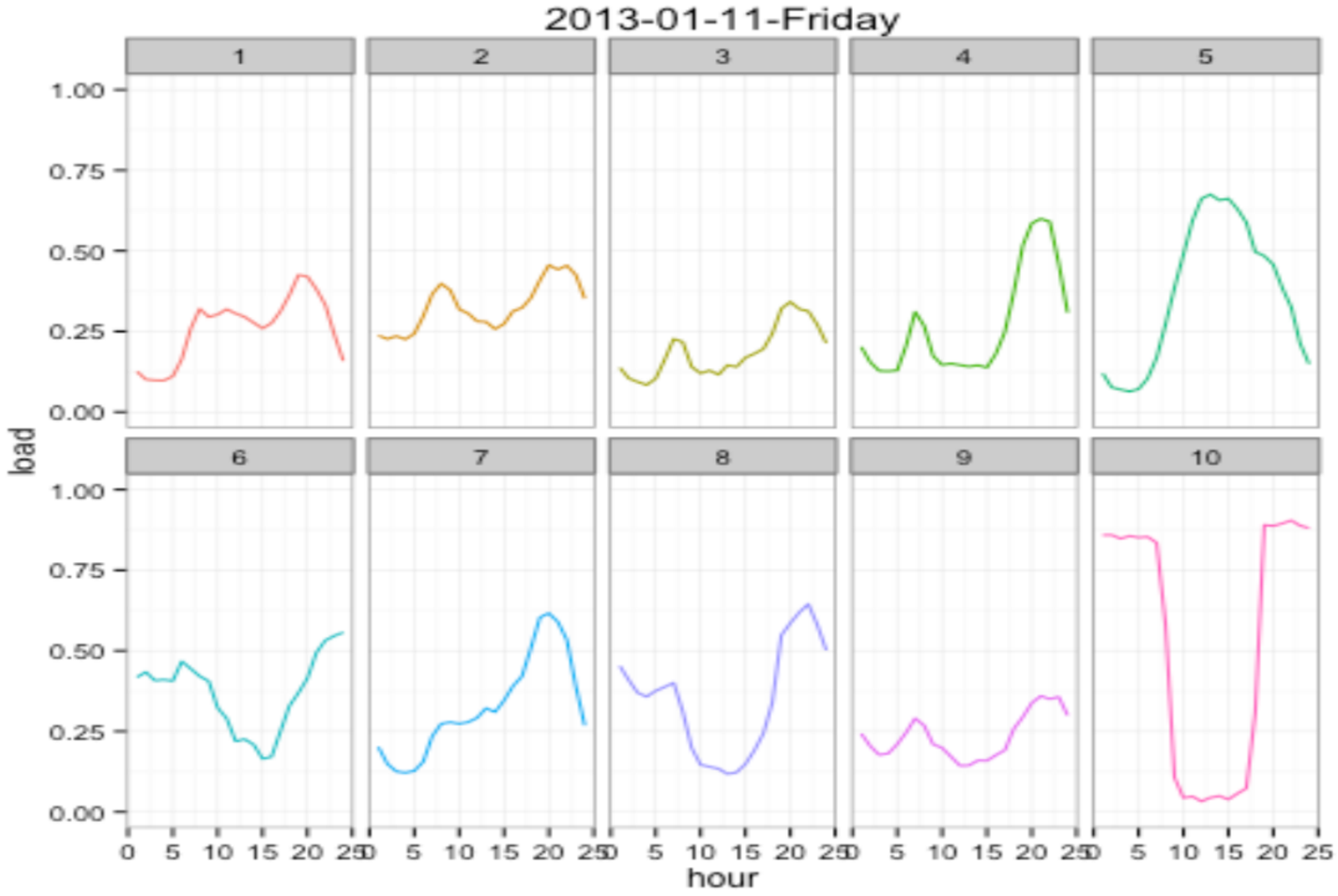
COGS Variance by Cluster



Cluster	COGS
1	50.61
2	48.64
3	50.38
4	49.58
5	53.33
6	45.22
7	52
8	44.81
9	47.11
10	35.58
Min	35.58
Max	53.33
Average	47.73

