

EnergyHub and the Client Solutions Team









A carbon-free, distributed energy future

MISSION

Integrate any customer or device with the grid to provide flexibility and reliability









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EnergyHub & the Client Solutions team

EnergyHub is helping the electric power industry transition from centralized, controlled, carbon-intensive generation to distributed, intermittent, renewable generation. At EnergyHub, we enable utilities to harness millions of distributed energy resources such as smart thermostats, electric vehicle chargers and battery storage to meet the grid needs of a cleaner, more reliable power system.



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Donna Stokes
Client Success Manager



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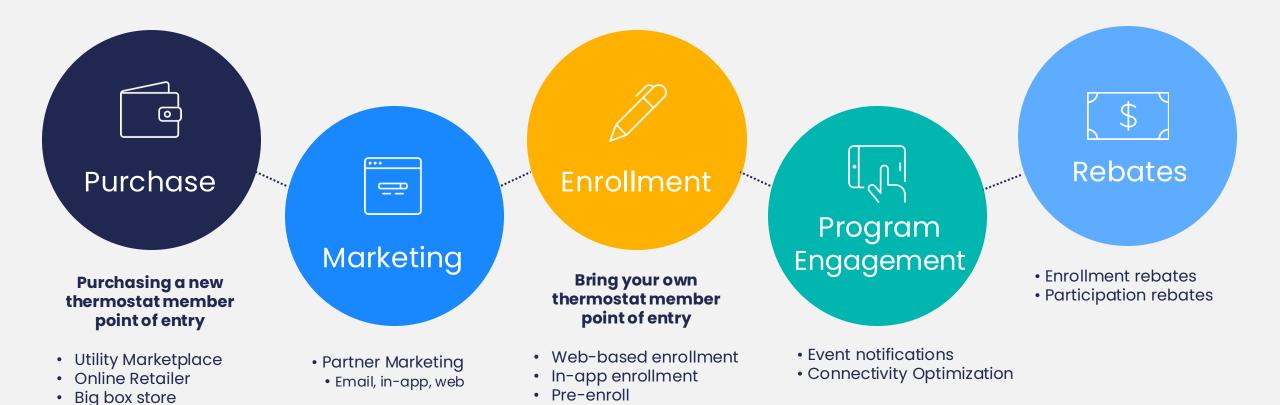
Member Journey and Partner Marketing for Program Opt-in



Member Journey

Utility marketing

• Email, in-app, web, bill-insert





Partner marketing overview



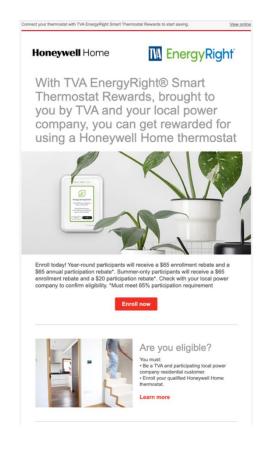
	Email	In-app	
Nest	Invite email 1 week after thermostat activation, quarterly campaigns, program launch email	Triggered by thermostat activation, quarterly campaigns	
ecobee	Pre-season email, quarterly campaigns	Triggered 3 weeks after thermostat activation, periodic reminder notifications	
Honeywell	Quarterly campaigns, program launch email	Ongoing banner, quarterly push notifications campaigns	
Sensi	Quarterly campaigns	Year-round promo unit	
Lux	N/A	Triggered by thermostat activation, ongoing banner	
Alarm.com / Vivint	N/A	Triggered by thermostat activation, ongoing banner	
Amazon	TBD	Triggered by thermostat activation	

