



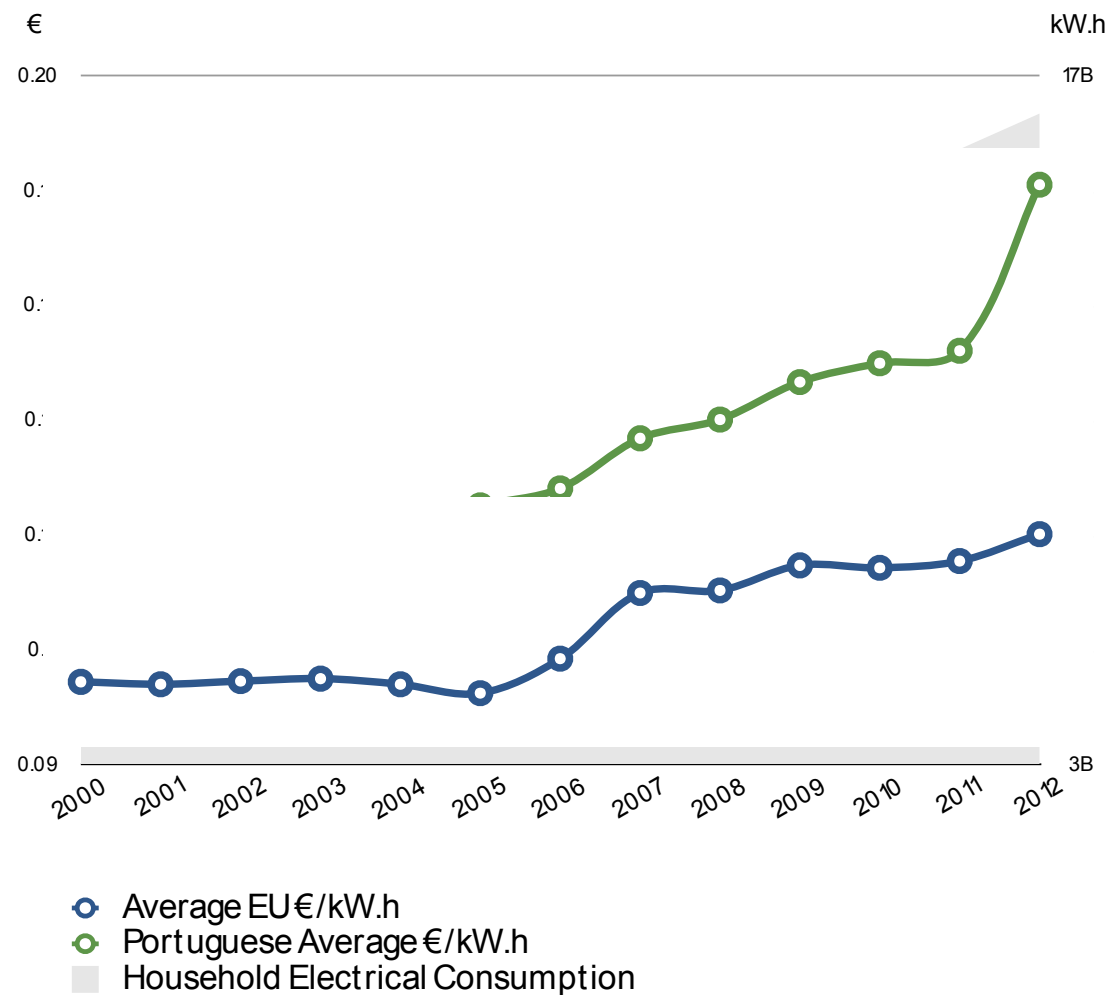
O Consumidor Liberalizado

Future Services and Products

Lisboa E-Nova
Lisboa, 30 de Maio de 2012

Context

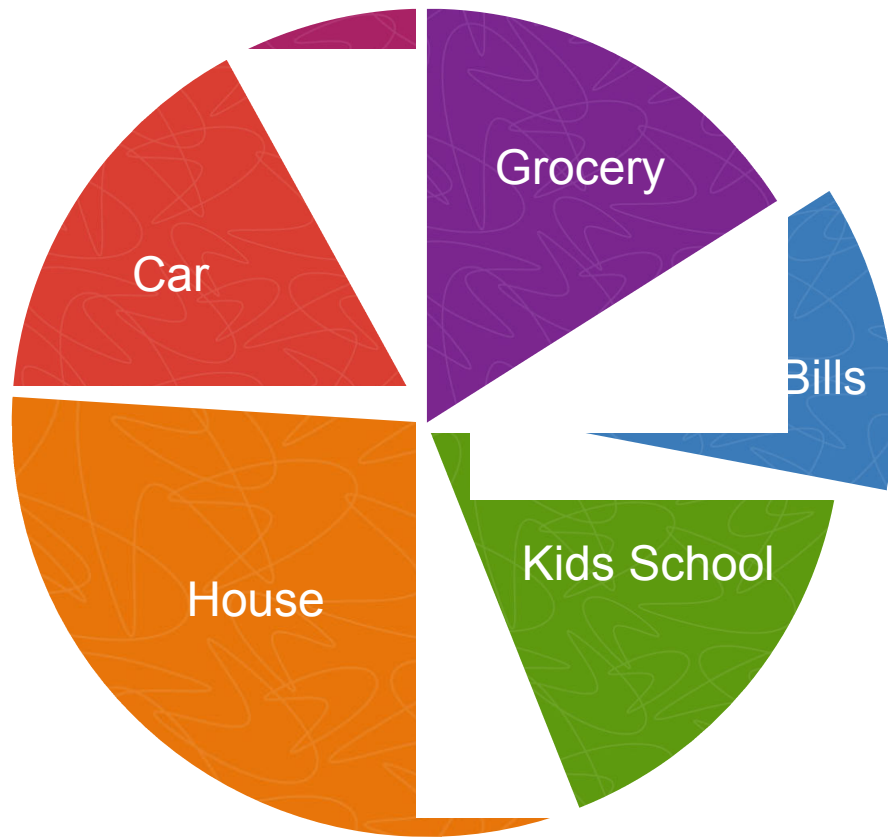
Electricity Prices and Household Consumption Evolution



How high can I go?!

How much will I pay in 5 years?

The price rises sure will have an impact in my monthly budget



This is a great slice to save some €

But in order for me to save...

I should really know

How much € I'm spending!

Where I'm spending my electricity!

