

# Adoptive Strategies

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Connecting the world's energy data

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The biggest problem is

NO

information



# Information asymmetry

Only **1** in 5 profitable investments are made

**Terrible** use of appliances

**Bad** energy contract

Problems with **balancing** the grid





IT has revolutionised most industries.

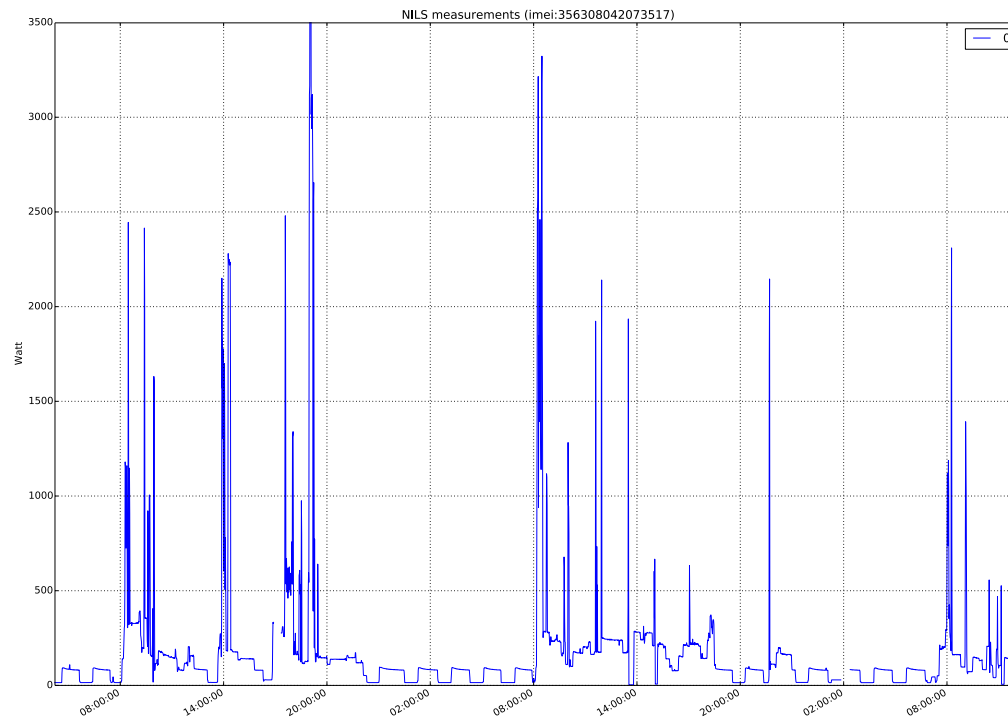
Now what about

energy data?



