

ONTARIO: ARE WE PROMOTING A CULTURE OF CONSERVATION?

Niraj Bhargava, CEO, Energate Inc.

Mowat Energy Session to Advise Ontario's Long Term Energy Plan
Toronto, September 26, 2013

Energate Introduction

Leaders in *Consumer Demand Response* Solutions

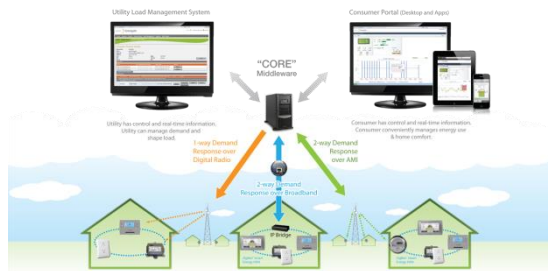
Home Energy Management Solutions Platform for Utilities and Home Owners

Technology: Open Platform provides Full suite of Home technology, Open software for both Utility and Consumer, and Communications choices

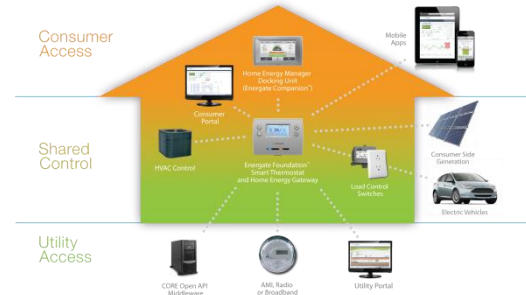
Providing Consumer Engaging Residential Demand Response Solutions

Results: Proven performance and versatile solutions at over 35 utilities across North America: ***Consumers Engage – Utilities Manage Demand***

