



Democratising data

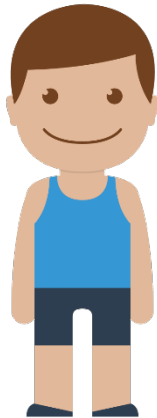
Fredrik Hagblom
Co-founder and CPO

Problem today

Receives a bill once a month

Complicated– What is a kWh?

Dissatisfaction towards utility



Mätarnummer 9871236000544561
6. Ingående avläsning 1 jul 2014 11 110
7. Avläsning 31 jul 2014 11 207
8. Avläst förbrukning 1 jul 2014 - 31 jul 2014 97 kWh

	Antal	Pris inkl moms	Summa
jul	31 dgr	9. 1 400,00 kr/år	118,90 kr
jul	97 kWh	10. 15,50 öre/kWh	15,04 kr

Norrälje Energi AB
 Elnät prodnr 202375 Enhets tariff nät 20 A Säkring 20 A
 Vorking Anslutningsbidrag 12182 kWh
 Beräknad årskostnad 6 400 kr

Account Item	Amount	Unit	Rate	Amount
Abonnemang	30 dagar	3 440,00 kr/år	282,74 kr	
Summa			122,82 kr	
Moms 25 % på 405,36 kr			101,35 kr	
Summa			506,71 kr	

Norrälje Energi Försämrings AB
 Elhandel prodnr 202376 Fastavtal 2år gäller 20101101-20121101
 Vorking Anslutningsbidrag 12182 kWh
 Beräknad årskostnad 13 541 kr

Account Item	Amount	Unit	Rate	Amount
Fast avgift	30 dagar	192,00 kr/år	15,78 kr	
Summa			490,00 kr	
Moms 25 % på 271,19 kr			271,19 kr	
Summa			761,81 kr	

ENERGISKATT
 Lagstgädd skatt som faktureras på utvärtn av stollen
 971,74 kr

SUMMA
 Totalt elnätkostnad under den aktuella perioden.
ELHANDELSAVTAL
 Här framkommer vilket elhandelsavtal du har och vilken period det avser. Har du inte tecknat något avtal finns här ingen text.
FAST AVGIFT
 Är den fasta årsavgiften på avtalet. Avgiften fördelas på varje faktura.
EL
 Den grundpris elen har exklusive skatt och moms.
ENERGISKATT
 Lagstgädd skatt som faktureras på utvärtn av stollen

Totalt att betala till Norrälje Energi AB
506,71 kr

Totalt att betala till Norrälje Energi Försämrings AB
761,81 kr

Totalt att betala till Norrälje Energi AB och Norrälje Energi Försämrings AB
1 268,52 kr

For more information about residential elec. **Ameren**
 Your account is subject for automatic payment due date. No further action is required.

ACCOUNT NUMBER: 11 A NEWELL
 SERVICE: 2108 145700 DR
 CITY: URBANA, IL 61802

TOTAL AMOUNT DUE BY: Jan 18, 2011 \$18.05
 AMOUNT PAYABLE AFTER DEDUCTIONS: \$16.32

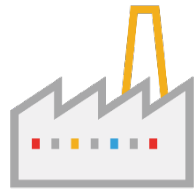
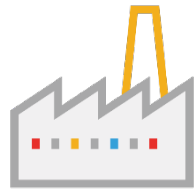
TYPE OF SERVICE	METER NUMBER	READING	DATE	METER READING	UNIT	RATE	TOTAL	UNIT PRICE	USAGE
Total kWh	0779824	121727	30	0.0000	1280.0000	1.0000	1280.0000		1280.0000
Net Total kWh	0779824	121727	30	0.0000	1211.0000	1.0000	1211.0000		1211.0000

ELECTRIC SERVICE BILLING DETAIL - Rate Zone B
 Service From: 11/15/2010 to 12/15/2010
 Total Monthly Charge: \$18.05
 Total Monthly Service Amount: \$16.32
 Electric Supply (ELECTRIC) \$16.32
 Total Monthly Charge: \$18.05



