

Energy technology development from concept to commercialization

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What we do

We work with innovators to accelerate smarter, cleaner, more accessible solutions for communities and cities.

Our Team

- Experience with program development, execution, testing, strategy and analysis at the intersection of mobility and the grid
- Focused on technology and business model/policy challenges
- Go to resources for media, panelists, moderators, judges, mentors, and committees

Focus areas

SMART MOBILITY

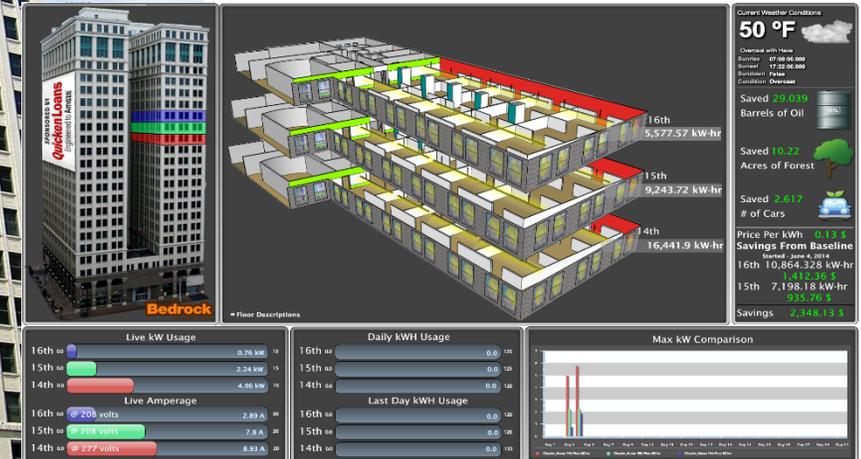
We accelerate connected, automated, shared, and electrified (CASE) mobility solutions and how they interact with the surrounding infrastructure and grid.



Focus area

SMART GRID

We accelerate smart, energy efficient solutions for buildings and homes, and how they interact with the surrounding infrastructure and grid.



Smart grid work

Demand Response and Building Energy Management

Worked with Enbala, DTE Energy, and Hepta Systems to integrate software and controls for demand response and grid communication within the center for with multiple assets to validate solutions.



Smart grid work



Three-year initiative to reduce the energy footprint in commercial buildings by increasing awareness and accelerating the adoption of advanced lighting control systems.