Consumer Connected Demand Response

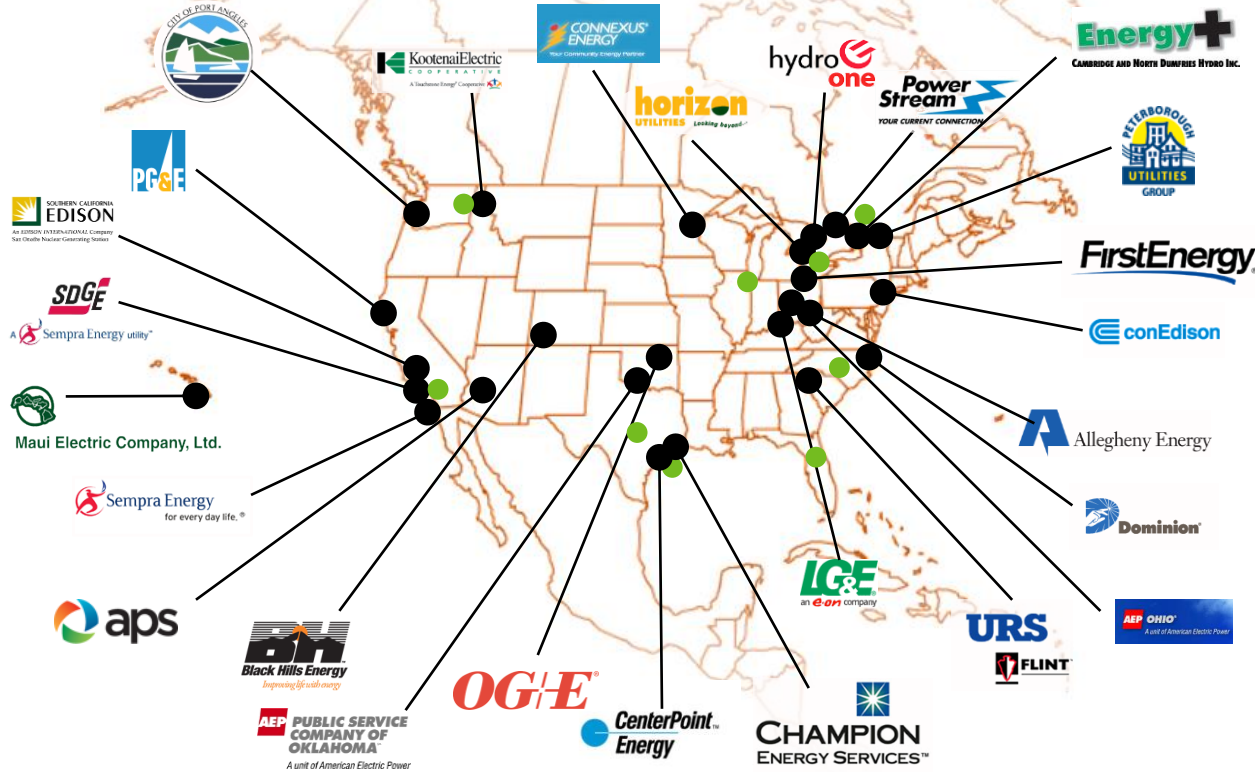


Foundation™ For Future Consumer Value



Energate across North America:

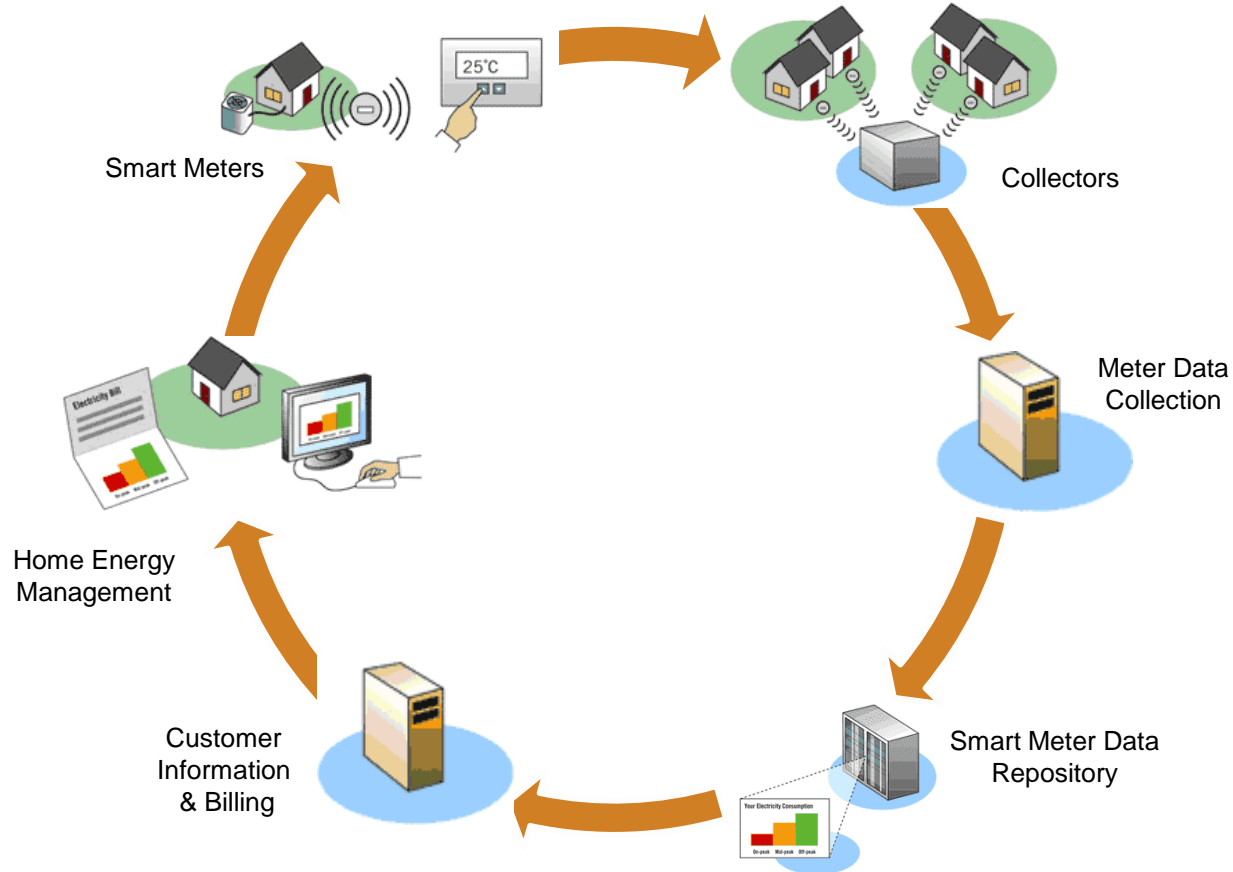
Many Lessons Learned in Consumer Demand Response



