



SimpleEnergy

Personalizing energy experiences, **now.**

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VP of Product

November 20th, 2013

What do these have in common?

2



Children



Hmmm....
Learn from the
dark side,
we can



Our Programs

School Prizes

\$10,000

The school whose community achieves the highest energy savings wins \$10,000 in prizes.


\$5,000

The school that achieves the highest signups wins \$5,000 in prizes.

\$2,500

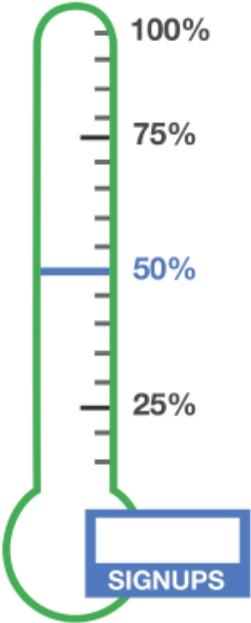
All schools who participate are eligible for a drawing to receive one of **four** \$2,500 prizes.

ENERGY CHALLENGE



delmarva
power
A P&H Company

Help our school win
\$10,000 by signing up!



100%
75%
50%
25%

SIGNUPS

DelmarvaEnergyChallenge.com

1,200

Engaged participants and growing

25

Wilmington schools are being supported

90


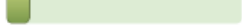

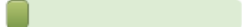

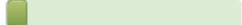

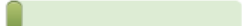

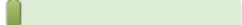

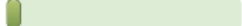

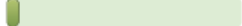

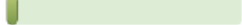

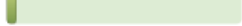

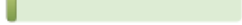
Individual prizes awarded to date

\$1,500

In early prizes awarded to schools

96,000

Customer communications sent

Schools	Enrollment Goal
 Highlands Elementary School	 9% 33 Sign Ups
 Bancroft Elementary	 8% 25 Sign Ups
 Delaware Military Academy	 8% 46 Sign Ups
 Baltz (Austin D.) Elementary School	 5% 28 Sign Ups
 East Side Charter School	 5% 21 Sign Ups
 Conrad Schools of Science	 5% 47 Sign Ups
 Stubbs Elementary School	 4% 13 Sign Ups
 Richardson Park Learning Center	 4% 7 Sign Ups
 Warner Elementary School	 4% 20 Sign Ups
 Lewis Dual Language Elementary School	 3% 16 Sign Ups

The Game

10

Leaderboards rank players by points

The screenshot shows the SimpleEnergy challenge interface. At the top, there are navigation tabs: Home, Leaderboards, Schools, and Reports. The current page is 'Leaderboards' for 'Your Team'. A table lists the top 10 players with their names, school names, and scores. Below the table is a button to 'Invite more friends to join your team!'. To the right of the table, there are several summary cards: '1 friends', '25 teammates' (9% progress), '0 Saver Days', '1 badges', and '0 Total Points'. Below these is a 'Daily Challenge' section with a task: 'Not too frigid' and a 'completed this!' button. At the bottom, there is a 'Recent Badges' section showing the 'Power Up' badge.

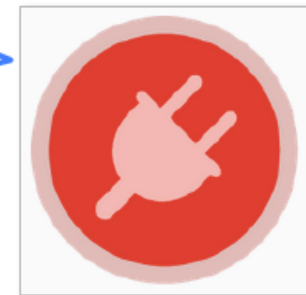
Rank	Name	School	Score
1	Ryan P	Bancroft Elementary	5070.32
2	Lisa M	Bancroft Elementary	4657.36
3	Sara V	Bancroft Elementary	4430.68
4	Wayne S	Bancroft Elementary	4214.82
5	Thomas D	Bancroft Elementary	4140.92
6	Stephany C	Bancroft Elementary	4071.68
7	Gary C	Bancroft Elementary	4068.61
8	Lisa F	Bancroft Elementary	3932.71
9	Belinda K	Bancroft Elementary	3924.85
10	Lydia P	Bancroft Elementary	3917.81

Quickly and easily invite friends and view performance

This block contains five summary cards with icons and text:

- 10 friends**: See how your savings compare
- 34 teammates**: Add players to your school (9% progress bar)
- 2 Saver Days**: How do I collect Saver Days?
- 2 badges**: See all of your badges
- 14826 Total Points**: How do I earn more points?

Earn badges for saving energy



Challenges

Summertime



Organization



Learnings

Schools were interested.
Providing curriculum around
energy and energy efficiency
could have improved our
uptake.

Most involved
schools had involved
science teachers as
internal advocates

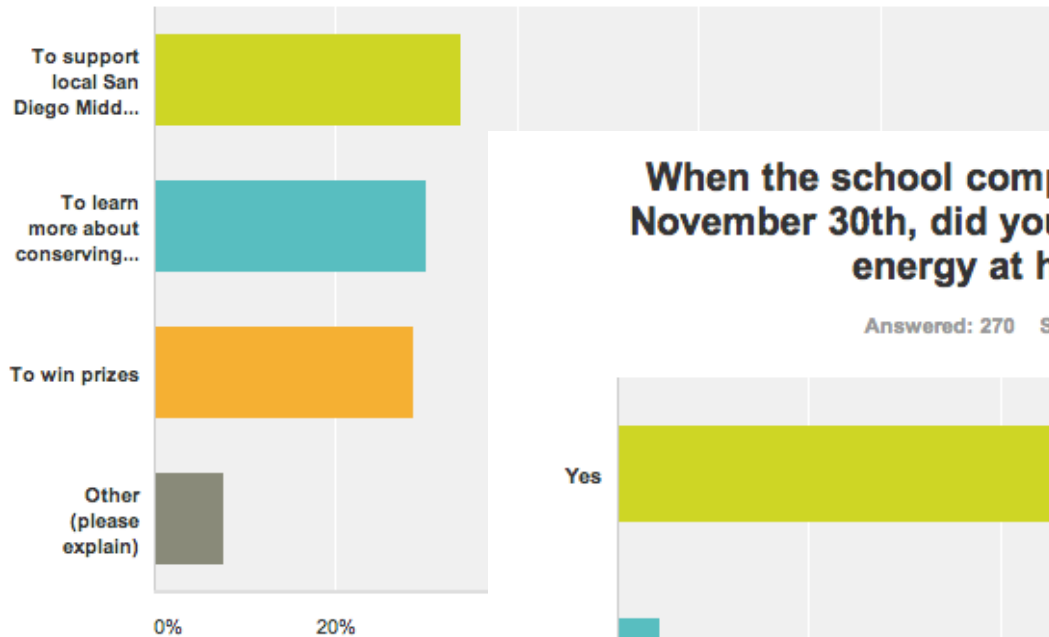
Publicity was great for the utilities and schools won too.



Survey Results

What was the primary reason that you joined the San Diego Energy Challenge?

Answered: 270 Skipped: 0



When the school competition ended on November 30th, did you continue to save energy at home?

Answered: 270 Skipped: 0

