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
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

- Diverse set of preferences and housing stock
- Owner operator mentality
- Multi decision maker entity; User vs. buyer dynamics
- Protect interests of all 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**