Ontario's Smart Grid Context for the Energy Consumer

- ✓ Significant Shifts in Energy Supply/Demand Mix
 - ✓ Large-scale Support for Renewables and Clean Energy
- ✓ Supportive and Progressive Stakeholders
- ✓ Large Direct Load Control Program – *PeakSaverPlus*™
- ✓ Full deployment of Smart Meters
- ✓ Legislated Dynamic Pricing – TOU
- ✓ Smart Grid Fund to take the Smart Grid to the Next Level
- *Yet most Homeowners only experience increases in their energy bill*

Ontario Smart Meters



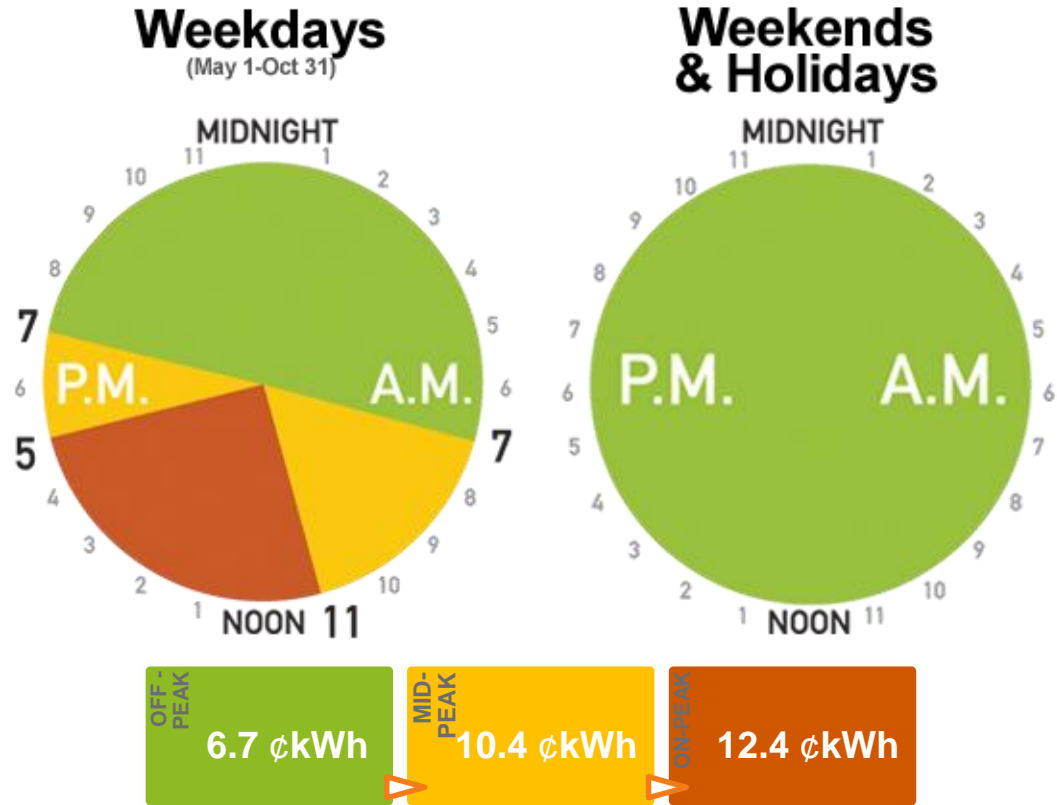
Over 4.7 million smart meters deployed