Either if you are:

- An information seeker;
- A budget concerned;
- Gadget oriented;
- Or simply a control freak

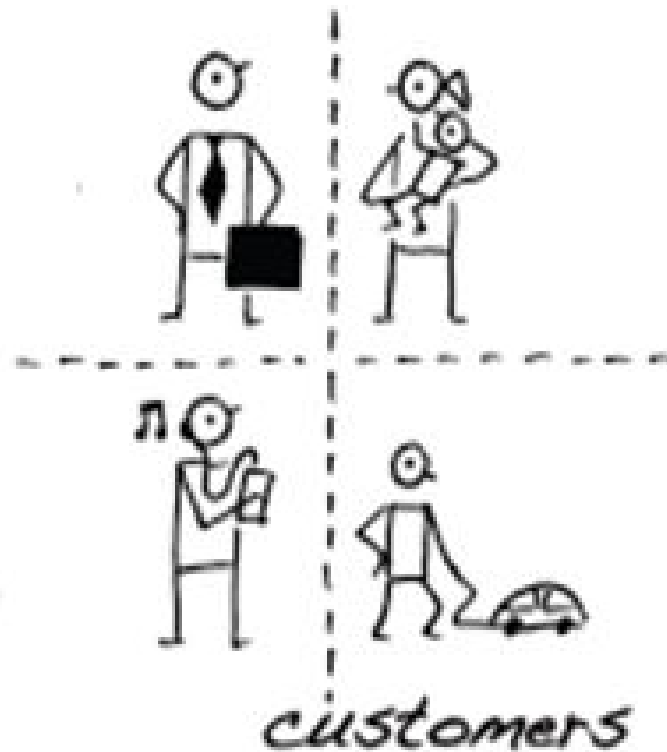
We might just solved your problem:



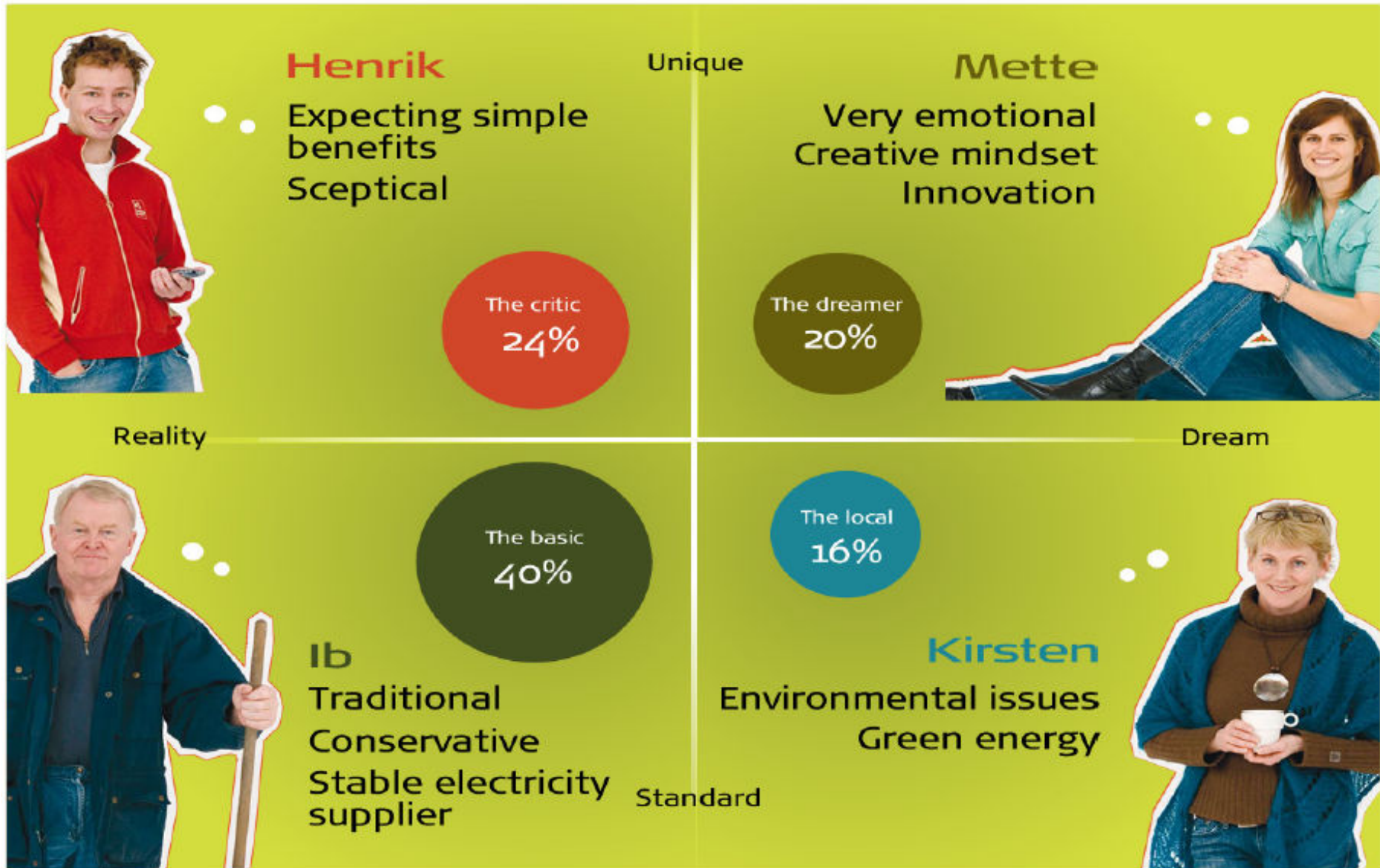
The Market

Do we have enough information to address market?

What's the size and how to get there?



