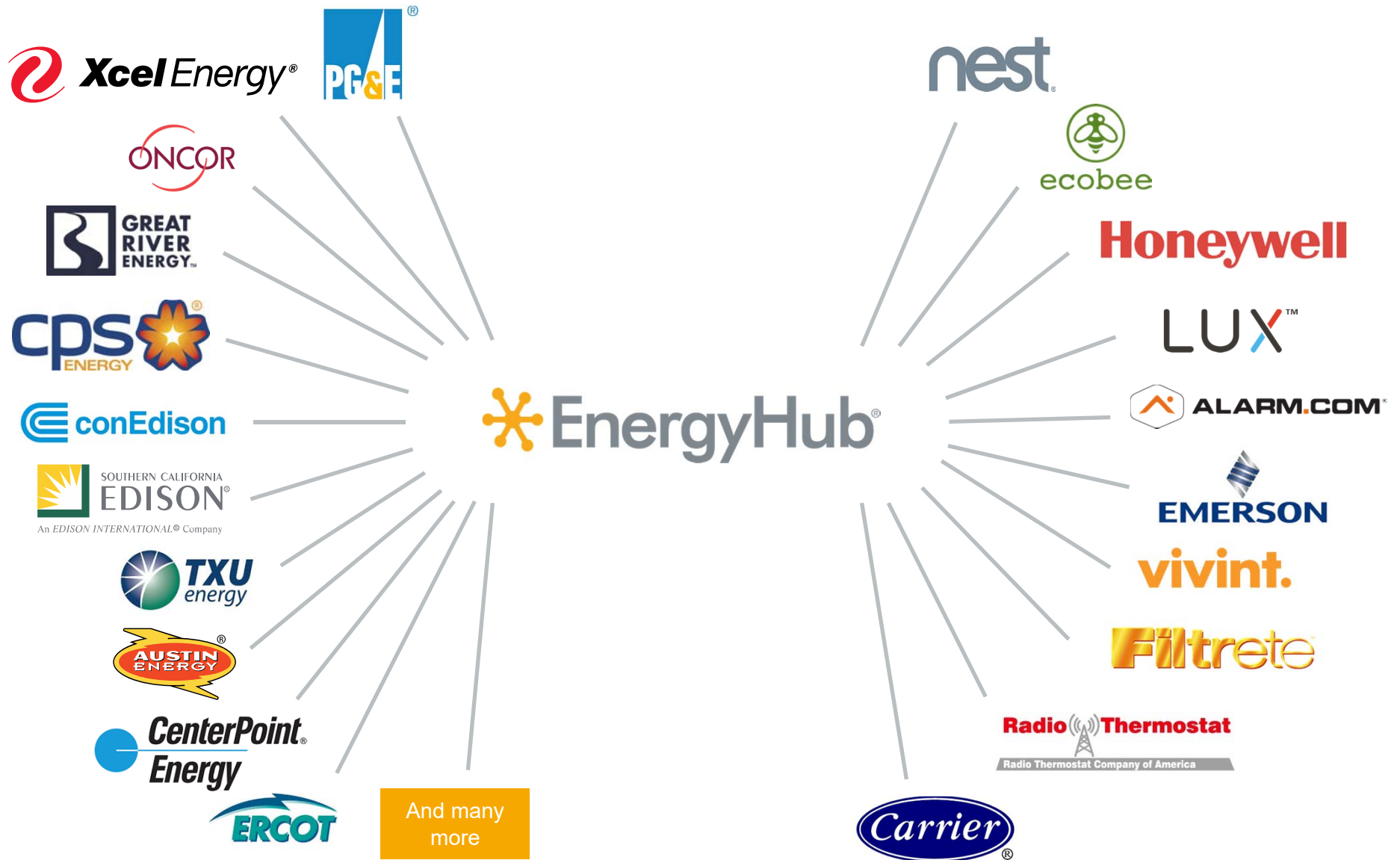


 EnergyHub®



Connecting the smart home to utilities and energy markets



About Bring Your Own Thermostat® demand response



40% of all thermostats sold today are internet connected

(Parks Associates)

Customers have choices



Time



You'll need to work with many of them to make a BYOT program work.