$18 dollar variance in COGS

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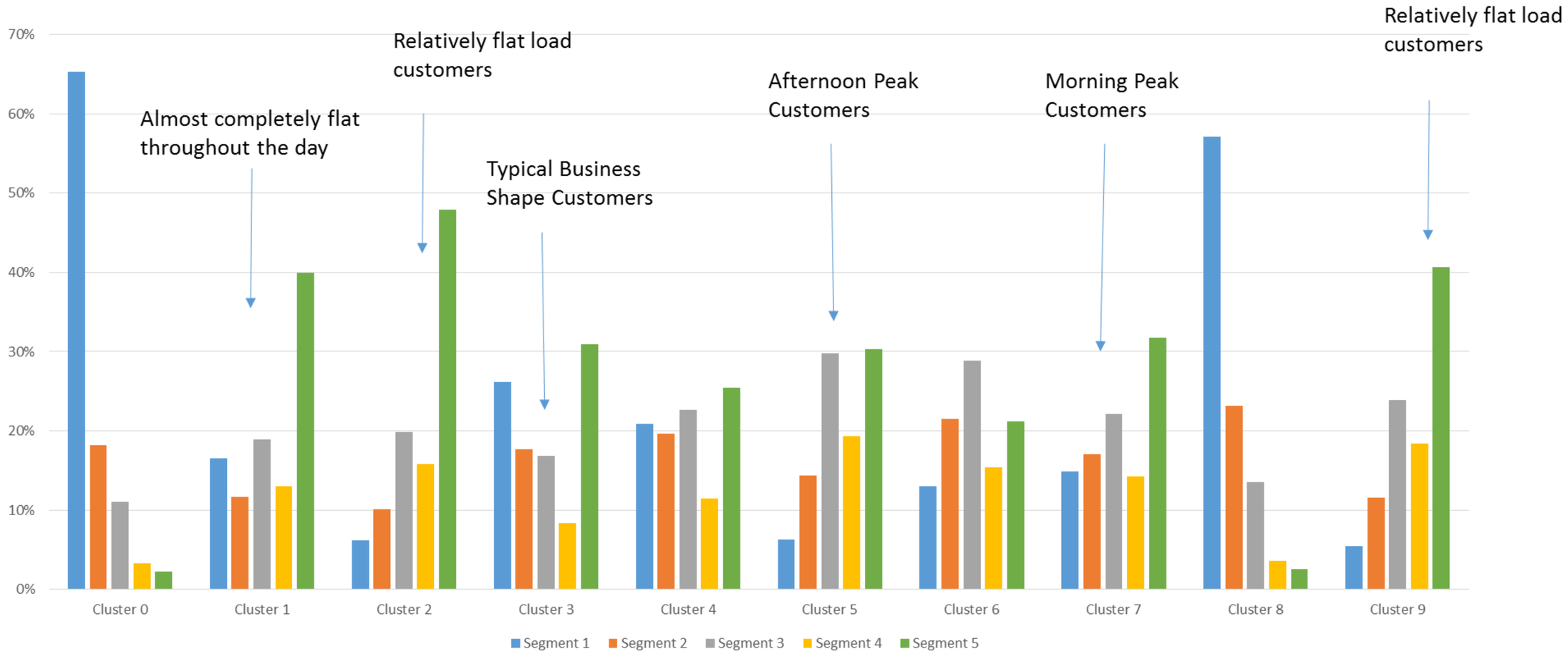
Cluster Distribution across Segments