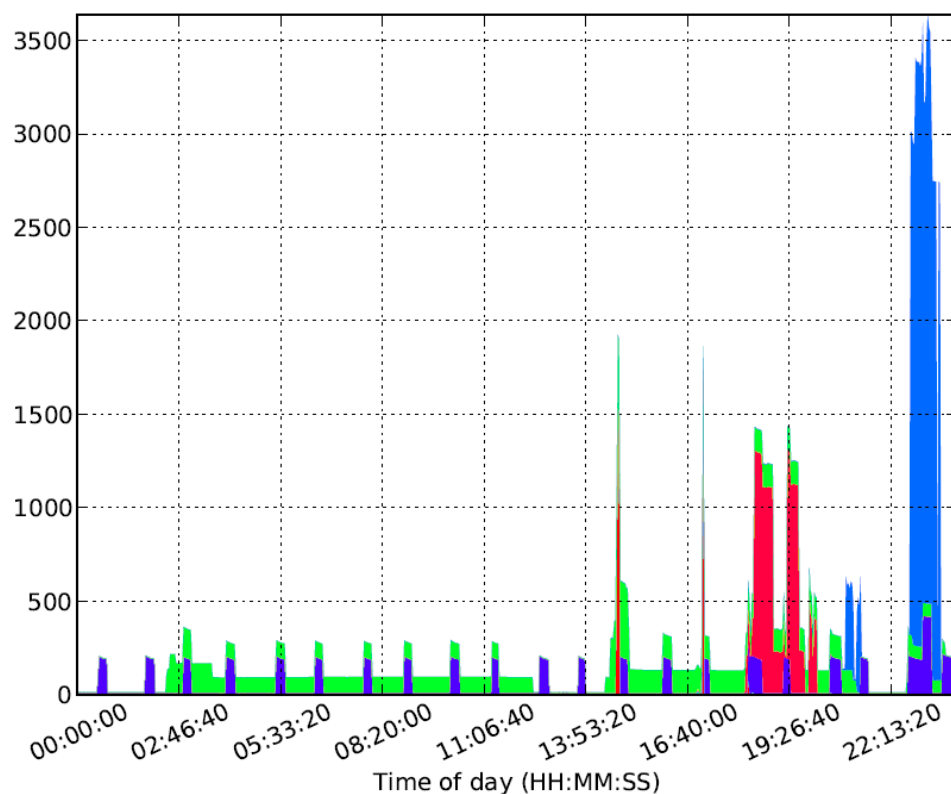
# Watty's Technology

Turn noisy data

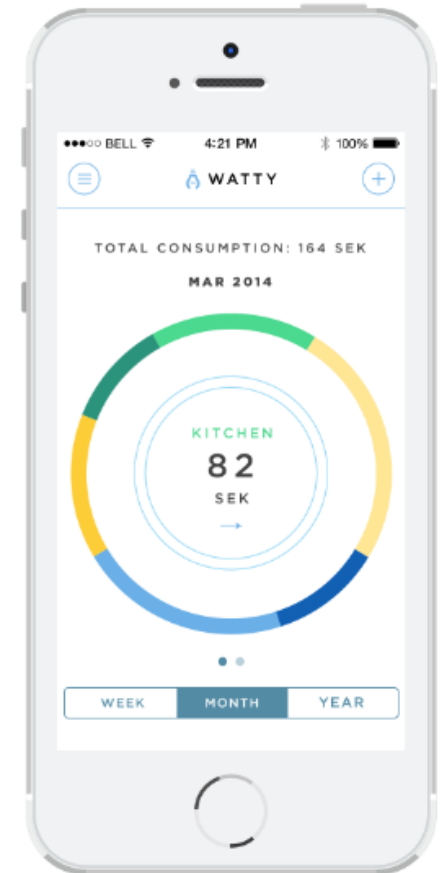


# Watty's technology 2

Into complete diagnosis



# Watty's Solutions



We can make data driven energy management available to **everyone**



# Why now?

New  
infrastructure



New Science



# What is 2019 like?

Energy data available everywhere

Extremely valuable businesses will be built



# New business models

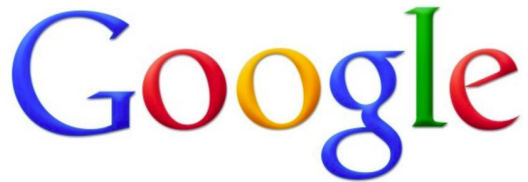
What does this mean for the utility?





# Companies mapping datasets

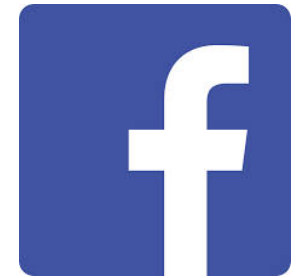
What we are looking for



Human knowledge



Our social networks



Our professional networks



What to buy / lowest price



Scalable computing



How did telcos react to the internet?



# How telcos responded

1. Internet is a fad! Result: Dead / Zombie
2. We will own the internet!
  - portals!
  - Email!
  - Entertainment!
  - Social!
  - Music!
  - Result: Eventually finding its role (Happened again with devices)
3. Successful ones helped people get online and connect with the services they wanted



Don't **repeat** the telcos' mistake!



# How utilities will thrive

**Open up** for the energy data economy

**Do not** make your own services - you will lose

Let **other companies** take the risk of what to build, how to make money

You will have the best, **most unique**, value to offer



# Role of the Utility

**Open up** for the  
energy data economy



# Conclusion

Energy data + great tools for understanding=  
transformation of energy sector

At **Watty** we are building those great tools!



# Thank You!

