

Marketing and Branding as R&D Considerations

Tuesday March 26th | 10:15am-11:30am | Track D

Agenda

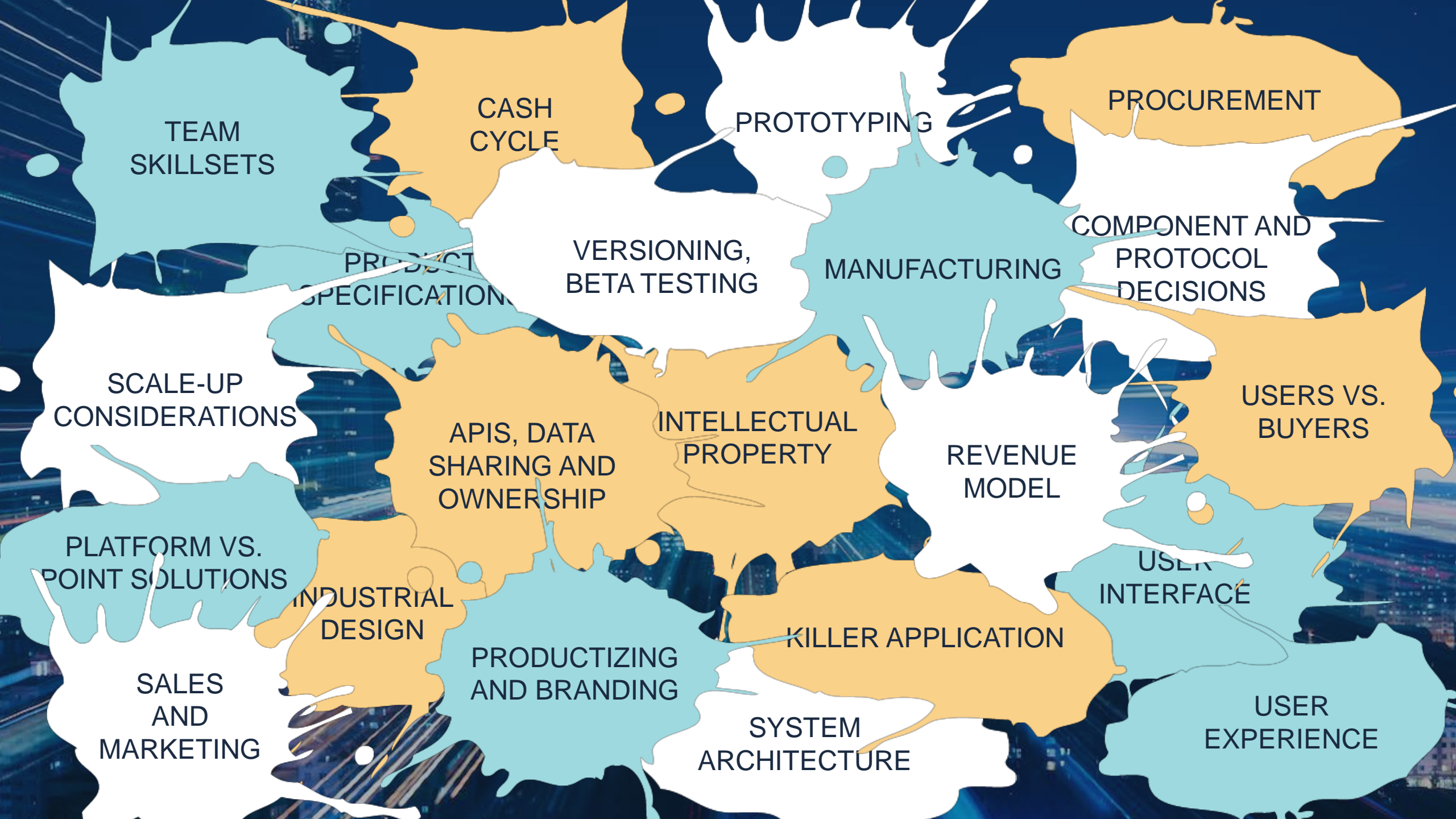
- Kick-off
- 4 perspectives
- Discussion
- Q&A