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APPENDIX

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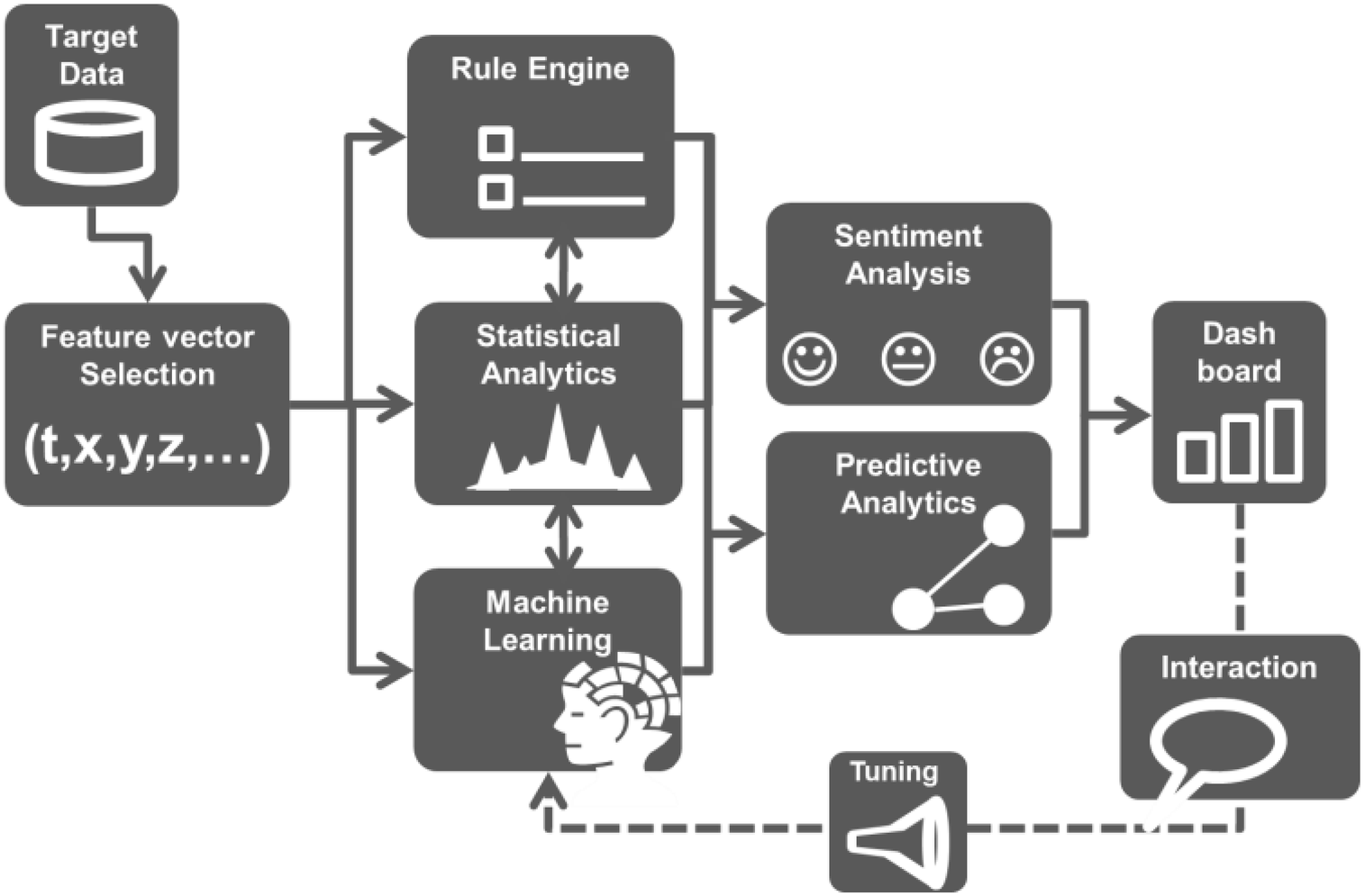
Analytical Landscape