Utility-side Operational Benefits realized

Consumer Value Opportunities yet to be realized

Ontario Dynamic Pricing: Time-of-Use

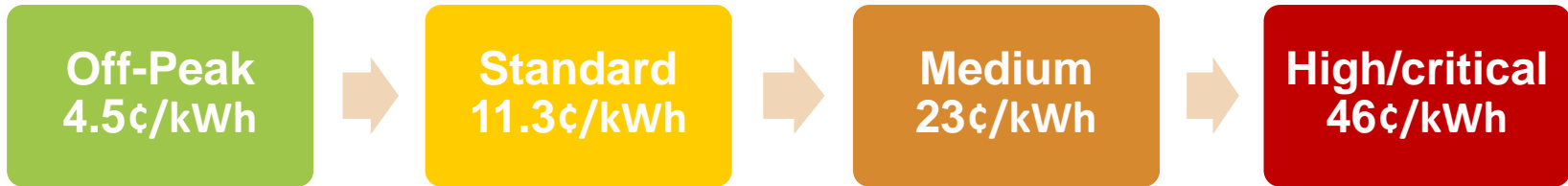
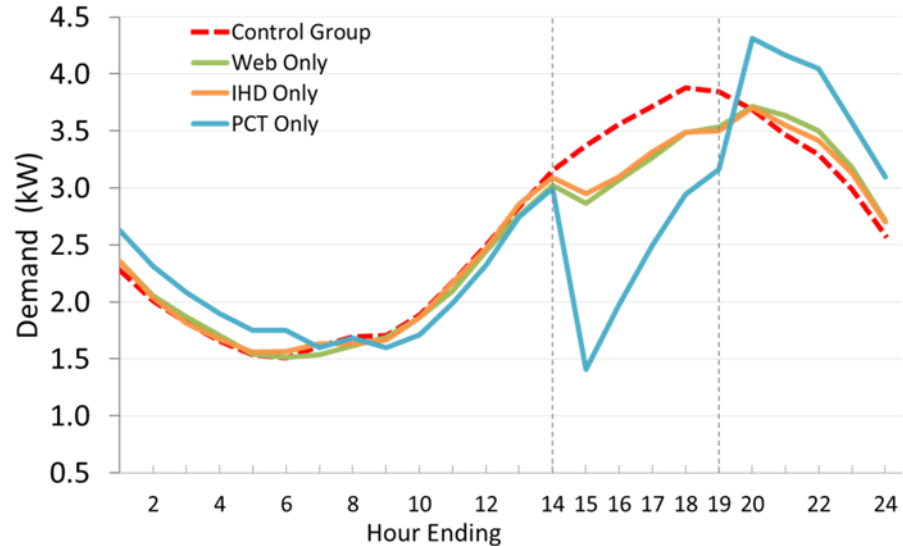
- There are over 4.4 million electricity consumers currently on TOU pricing.
- Consumers incented to shift their usage through behavioural changes
- Technology enablement in the home *the next frontier*



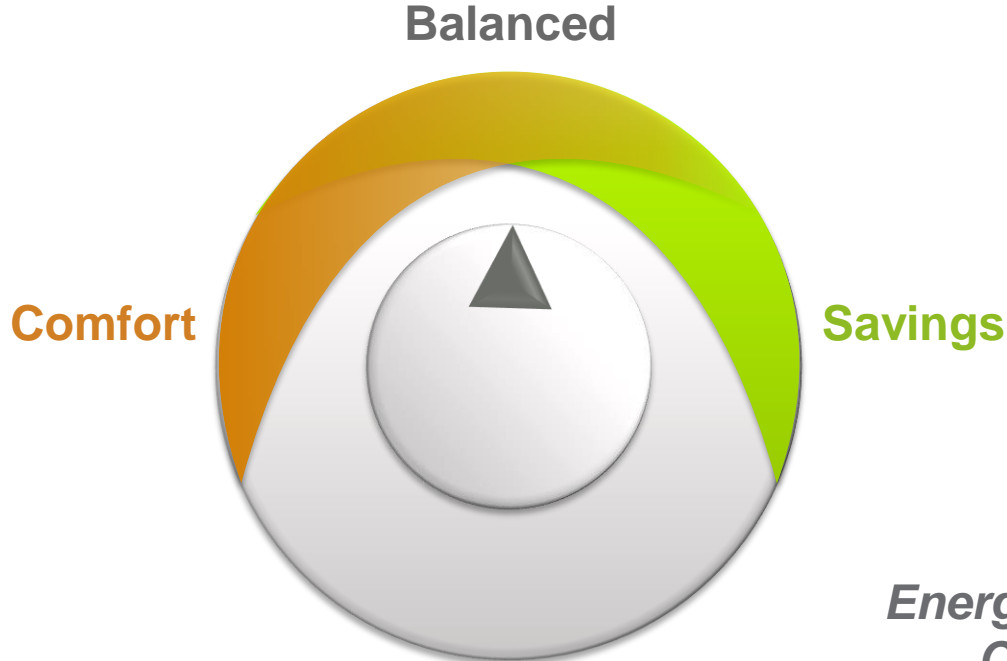
Energate Partners on solutions in Oklahoma *North America's Utility of the Year*