Technical reality

≈ 170 Swedish DSO's



Data

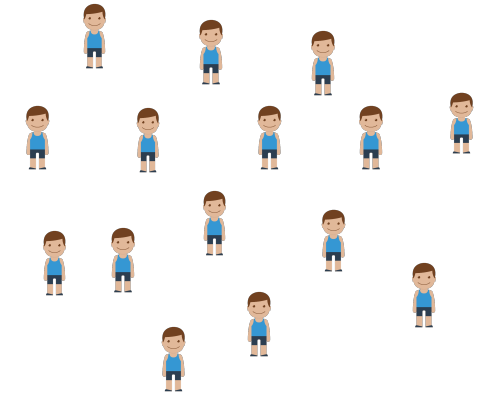
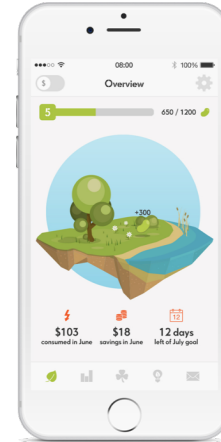
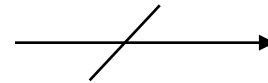
Data

Data

Data

Data

- **70 % lack IT**
- **30 % not up to date**
- **5 % can't read**

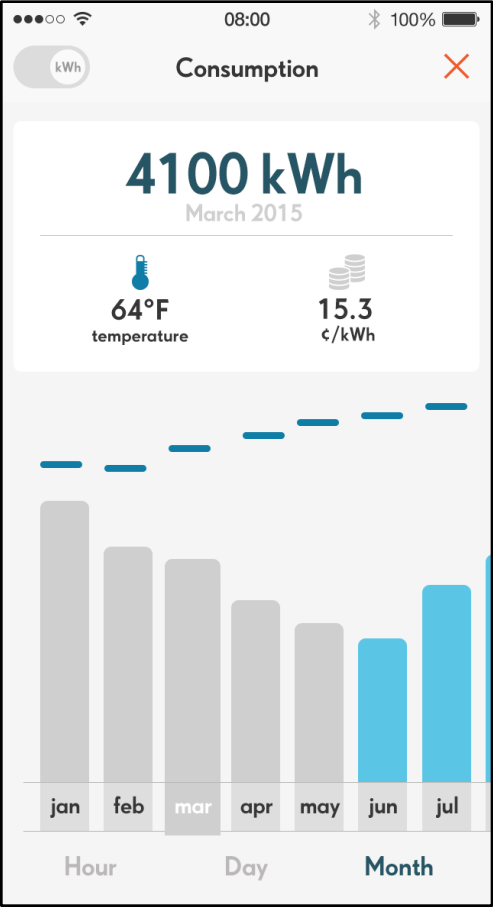


Greenely platform

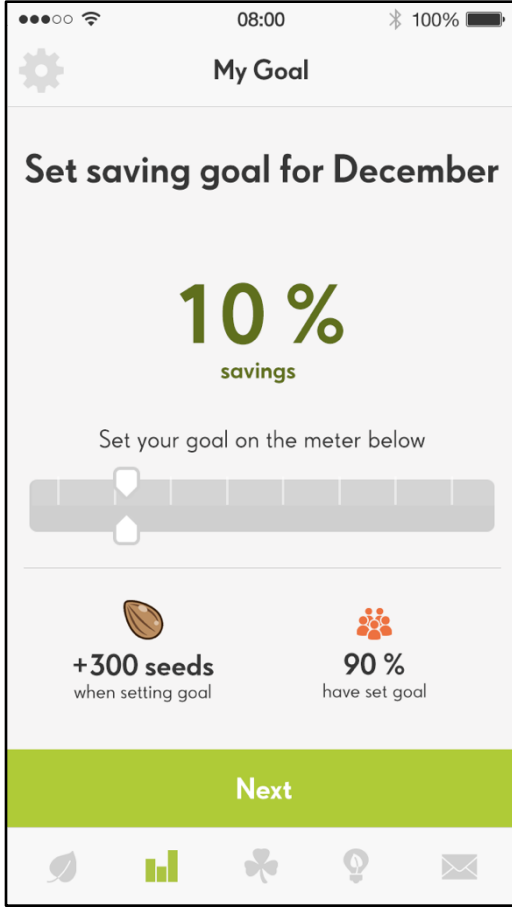
Overview



Behavioural Science



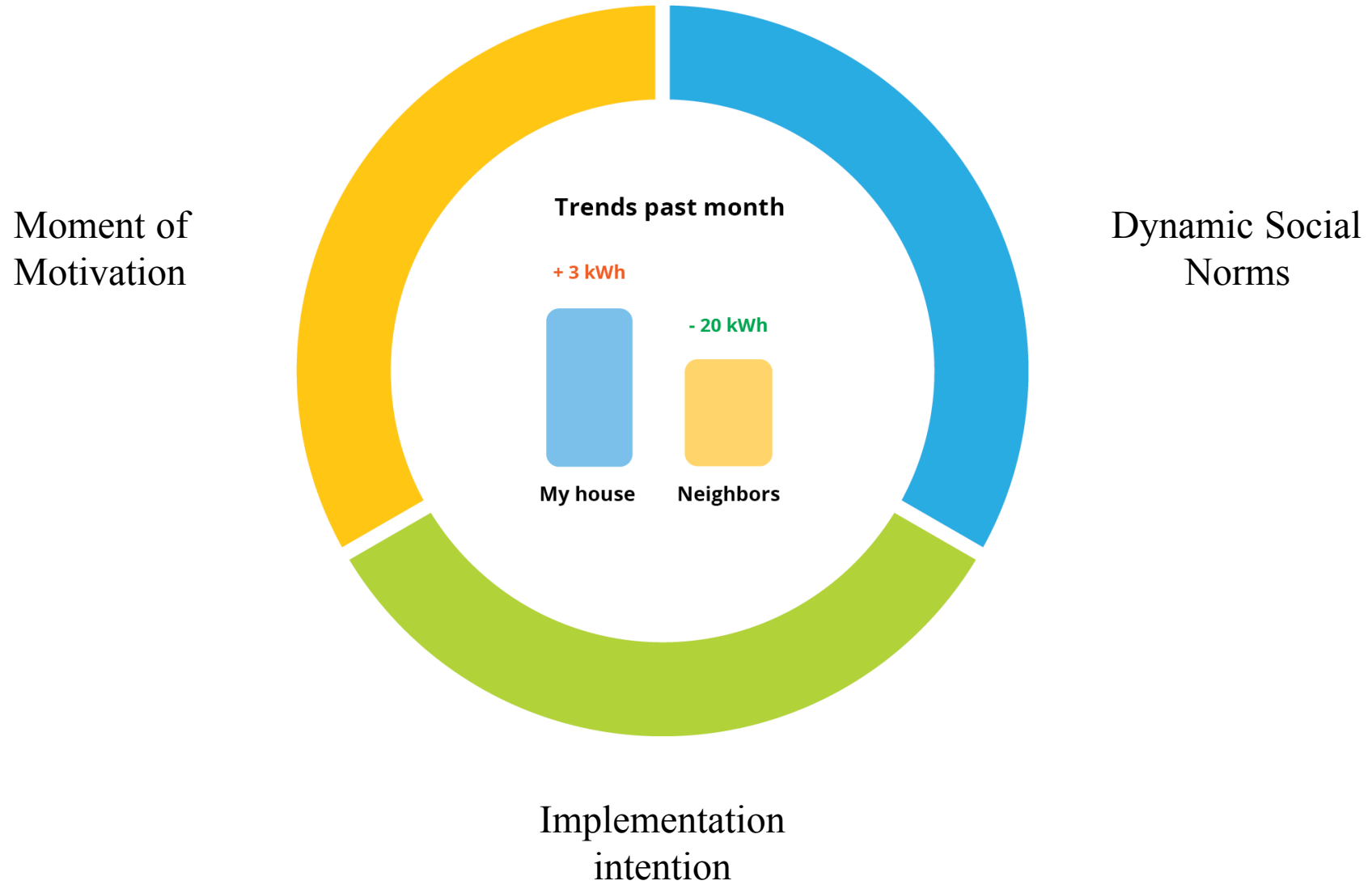
Data mining/clustering



Energy Efficiency!