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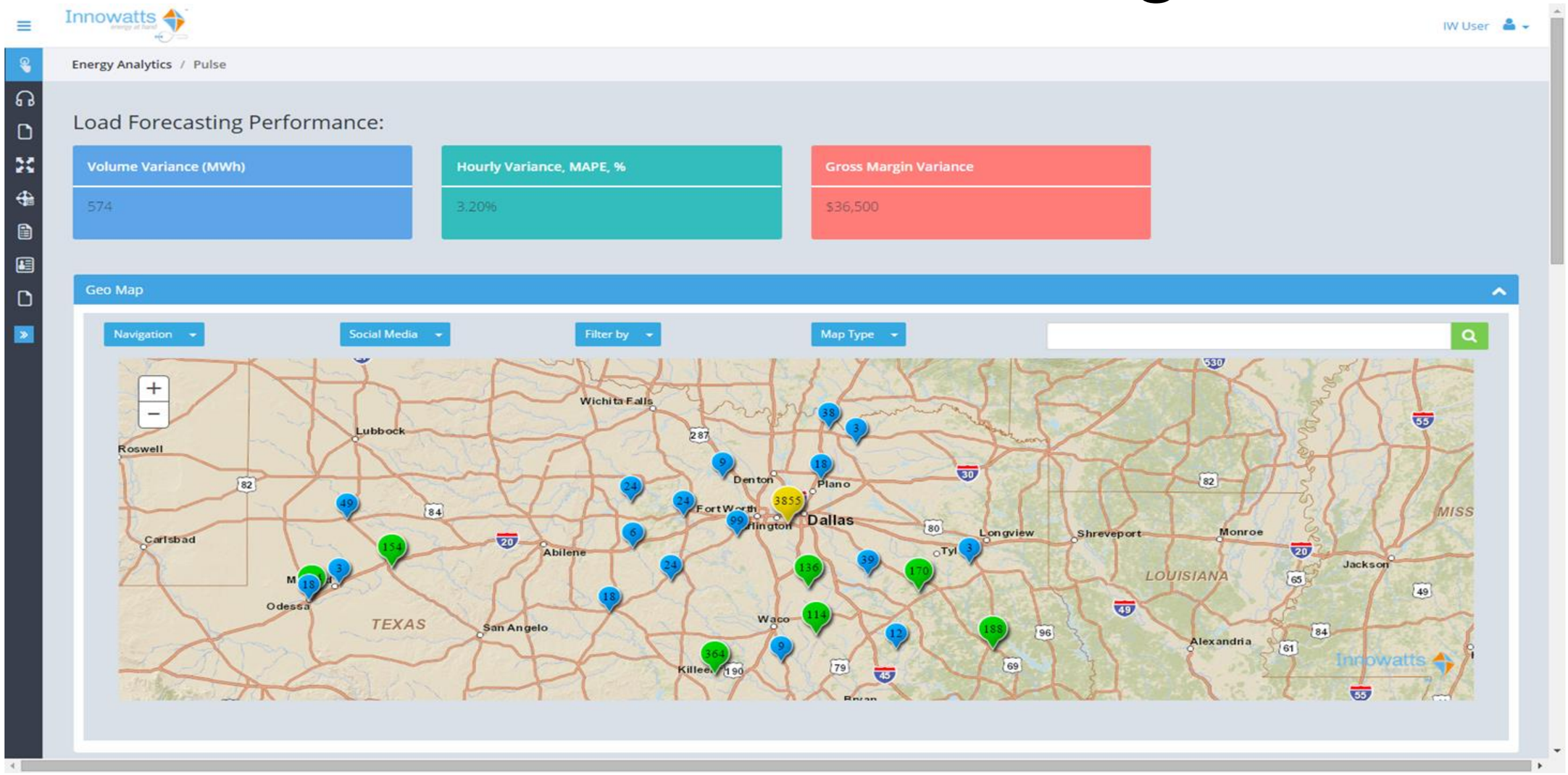
Load Forecast & Risk Management



