Efficient Shopping for All
From direct install to empowerment

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Program innovation essential achieve goals

- Only 1% of LMI segment is being served annually at present
- Appliances and plug loads (PLA) a major driver of electric load growth, mostly purchased at retail, yet not currently supported
- Natural replacement cycles lead to sunk investments that inflate energy bills

Solution: Eliminate barriers and empower LMI customers to make energy efficient purchases with co-pays and affordable financing
Plug load opportunity (California data)

>75% of electric load is plug loads

55% of low-income potential is plug loads

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Achievable potential, 2021 Low Income Potential & Goals Study (Guidehouse)
Statewide LMI marketplace

NYSERDA selected Enervee to pilot an online marketplace in 2022/23 (Innovative Market Strategies)

- Target audience: LMI segment, disadvantaged communities
- Goal: Increase adoption of clean energy solutions by eliminating market, cognitive/psychological and financial barriers
- Scope: Product development, statewide pilot program (market tests) and GTM strategy
- Leverages NYSERDA Loan Loss Reserve to offer Eco Financing (35% of portfolio $$ must be to people with low credit scores or income-qualified)
Meet our efficient shopping ecosystem

Enervee
- Commerce platform
- Marketplace merchant
- Choice Engine technology
- Customer acquisition for Eco Financing

NYSERDA
- Marketplace partner
- Marketing
- Credit enhancement provider

One
- Fintech lender
- Eco Financing loan origination, underwriting and servicing

Best Buy
- Marketplace vendor
- Order fulfillment
- Provider of related services: delivery, installation, haul-away, recycling
Buy now, pay later, save forever.™

Eco Financing™ is now available for energy efficient appliances. No money down. Easy credit. Instant online financing.

- Purchases as small as $200
- Low monthly payments (low, fixed APR, long loan duration)
- Tap into NYSERDA Loan Loss Reserve
- Available to borrowers with low credit scores
- No penalty for early repayment

Secure a low rate in minutes

Take advantage of One's industry-low interest rates that will save you time, money, and energy usage. With Eco Financing powered by One, you'll unlock the best rates without dingking your credit score.

Live now – visit ecofinancing.com
Will Eco Financing be effective?

Behavioral insights suggest the answer is “yes”

- Monthly payments match costs with benefits (energy bill savings accrue over time)
- Eco Financing serves as a soft default (reduce discovery costs, cognitive load)
- Eco Financing as a badge (green & environmental preferences)

Interview with Guy Champniss, PhD

Initial results from NYSERDA LMI market tests in 2022
Thank you!

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