U.S. DEPARTMENT OF
ENERGY



DTE Energy
Know Your Own Power



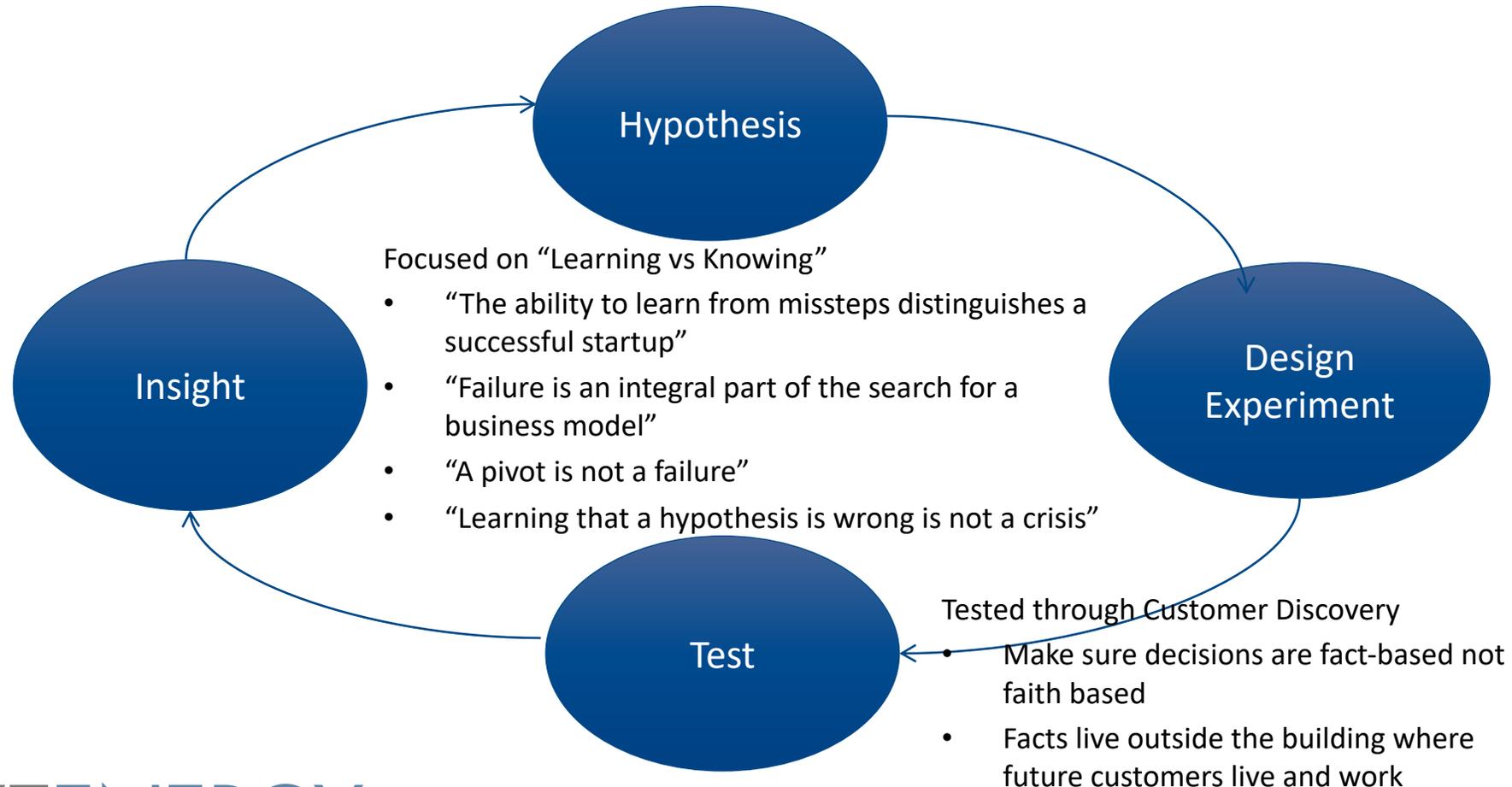
Customer Discovery/Engagement

- When is it important?
 - Idea or conceptual stage?
 - Development stage?
 - Deployment stage?
 - Scale up stage?

What is a “Customer?”

- A buyer, user, reseller, manufacturer, distributor, supply chain partner, etc
- Anyone in the system between “you” and your market
- Always **a person** within an entity (a customer segment) who is identified by a title/job description

Customer Discovery Process



Engaging and learning from customers



Who are our customers?

- Building owners and operators
- Utilities
- Performance contractors
- Contractors and installers
- Architects and engineering firms
- Building occupants

Value proposition

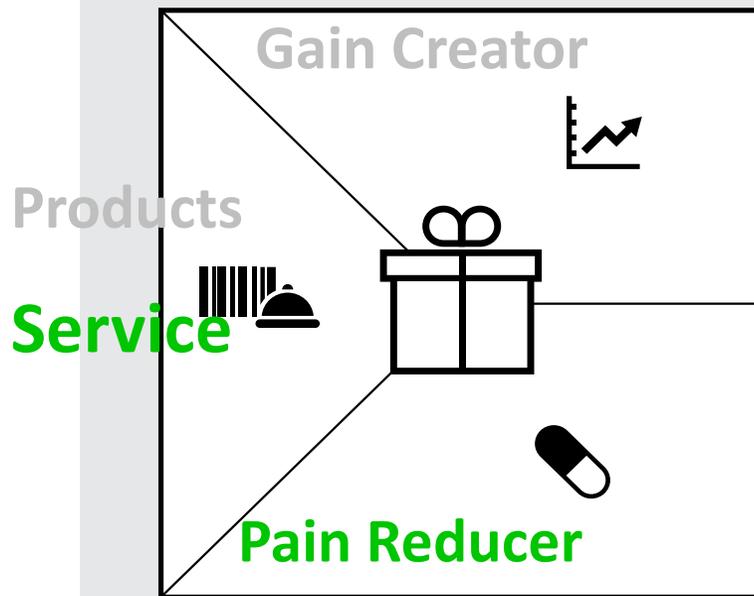
- Value Proposition describes the benefit your customer will derive by adopting your product or service
- Have you articulated (or can you) the benefit your customers will receive from adopting your product or service?

Pain Killing Value Proposition

- Specific and quantitative value proposition
- Provides the *expected utility* while reducing or eliminating one or more:
 - Time spent to accomplish a customer job
 - Money or cost expended
 - Risk reduction, elimination or mitigation
 - Eliminate negative emotions or reactions

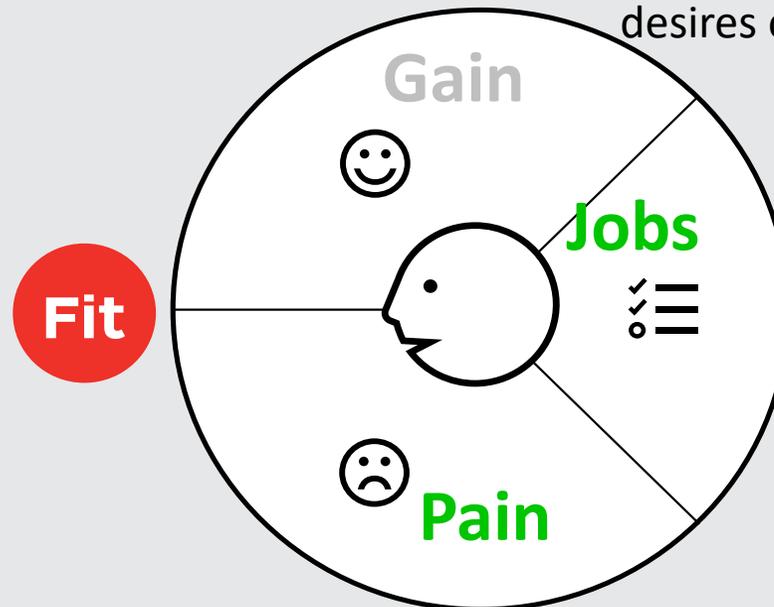
Value Proposition Canvas

value map



customer profile

benefits the customer expects, desires or would be surprised by.



Fit

negative emotions, undesired costs or situations, and risks the customer (could) experience before, during, or after getting the job done.

Characteristics of a great Value Proposition

- Customers would actually say it
- Specific and quantitative
- Customers understand it immediately
- A direct benefit to the customer
- Uniquely delivered by your company
- Concise (unlike this slide)

Engaging and learning from customers



Who are our customers?

- Building owners and operators
- Utilities
- Performance contractors
- Contractors and installers
- Architects and engineering firms
- Building occupants

Your customers

- Are you engaging with and learning from all of your customers?
 - Remember, it is important to engage at every step in your development/commercialization
- What are you learning from them outside of the pain reducers?
- Are you pivoting as a result of what you are learning?