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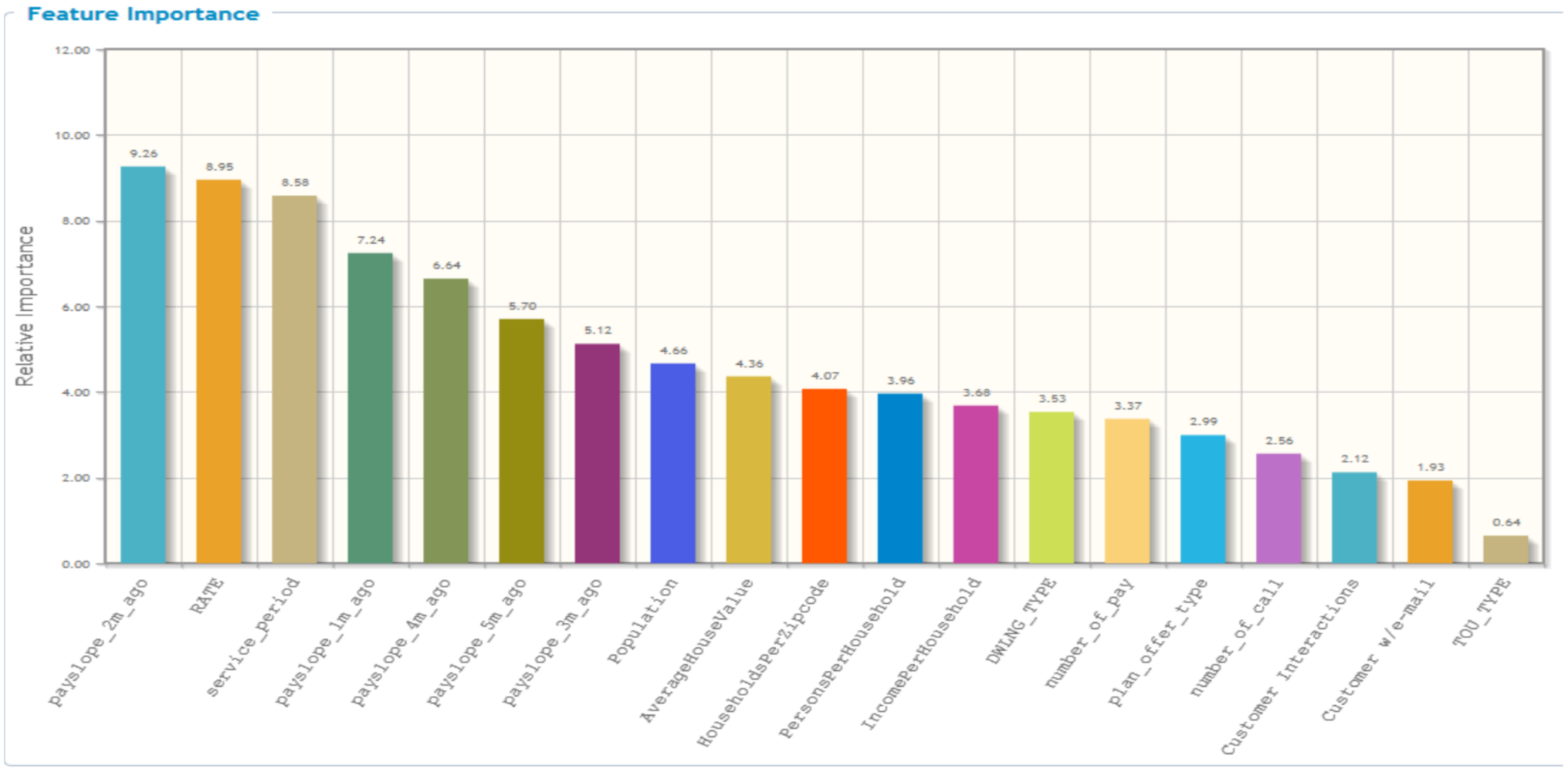
Predictive Customer Satisfaction Driver



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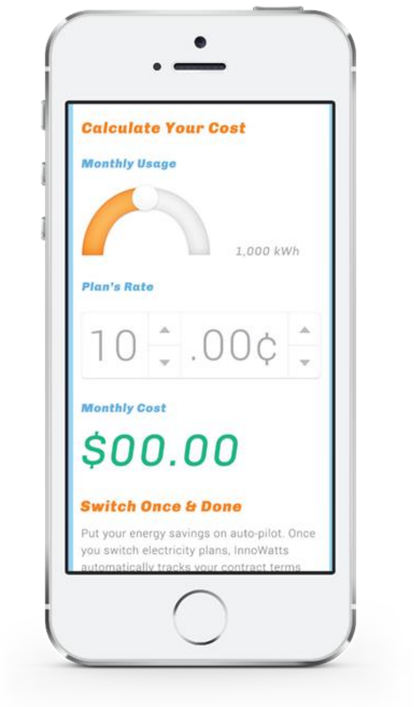
Automated, Relevant Engagement



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