New behavioral interventions

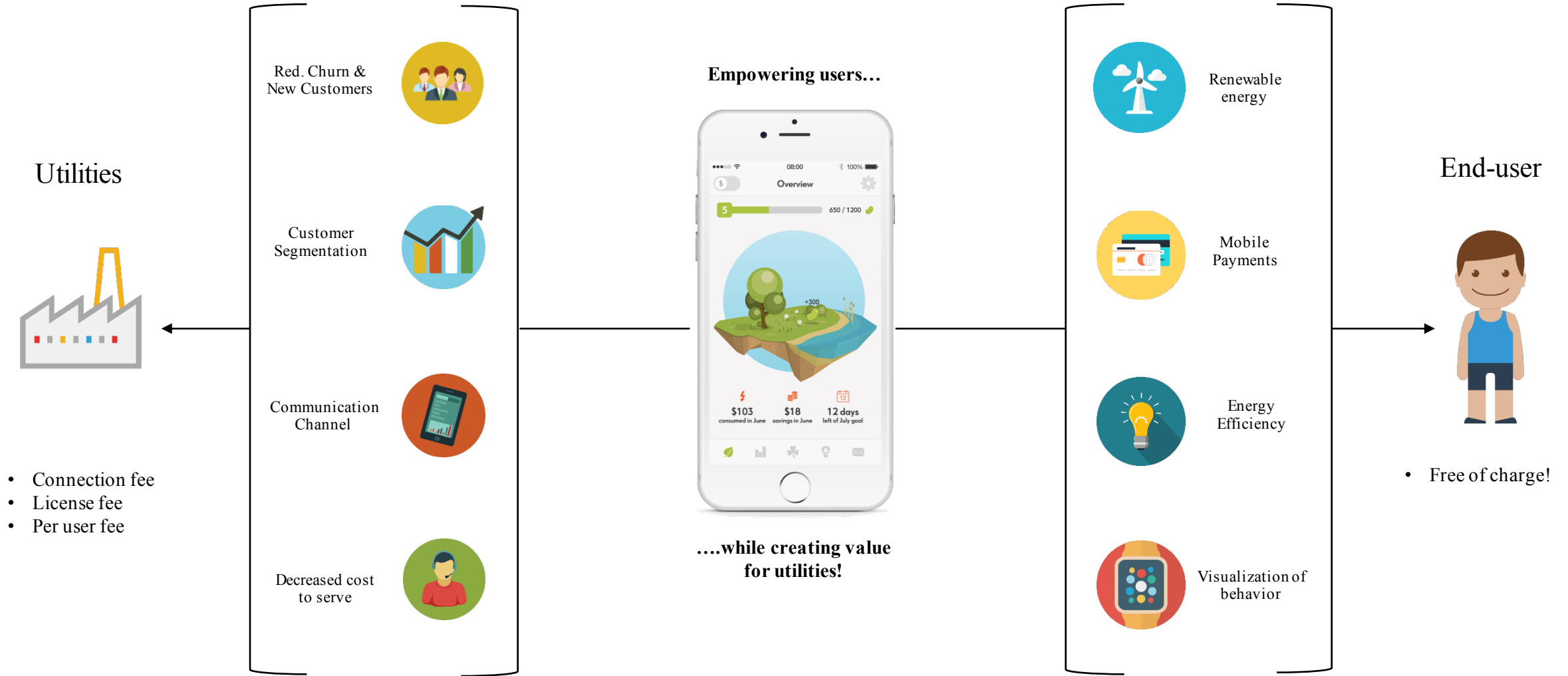


Results from 5 month trial



- **86 %** wants to continue use the app
- **75 %** wants similar information on the invoice
- **58 %** has gained more information of their energy behaviour
- **6.3 %** energy reduction for houses

Business Model



Vision



Enabling the new era of prosumers



Sell & Store your excess energy produced



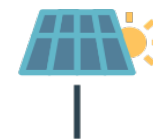
Buy Local Production



Charge your Electrical Vehicle



Save the world and learn more!



Produce your own Electricity



Pay your bill in our app



Thanks!

Fredrik Hagblom, Co-founder and CPO

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