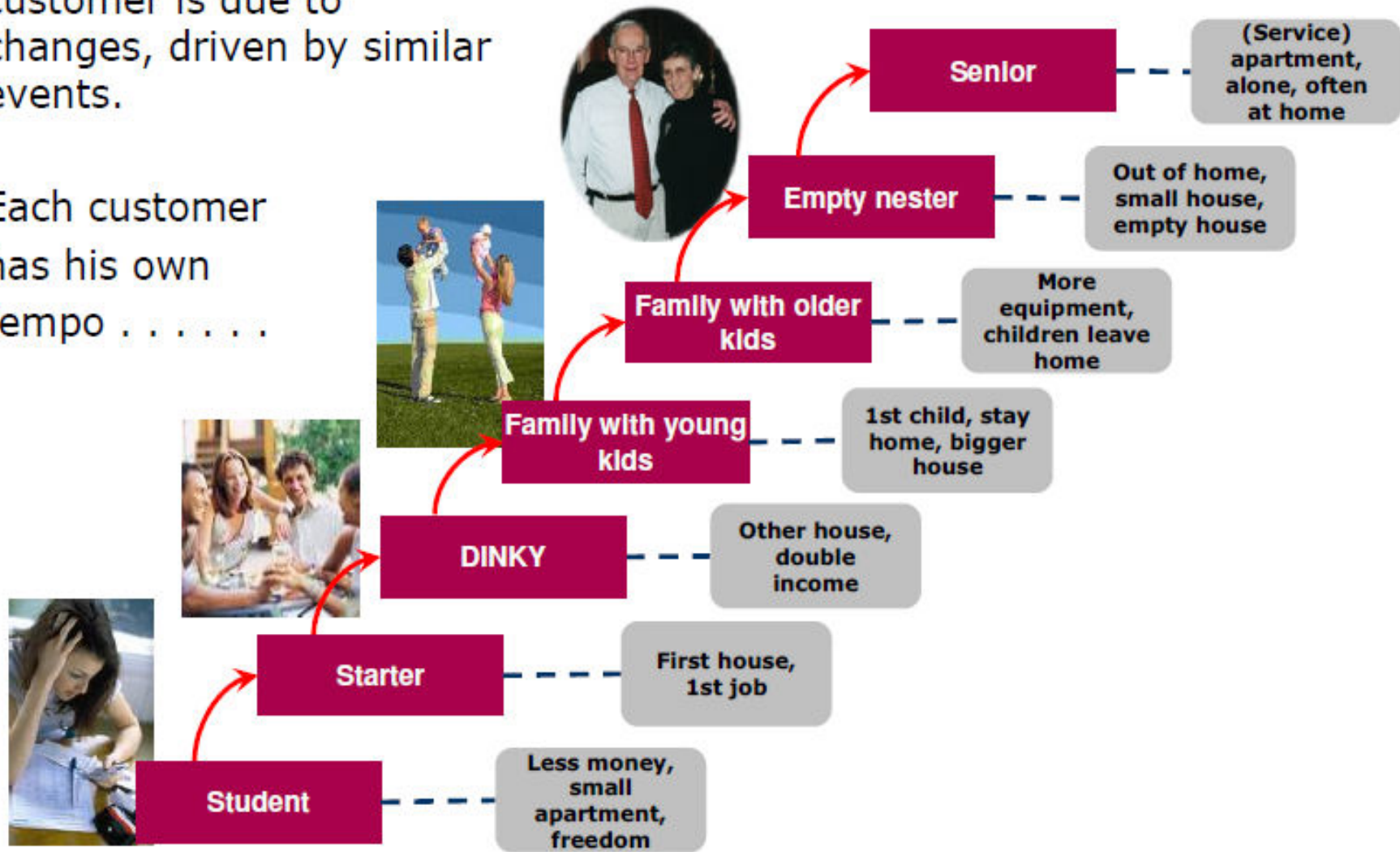
One example

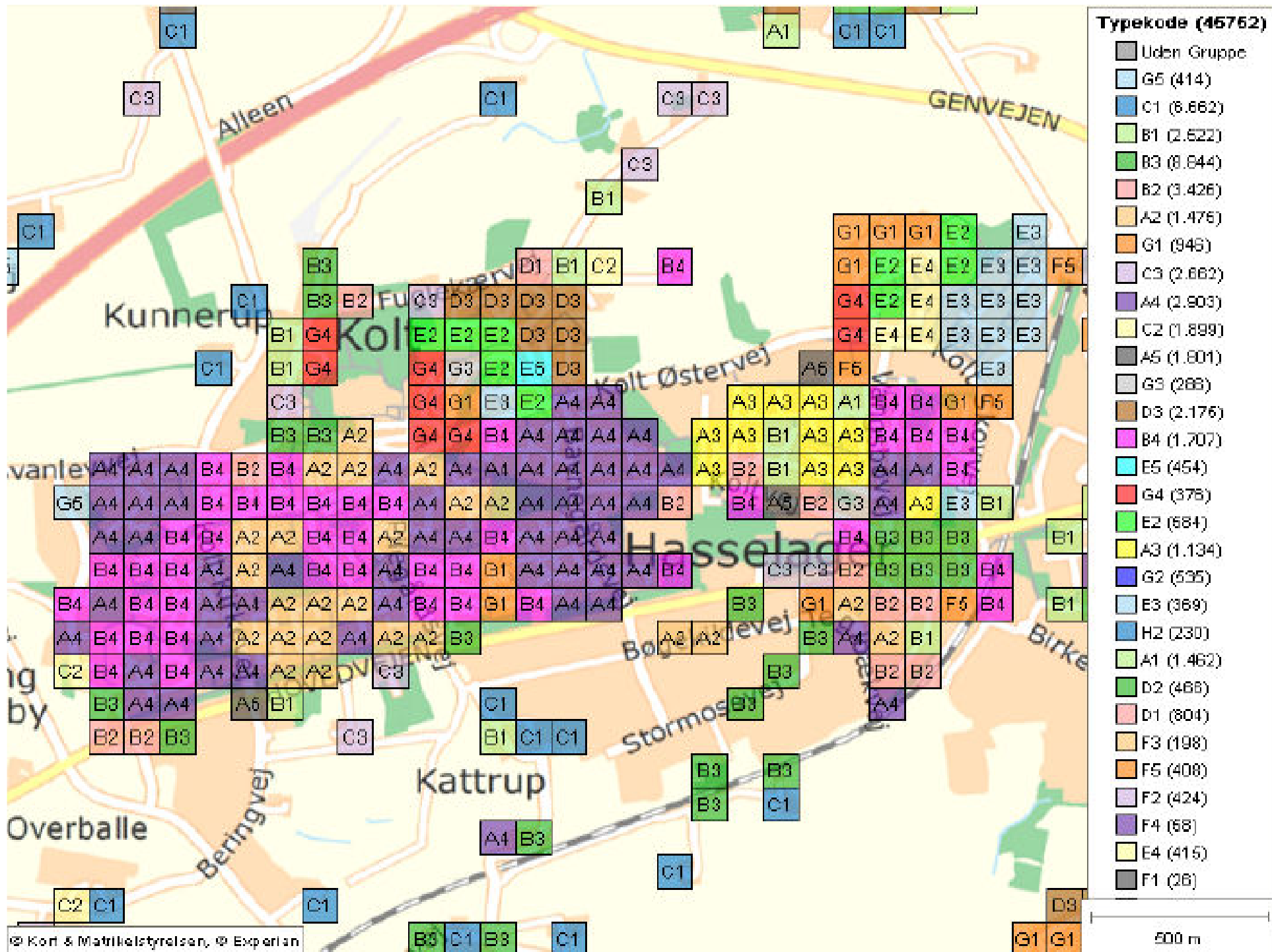


Evolution

Personal situation of customer is due to changes, driven by similar events.