4 Thoughts...

1. Energy R&D considerations
2. Energy customers
3. Energy and innovation
4. Energy as an asset



1. Energy R&D Considerations



TEAM SKILLSETS

CASH CYCLE

PROTOTYPING

PROCUREMENT

PRODUCT SPECIFICATION

VERSIONING, BETA TESTING

MANUFACTURING

COMPONENT AND PROTOCOL DECISIONS

SCALE-UP CONSIDERATIONS

APIS, DATA SHARING AND OWNERSHIP

INTELLECTUAL PROPERTY

REVENUE MODEL

USERS VS. BUYERS

PLATFORM VS. POINT SOLUTIONS

INDUSTRIAL DESIGN

USER INTERFACE

SALES AND MARKETING

PRODUCTIZING AND BRANDING

KILLER APPLICATION

USER EXPERIENCE

SYSTEM ARCHITECTURE

There's a lot going on

**Some early decisions are
costly to change later**

2. Energy Customers

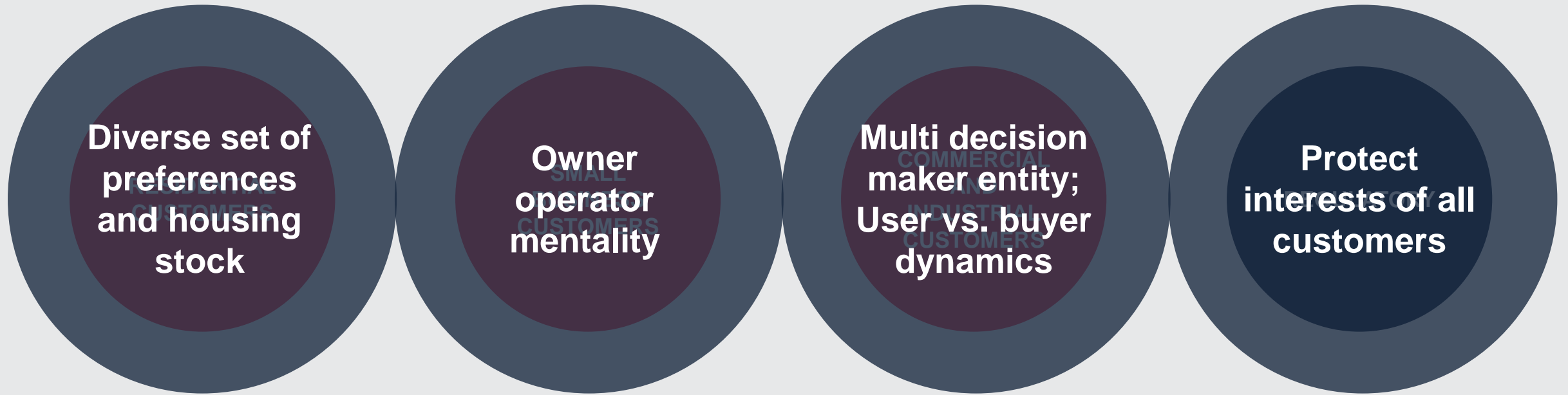
RESIDENTIAL
CUSTOMERS

SMALL
BUSINESS
CUSTOMERS

COMMERCIAL
AND
INDUSTRIAL
CUSTOMERS

REGULATORY

2. Energy Customers



Same innovation – very different value propositions

3. Energy and Innovation



How and where power is generated



How customers (especially larger ones) procure power



Demand side management and the role of DERs



Utility business model



Owner of the customer relationship

UNCHANGING: Our reliance on power and the importance of a centralized grid

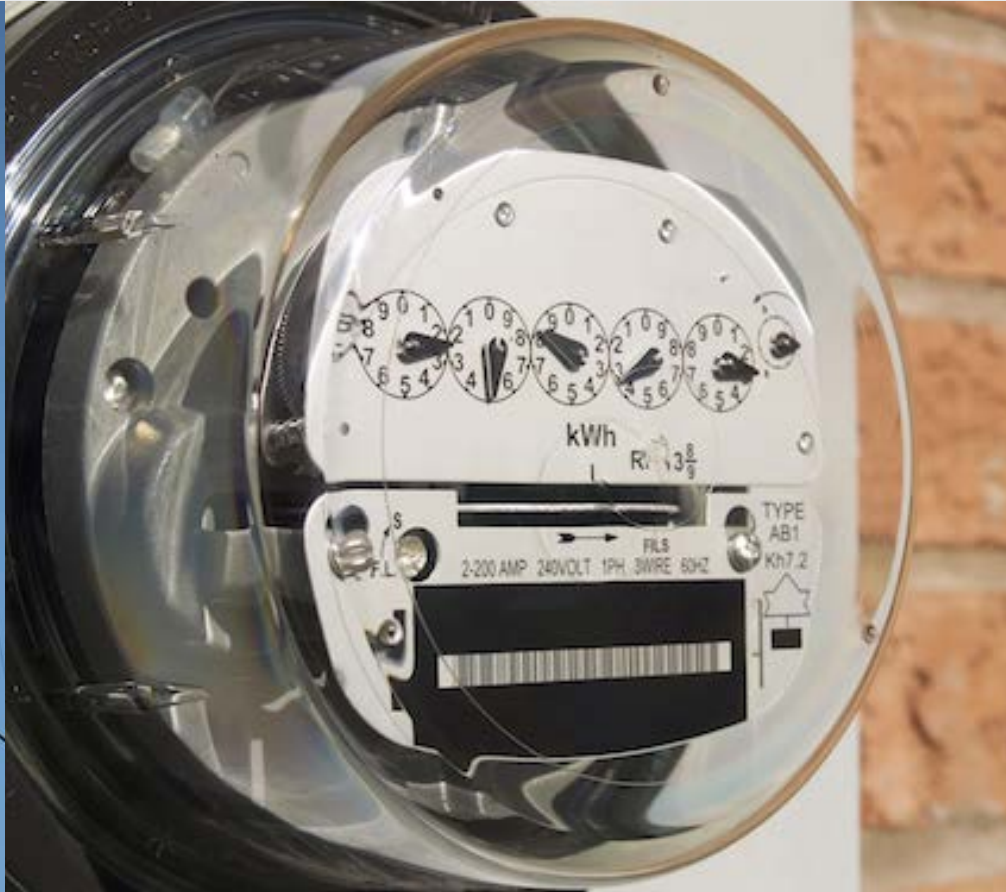
4. Energy as an Asset

When we think of products and services, we think...





When we use energy, these are the visual cues



Our Panelists

- **Sector perspective:** How utilities think of energy innovation
- **Commercialization case 1:** Product company, Nest
- **Commercialization case 2:** Services company, Arcadia Power
- **Broader branding perspective:** importance of branding and marketing in commercialization efforts; branding an intangible asset
- **Discussion**
- **Q&A**