How I nearly Killed my Company

Adrian Tuck
What We Are Going To Cover Today

• A little bit about me

• A little bit about Uplight

• How I nearly killed my company

• A ton of questions (I hope)
A little bit about me

Soldier

Entrepreneur

Family Guy
A little bit about Uplight
An end-to-end system, for energy users and providers, to power the customer energy experience and motivate customers into action.
Moving from Energy Experiences into Action

Engage
- Understand customer history, energy use, needs
- Engage only with relevant offers
- Become a trusted energy advisor

Activate
- Convert engagement to:
  - Program enrollment
  - Product purchases
  - Rate conversion

Orchestrate
- Manage energy use
- Proactively balance the grid
- Enable next generation products

Utility Goals
- C-Sat
- Cost Savings
- DSM Goals
- Revenue Growth
- Grid Mgmt.
Uplight Platform

**Touch Points & Applications**

- Home Energy Reports
- Alerts
- Orchestrated Energy
- Contractors
- Mobile App
- Call Center
- Utility Web
- 3rd Party Integrations
- Marketplace
- Web Portal
- Retail
- Voice
- Engage Microservices
- Retail & Rebates Microservices
- Personalization / NBA Microservices
- Device Control & DR Microservices

**API Integration Framework & SDKs**

**AI Customer Insights & Analytics**

- Energy
- Bill
- Device
- Offers
- Rates
- Actions

**Data Lake**

- Utility
  - Meter
  - Customer
  - Program
  - Rates
- 3rd Party
  - Premise
  - Behavior
  - Demographic
  - Weather
- Engagement
  - Clicks
  - Enrollments
  - Purchases
  - Redemptions
- Device
  - Thermostat
  - Water Heaters
  - EV
  - Solar

*Secure Globally Unique Identifier*

* 2 Salesforce AppExchange approved apps for analytics and utility specific NBA

*AWS Hosted*

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One Company Built From Six Leaders

- **Tendril**
  - EE at Scale
  - Home Energy Management
- **Simple Energy**
  - Leading Marketplace
  - EV & Renewables Advisors
- **FirstFuel**
  - Non-Residential
  - Complex Building Analytics
- **EnergySavvy**
  - Utility Personalization
  - Next Best Action
- **EEme**
  - Device Level Disaggregation
- **Ecotagious**
  - BEE player w/ gas focus
  - CA Customers & Low Income
  - Additional Disaggregation
Over 300 people exclusively focused on enabling utilities to accelerate the clean energy ecosystem.

- **39** Data scientists and user experience leaders
- **130** Innovative energy software engineers
- **20** Expert marketing and communications professionals
- **59** Dedicated client service, success, and deployment specialists
Our Locations

Boulder
Denver
Seattle
Boston
Vancouver
Pune
Uplight—Already Delivering to the Market at Scale

- 85+ global utility partners
- Over $100M in 2019 revenue
- 31 billion+ data points from 100s of customer attributes

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How I Nearly Killed My Company
Every good story has three acts
1

Heroic Optimism
THE TENDRIL STORY

2

Despair
Triumphant Redemption
Questions?