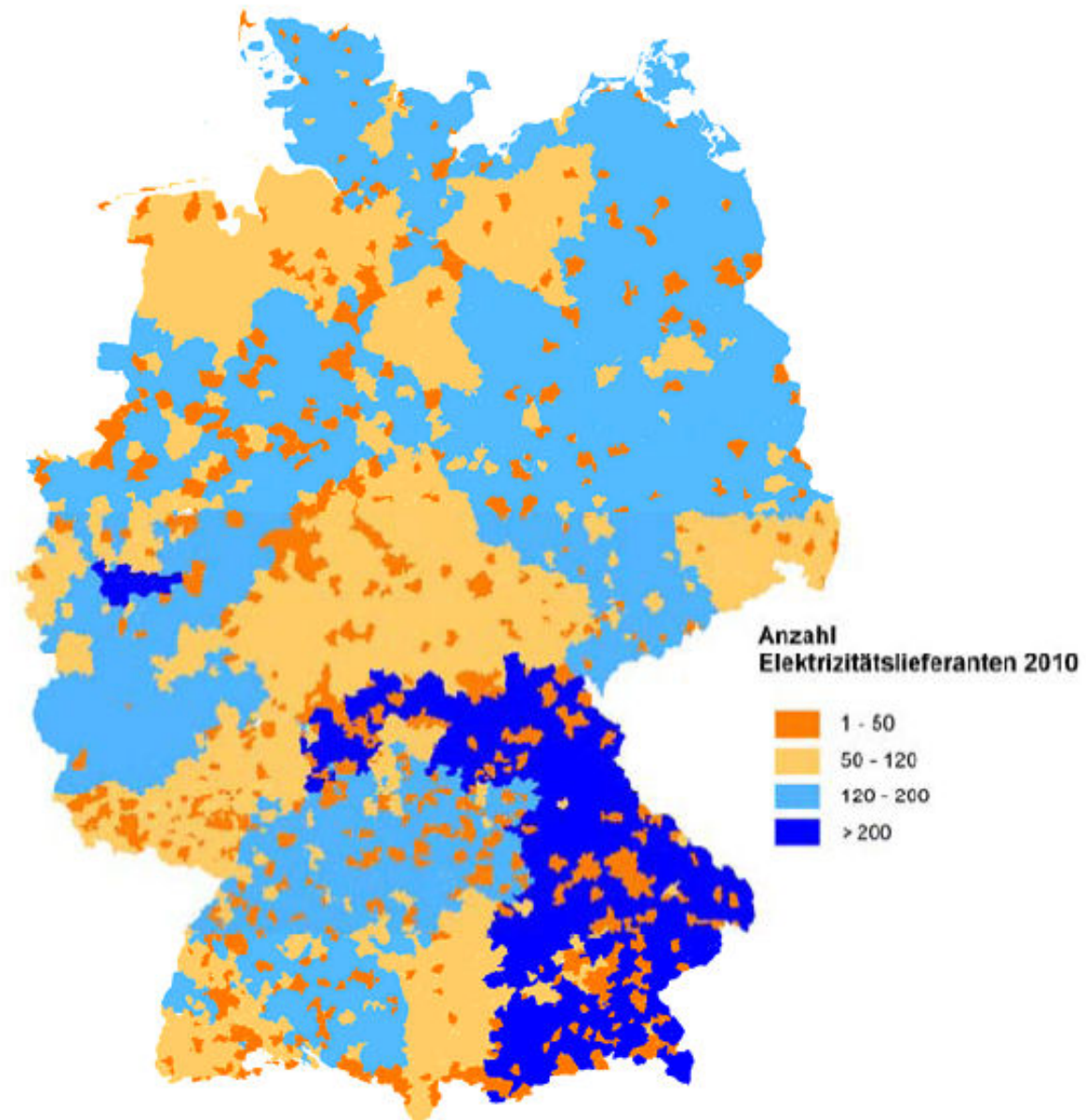
Each customer has his own tempo





Compose the Offer

*Nr. alternative electricity suppliers
(active per region, 2010)*





- > market boundaries are not given
- > they are reconstructed by the actions & beliefs of industry players