COX



EMERSON

NETWORKS



ecobee

IRIS

HOME INTELLIGENCE



Traditional demand response



Program marketing/recruiting



Thermostat inventory management



Customer enrollment



Installation services



Thermostat customer support

BYOT demand response



Device vendor



Program marketing/recruiting



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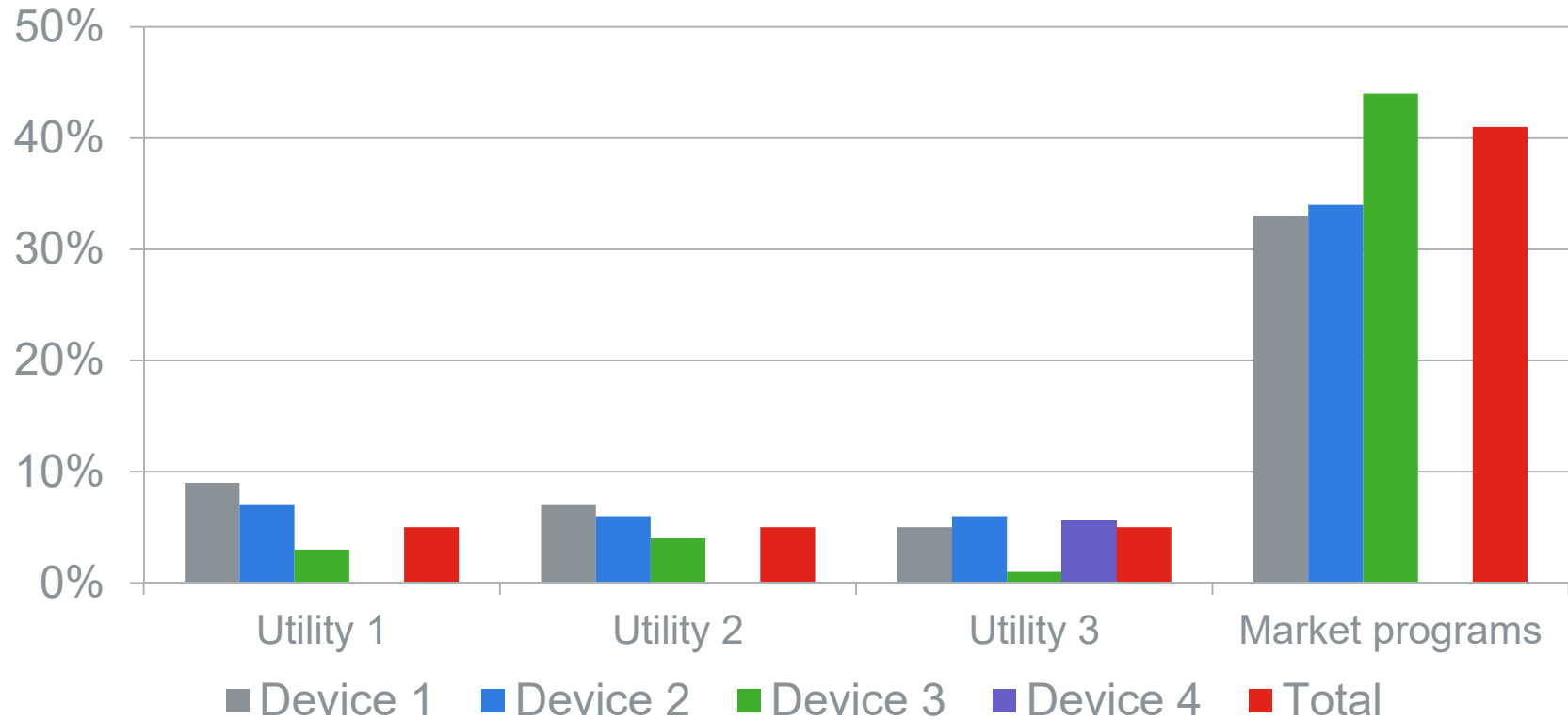


Thermostat customer support

BYOT-specific challenges

- Maximizing device choice
- Reducing barriers to enrollment
- Creating effective marketing

Program design matters



Creating customer choice: standard BYOT

For each partner, work through:

- Contracting
- Marketing support
- Enrollment integration
- DRMS integration
- Event execution
- Rebate administration
- Reporting



Creating customer choice: turnkey vendor

A single contract covering key partners for your program.
Only EnergyHub offers this.



Reducing barriers to enrollment



Limit
enrollment
steps





Require
minimal
information




Provide
instant
verification

Effective marketing through co-branding



Save energy this summer and earn \$125+


Hi Thomas,



Sign up and earn \$125+
Enroll your Wi-Fi thermostat in PowerNap® Air Conditioning now to take advantage of peak savings.

Convenient, easy savings
Using a Wi-Fi programmable thermostat lets you control your thermostat anywhere, anytime -- and it can help you save up to 15% on heating and cooling costs. By participating, you can earn \$125 for each qualifying air conditioning system. Plus, you'll receive up to \$50 in electric bill credits this summer for participating.

Learn more at: <https://my.luxproducts.com/connect/enroll/connexus>

Sign Up 

Not all applicants will be accepted to participate. See the [Terms and Conditions](#) for full program terms.

Add onlinesupport@luxproducts.com to your address book to receive all program-related emails. [Click here](#) to unsubscribe from all marketing emails from EnergyHub.
EnergyHub, Inc. | 232 3rd St., Suite C201 | Brooklyn, NY 11215

POWERED BY
EnergyHub

- Utility marketing knowledge
- Device vendor expertise
- Co-branded messaging

How BYOT compares with traditional demand response

1.2 – 1.5 kW

DR capacity delivered per BYOT thermostat

Source: Middle 80% of EnergyHub BYOT deployments

BYOT yields lower 10-year program cost