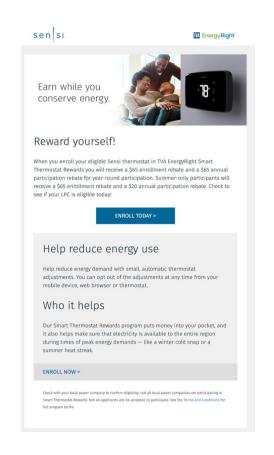


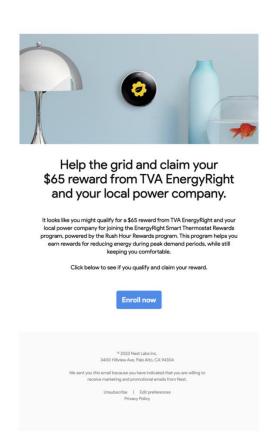


Email from thermostat provider











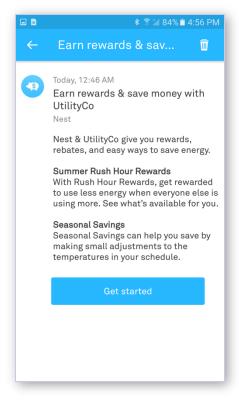
Purchasing

Marketing Enrollment Program Engagement

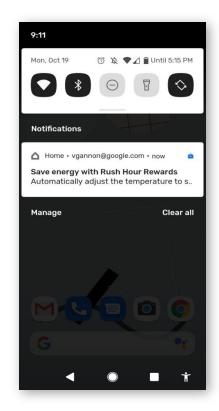
Rebates

In-app notification

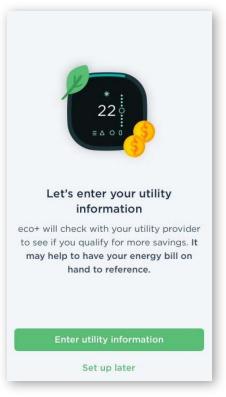




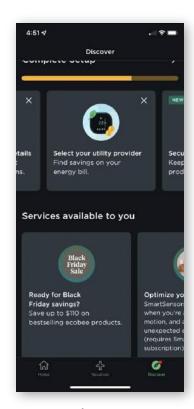




Google Home app



Ecobee app (notification at thermostat activation)



Ecobee app (ongoing "Discover Card" in-app banner)



Enrollment

Program Engagement

Rebates



Microsites start the enrollment journey

Enrollment

• If a member discovers the program through utility-led marketing, their first step in enrollment is the program microsite.







Purchasing Marketing

Enrollment

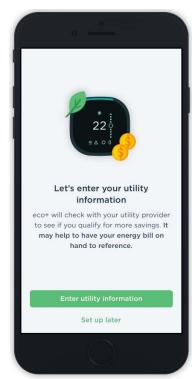
Program Engagement

Rebates

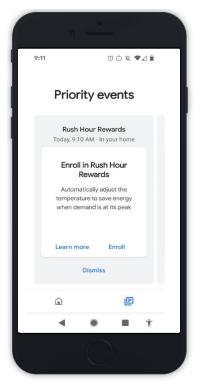
In-app flows begin the enrollment process within partner device apps



 If a member discovers the program through an in-app notification, they will begin the process through in-app enrollment.



Ecobee in-app enrollment



Google Nest in-app enrollment





Application status emails





HI FIRST NAME,

Thank you for applying to TVA EnergyRight's Smart Thermostat Rewards program. You will receive an email with your application status in the next two weeks.

If you have any questions, please check the \underline{FAQ} or contact $\underline{TVAEnergyRightSmartThermostatRewards@energyhub.com}.$ See the $\underline{Terms~\&~Conditions}$ for full program terms.

You received this email because you applied to TVA BYOT. EnergyHub | 41 Flatbush Avenue, Suite 400A | Brooklyn, NY 11217



Confirmation Email



Hi FIRST_NAME,

Welcome to TVA's EnergyRight's Smart Thermostat Rewards program!

Your application to the Smart Thermostat Rewards program has been accepted. The following thermostats are now enrolled: 123, 456, 789.

You will receive your check within the next 60 days.

If you have any questions, please check the <u>FAQ</u> or contact <u>TVAEnergyRightSmartThermostatRewards@energyhub.com</u>. See the <u>Terms & Conditions</u> for full program terms.

You received this email because you are enrolled in TVA BYOT. Add
TVAEnergyRightSmartThermostatRewards@energyhub.com to your address book to receive all
program-related emails.
EnergyHub | 41 Flatbush Avenue, Suite 400A | Brooklyn, NY 11217



Acceptance Email





Participant selects preferred method of notifications before and after events



	Email	Web/Mobile App	On-Device
ecobee	Yes, and it's optional, sent as soon as the event is created in the portal.	Yes, appears before and during event.	Yes, appears before and during event.
Honeywell	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears before and during event.	Yes, appears before and during event.
Lux	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears at time configured in portal and continues through event.	Yes, appears at time configured in portal and continues through event.
Nest	No email event notification sent.	Yes, appears 10 minutes before an event and remains during event.	Yes, appears 10 minutes before an event and remains during event.
Sensi	Yes, and it's optional, sent through the portal, notification time is configurable.	Yes, appears at time configured in portal and continues through event.	Yes, appears at time configured in portal and continues through event.
ADC/Vivint	Yes, not optional, and the email sent as soon as event is created.	Yes, appears before and during event.	No, does not appear on device, but may appear on the panel.

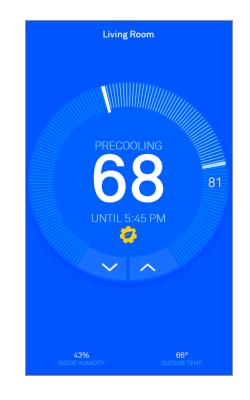






Event notifications and opt-out: pre-event





On-device

Web Portal



Event notifications for opt-out