BLUE OCEAN STRATEGY

How to Create
Uncontested Market Space
and Make the Competition Irrelevant

W. Chan Kim · Renée Mauborgne

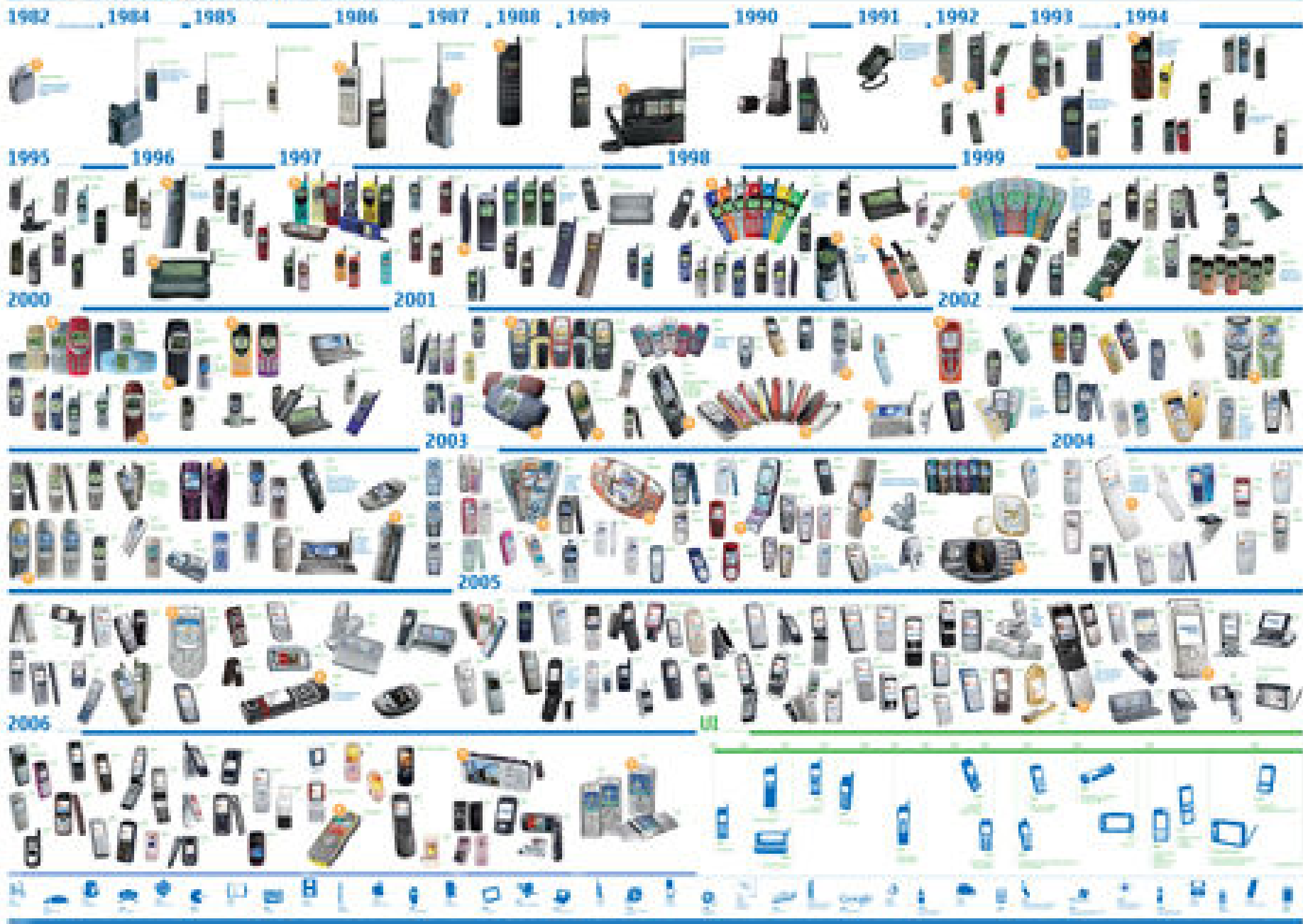
HARVARD BUSINESS SCHOOL PRESS

RED OCEAN

- compete in existing markets
- beat the competition
- explore existing demand
- make the value/cost trad-off
- align with differentiation OR low cost

BLUE OCEAN

- create uncontested markets
- make competition irrelevant
- create & capture new demand
- break value/cost trad-off
- align with differentiation AND low cost



Some existing Services

Infra Red Photo

Mini Audit

Standby Killers



Tilbud til Galten
Folkeblads læsere



125 Euro

Termografering i Galten & omegn



Ved hjælp af termografering synliggør vi varmetabene fra dit hus. Det gør det lettere at prioritere, når du skal vælge forbedringer, du vil gennemføre for at spare på varmeregningen.

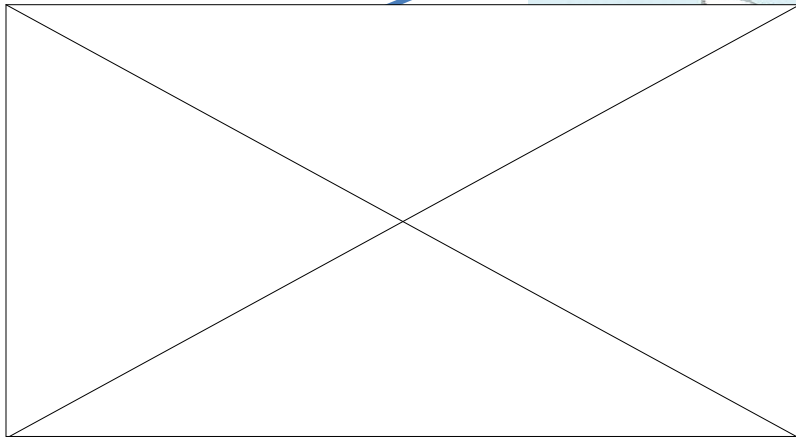
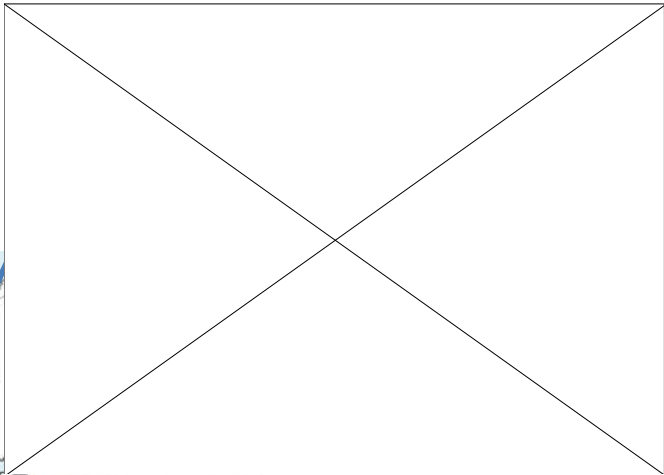
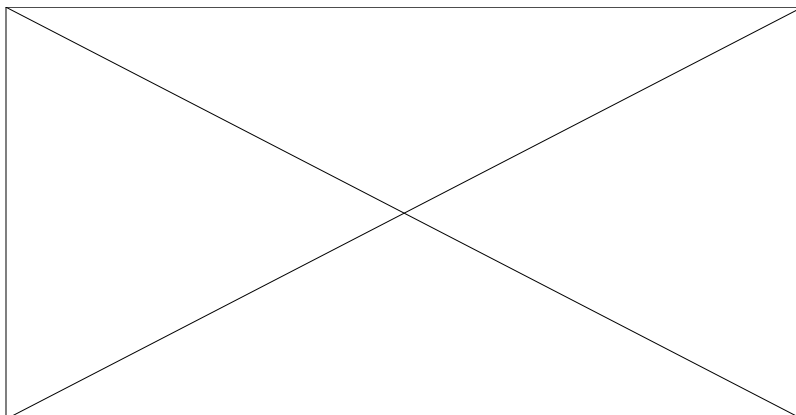
Tilmelding & betaling:
Læs mere og tilmeld dig på www.lokalenergi.dk/termografering.aspx frem til d. 1. december. Betal nu over nettet eller betal over næste afregning.
(Gælder for kunder hos Galten Elværk)



 Galten Elværk  Lokalenergi
www.ge.dk www.lokalenergi.dk

Some existing Services

<http://youtu.be/gfJNwmZzcO4>

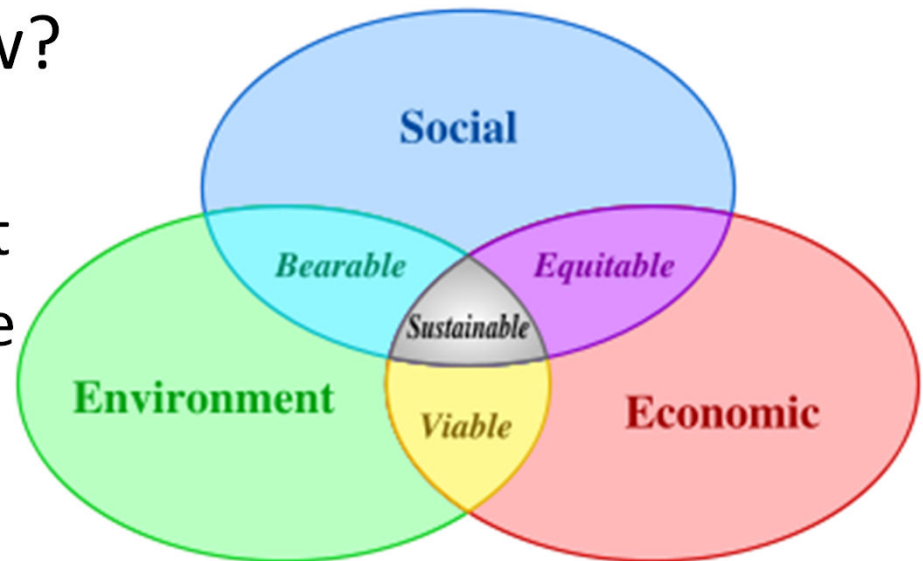


Value Proposition

- What if you know how much
 - You're spending
 - Will you pay



- Why do you want to know?
 - Avoid surprises
 - Plan your monthly budget
 - Environmental conscience
 - Be sustainable



Cloogy SmartLiving

Cloogy®

SMART LIVING



What's Cloogy and what's in the box?



