

Designing the Perfect Utility Killer

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Workshop agenda

- Key utility weaknesses
- Who might steal your customers?
- The market is evolving
- Designing the “killer solution”
- What’s your killer solution?

Identify your utility's key weaknesses

What weaknesses might a competitor exploit?

- Speed to market
- Product development
- Innovation
- Culture
- Customer engagement
- Internal skill sets
- Customer experience
- Marketing/communications

Who might steal your customers?

- What types of companies might try and steal your customers?
- What specific companies might?
- Think outside the box

The market is evolving and the rules are changing!

- Markets nationwide are being opened up.
- Customers can purchase electricity, gas, and any energy products or services from anyone; think:
 - Rooftop solar
 - Batteries
 - Microgrids
 - Electric vehicles
 - Energy-efficiency hardware/software
 - Demand-response offerings
 - Blockchain

You've been offered a job you can't refuse

\$999,999 annual salary



Google

amazon

verizon[✓]

Exploit your former utility's weaknesses to steal these customers

- Individually, read your persona and take notes: 5 minutes
- As a group, answer a set of questions about your persona: 10 minutes
- Create solutions for your persona, from the perspective of your new company: 30 minutes
- Think about: values, attitudes, actions, knowledge, beliefs

What's your killer solution?



Thanks!



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