- Consumer **Opt-In** Program for Variable Peak Pricing: 4 to 46 Cents!
- **Consumer Controlled 70MW peak reduction achieved in 2012** and again in 2013- Expanding in 2014
- OG&E has deferred construction of new power plant until at least 2020
- Verified over 1.9 kW per home average peak load reduction
- **Consumers are saving money with rate-based Set&Forget technology**



From the Eyes of the Consumer: *The Complexities of the Smart Grid are Irrelevant*

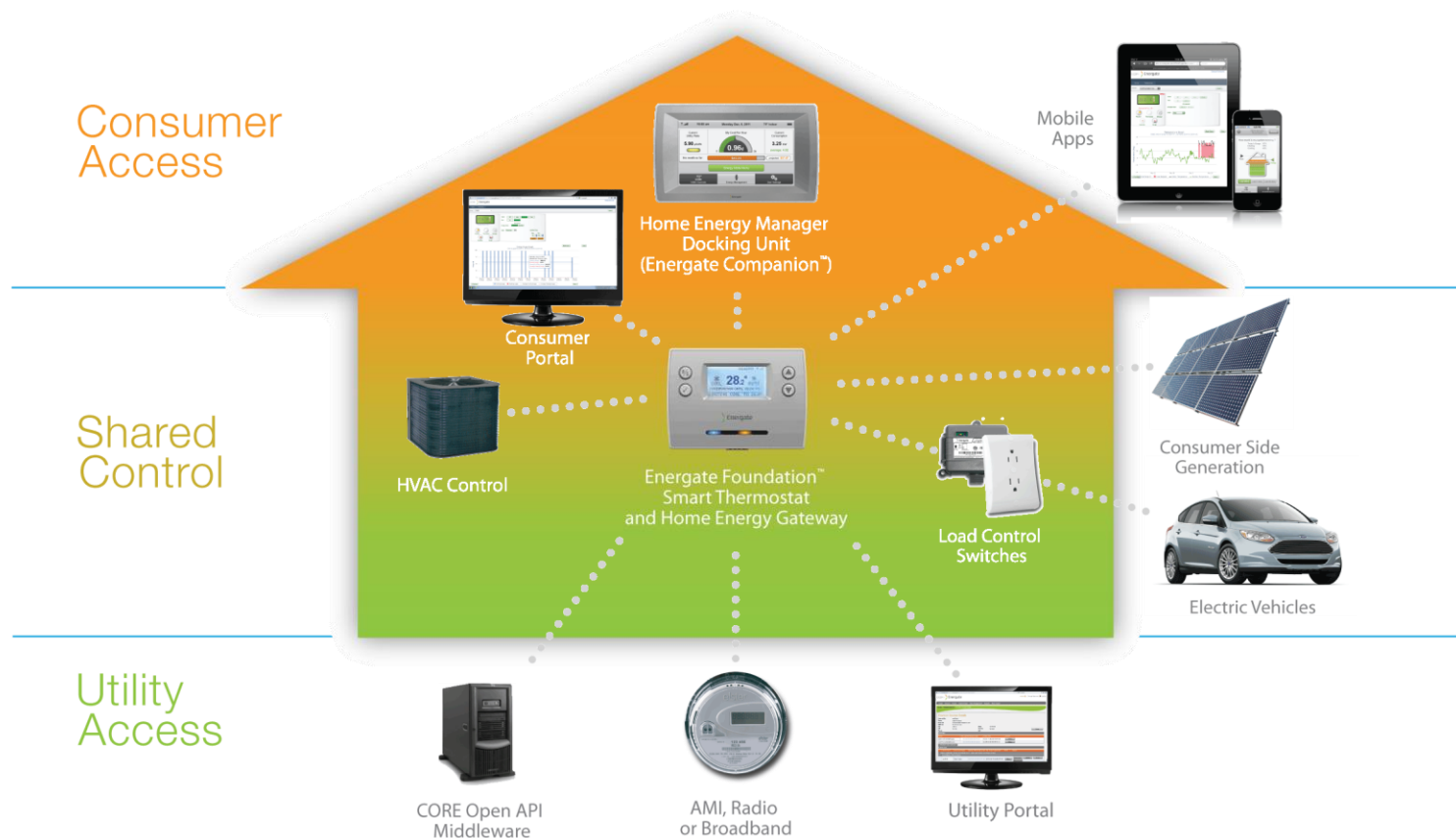


The Secret Sauce

- Simplicity
- Set and Forget
- Segmentation

*Energate proposes a program with
Ontario's Smart Grid Fund*

Ontario's Smart Grid Fund invests in Consumer Engagement on the Smart Grid (CESG)