Hardware



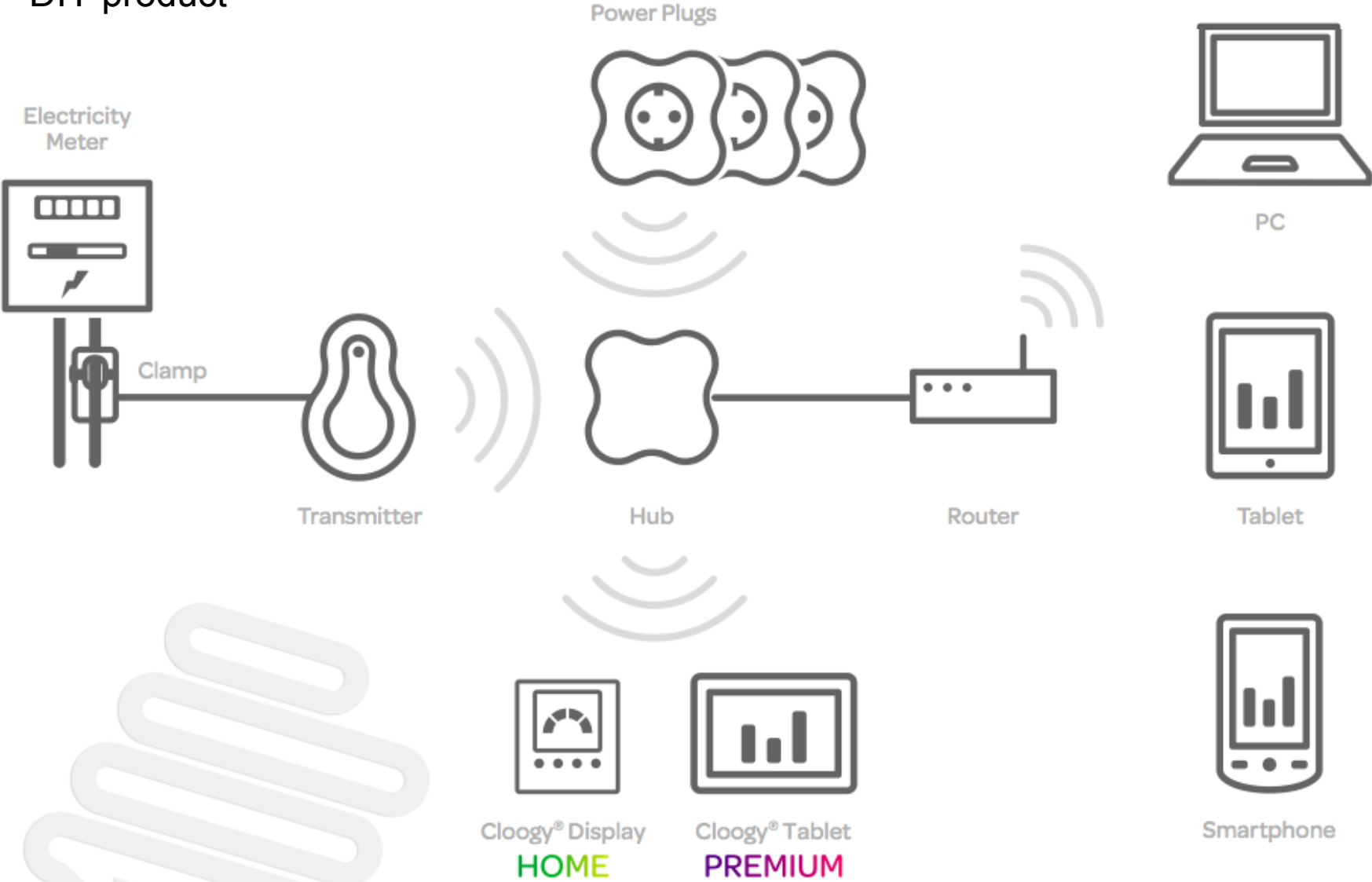
Software



Service

How does it work?

DIY product



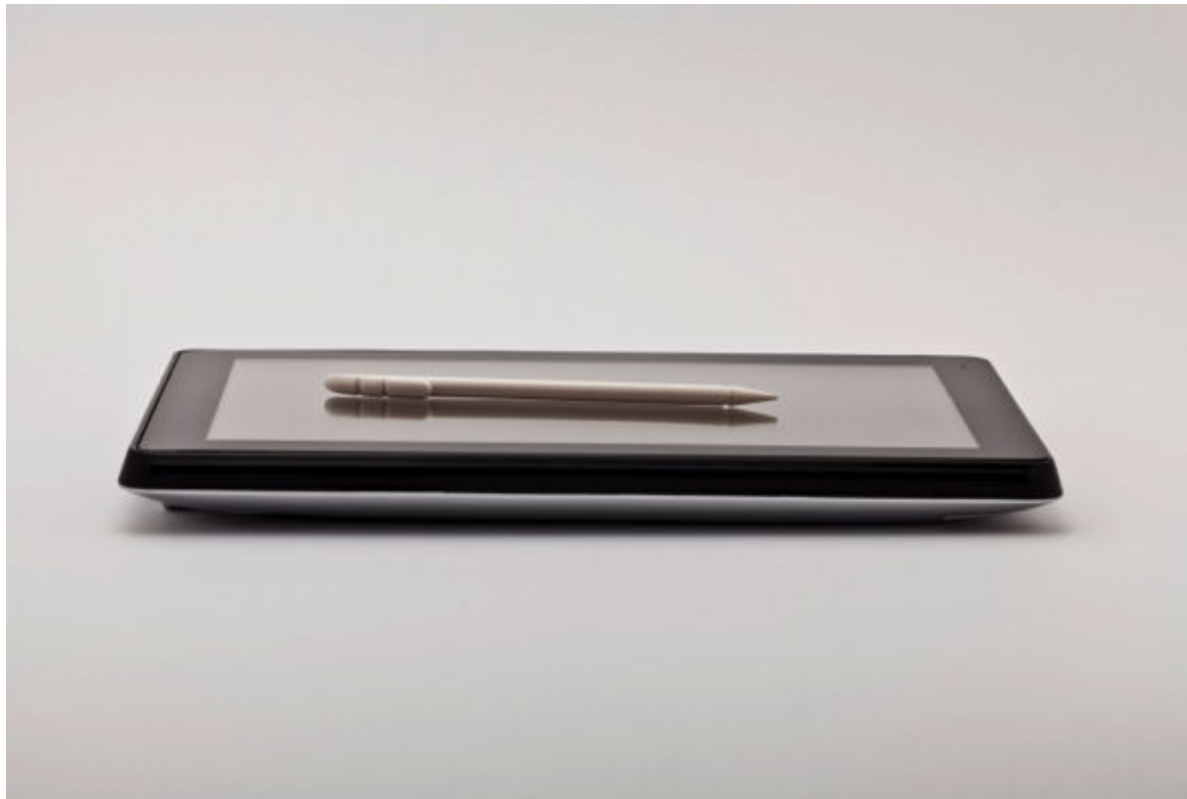
Hardware



- Portuguese Design Hardware;
- ZigBee Pro Stack Compliant;
- Mesh Networking;
- Low Energy Consumption Appliances;



Hardware



- Portuguese Design Hardware;
- ZigBee Pro Stack Compliant;
- Mesh Networking;
- Low Energy Consumption Appliances;



Hardware



- Portuguese Design Hardware;
- ZigBee Pro Stack Compliant;
- Mesh Networking;
- Low Energy Consumption Appliances;



Software - iOS



- Powerful and Accurate Backbone;
- User Centric Development;
- Multi Interface Possibilities;
- 20 years of Smart Metering Experience;



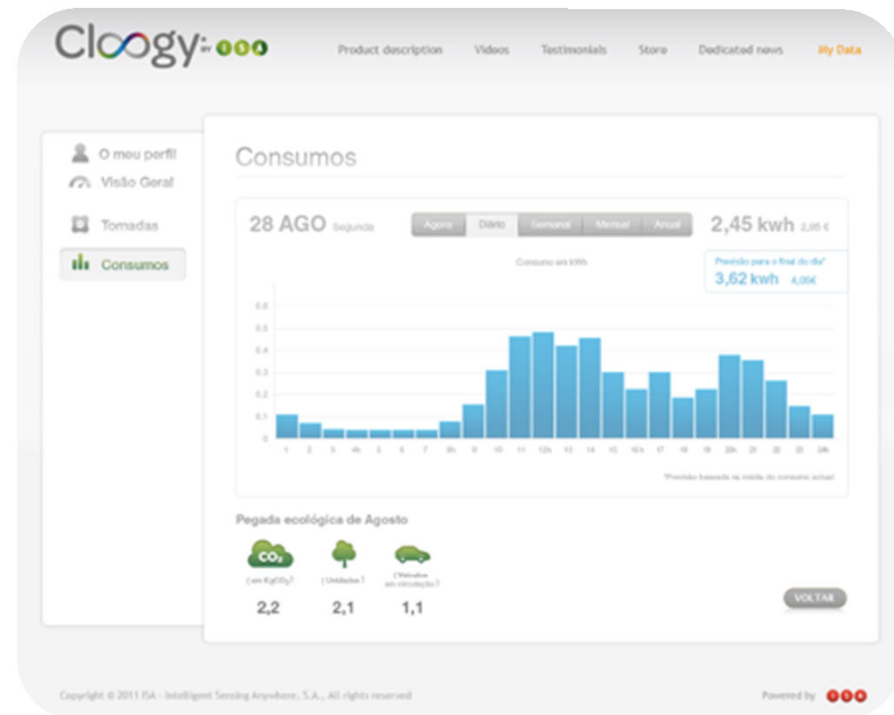
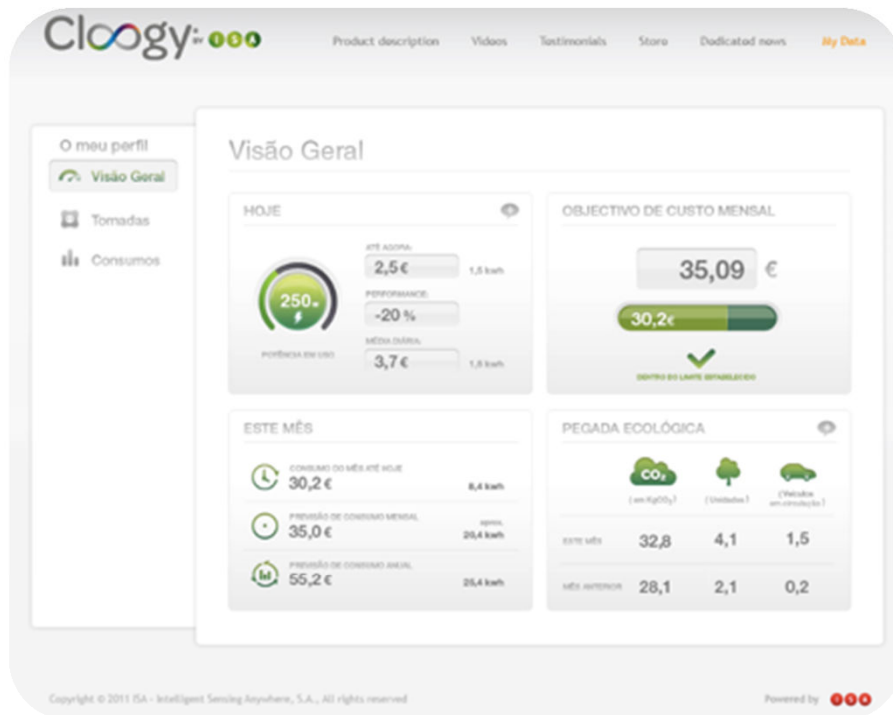
Software - Android



- Powerful and Accurate Backbone;
- User Centric Development;
- Multi Interface Possibilities;
- 20 years of Smart Metering Experience;



Software - Web



- Powerful and Accurate Backbone;
- User Centric Development;
- Multi Interface Possibilities;
- 20 years of Smart Metering Experience;



Service

Clology



Social network integration: facebook & twitter

Tips

Benchmark & Reports

- Social network native integration;
- Useful and personalized tips;
- Benchmark engine for network comparison;
- Energy management reports;

Portfolio



CLOOGY® GO
IS THE SIMPLEST
WAY TO SAVE.