Today's Ontario Program: Consumer Engagement for the Smart Grid

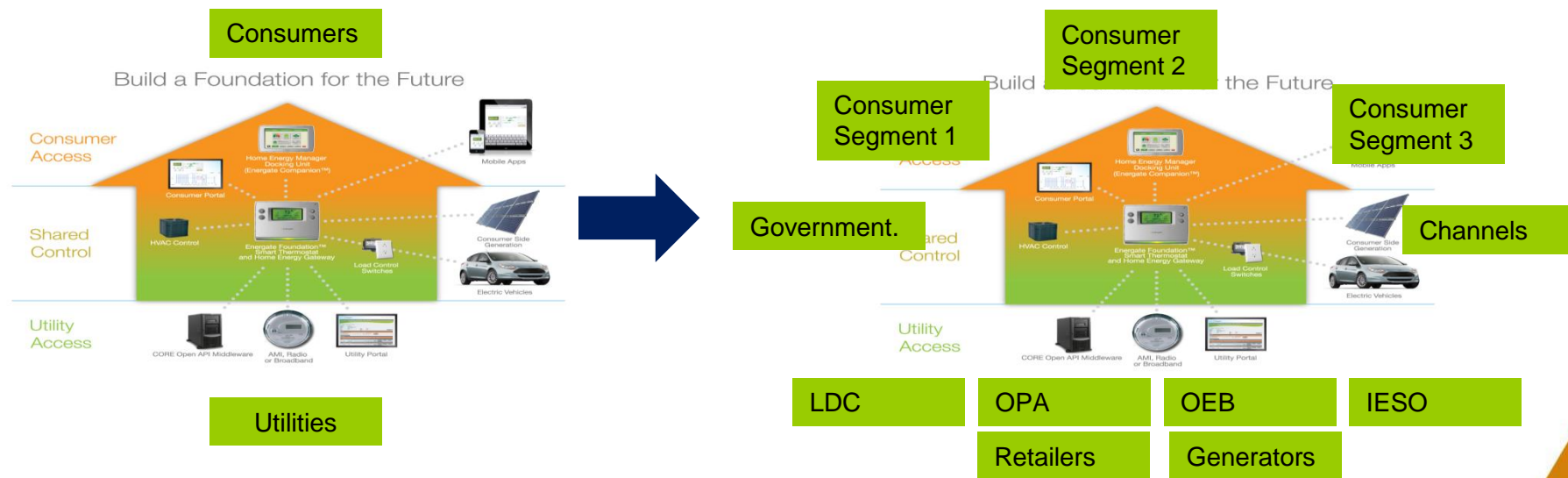


1000 home demonstration led by Energate with Six+ Ontario LDCs

- Base solution features Energate's platform SW and HW that qualify for *peaksaver PLUS™* and leverage Ontario Smart Grid data and networks
- Innovation roadmap for Consumer Engagement including Mobile Apps, Home Energy Management plus ties with EVs and DG
- Ontario CESG Advisory Board Observing and identifying barriers to success in Ontario
- **Push, Engage, Pull**
 - *Push* existing program-compliant in-home solutions to consumers, then *Engage* them in dialog, and ultimately let those consumers *Pull* the features they value into their homes.
- **Targeted Results**
 - *Engaged Consumers in Ontario that see and experience the Value*



A CESG Early Learning: Need to deal with *Diffused Benefits*



A Key Learning of CESG to date: The Technology and Program Platform must have flexibility to serve sustained value to many stakeholders

Meeting Long Term Goals: Ontario 2013 - 2016

- ✓ Significant Shifts in Energy Supply/Demand Mix
- ✓ Supportive and Progressive Stakeholders
- ✓ Large Direct Load Control Program
- ✓ Full deployment of Smart Meters
- ✓ Legislated Dynamic Pricing – TOU
- ✓ Smart Grid Fund to take the Smart Grid to the Next Level

We also need:

- ✓ Consumer Engagement Innovation Strategies
- ✓ Win-Win Pricing Models with Customer Choice
- ✓ Process to re-align the Diffused Benefits

Thank You.