All functionalities are available through your personal area on the Cloogy® web portal



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Portfolio



HOME



Display



Transmitter



Hub



Power Plug



Clamp



**CLOOGY® HOME
OFFERS THE
CONVENIENCE OF
A DEDICATED HOME
DISPLAY.**



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Download Cloogy® free apps for your tablet and your smartphone at www.cloogy.com

Portfolio



PREMIUM



Tablet



Transmitter



Hub



2x
Power Plug



Clamp



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BRINGS AN EXCLUSIVE
FULL-FLEDGED
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EXPERIENCE!**



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Portfolio



POWER PLUG

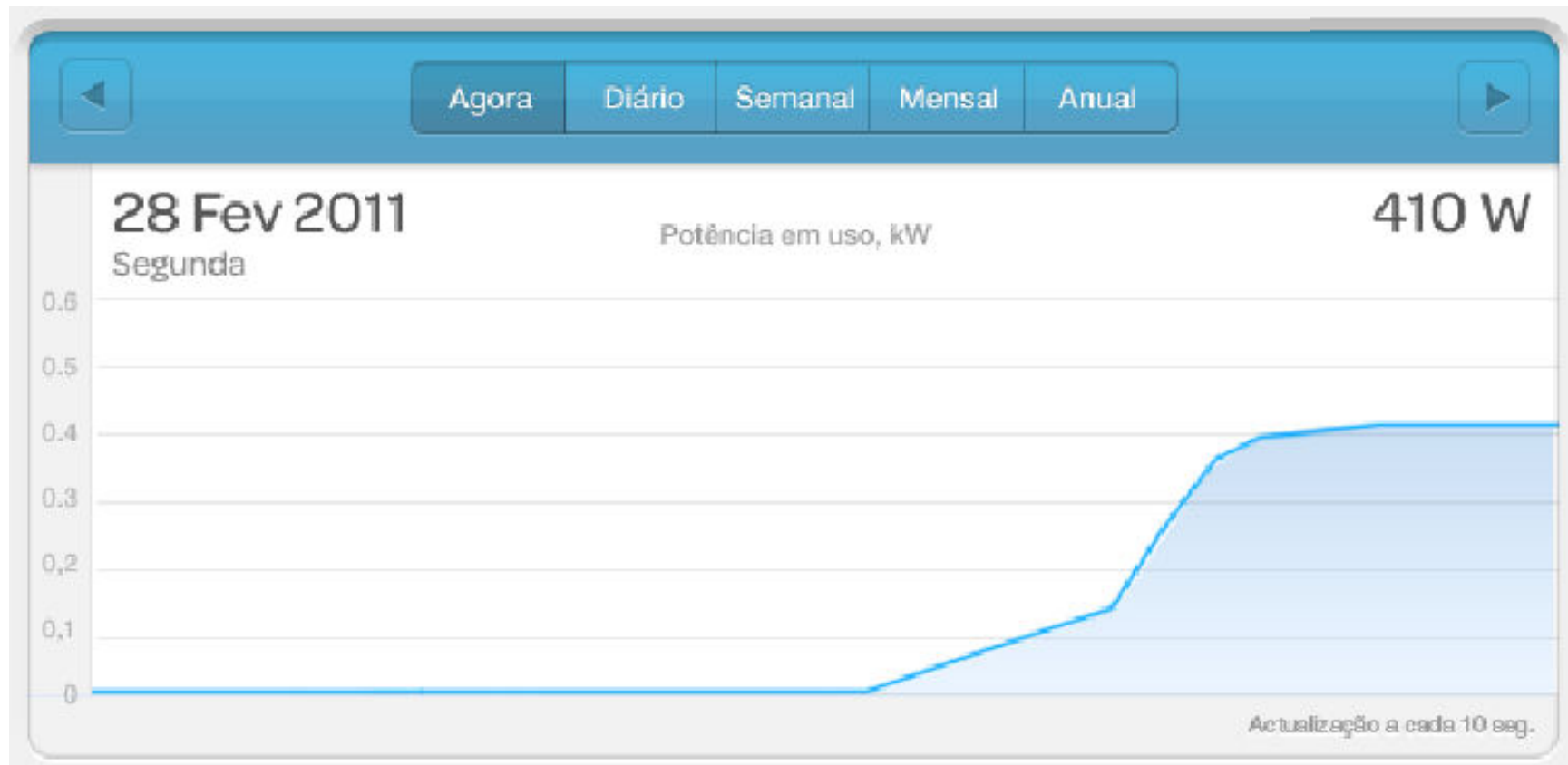


2x Power Plug



**FOR THOSE WHO
WANT MORE SAVINGS
AND WISH TO EXTEND
THE CLOOGY®
EXPERIENCE**

Major Features



Real Time Data:

- At your Tablet or Smartphone;
- At your Web Portal;
- Or even in your Home Display.

We give you the tools to audit and feel your home.

Major Features

Cloogy



Control your appliances:

- Anytime;
- Anywhere;
- Or simply schedule it;

Feel free to use your remote feature at your office, or in the comfort of your home

Major Features



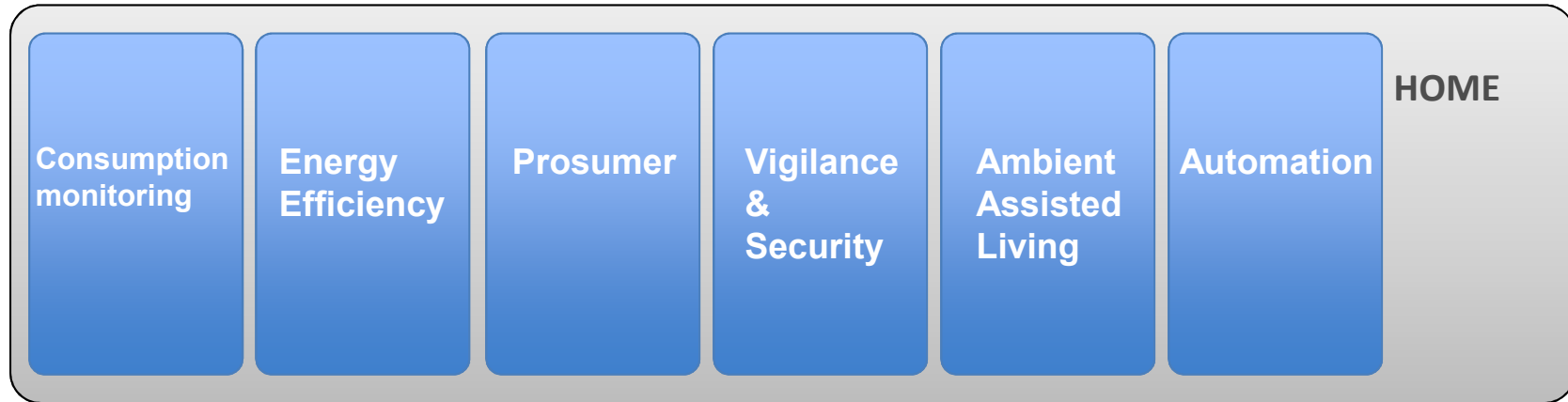
Your data is always @ iEnergy®
ready to be used anywhere.
Always packed to go!

You're always on the
Cloud:

- Seamless data the Internet;
- No need for extra boxes;

It's not only about you. It's about all
of us

Competitive Arena



We're building a Smart Home and we want you:



Always in Control
!

Obrigado pela vossa atenção



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Contacte-nos em:

<http://cloogy.com>