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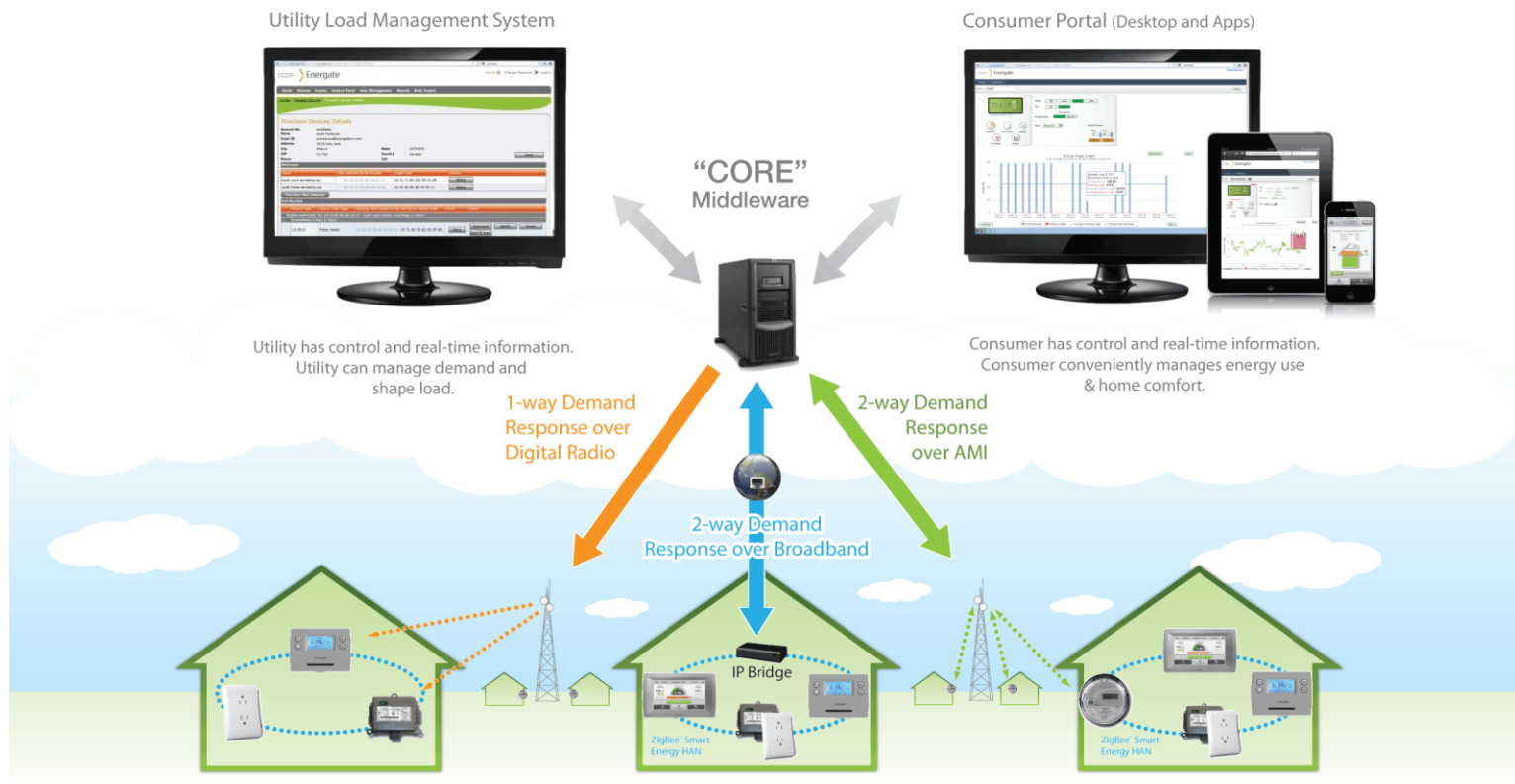
www.energateinc.com

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Appendix: A Configurable Solution for Utilities

Consumer Connected Demand Response™ CCDR





Top Reasons to Sign Up on SmartHours Save Money and Save Energy

