



WHAT ELECTRIFICATION TECH STARTUPS ARE DOING RIGHT

AND HOW YOU CAN DO IT TOO

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Energy Circle Webinar Series

September 23, 2024

What We'll Discuss

1 The Electrification/Heat Pump Tech Landscape Today

2 What They're Doing Well

Positioning & Messaging

Transparent Process

Simplified Planning

3 Lessons & Takeaways



NEW PLAYERS IN AN ALREADY COMPETITIVE MARKET



New & Growing Competition

ELEPHANT ENERGY
Concierge

CANOPY

ELECTRIC AIR



Entrepreneurial Contractors
Rebate Chasers

Ghost "Contractor" Websites

High Performance Contractors



Financing



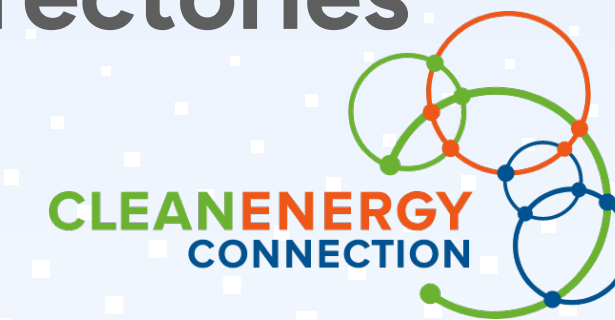
Manufacturers



Lead Sellers

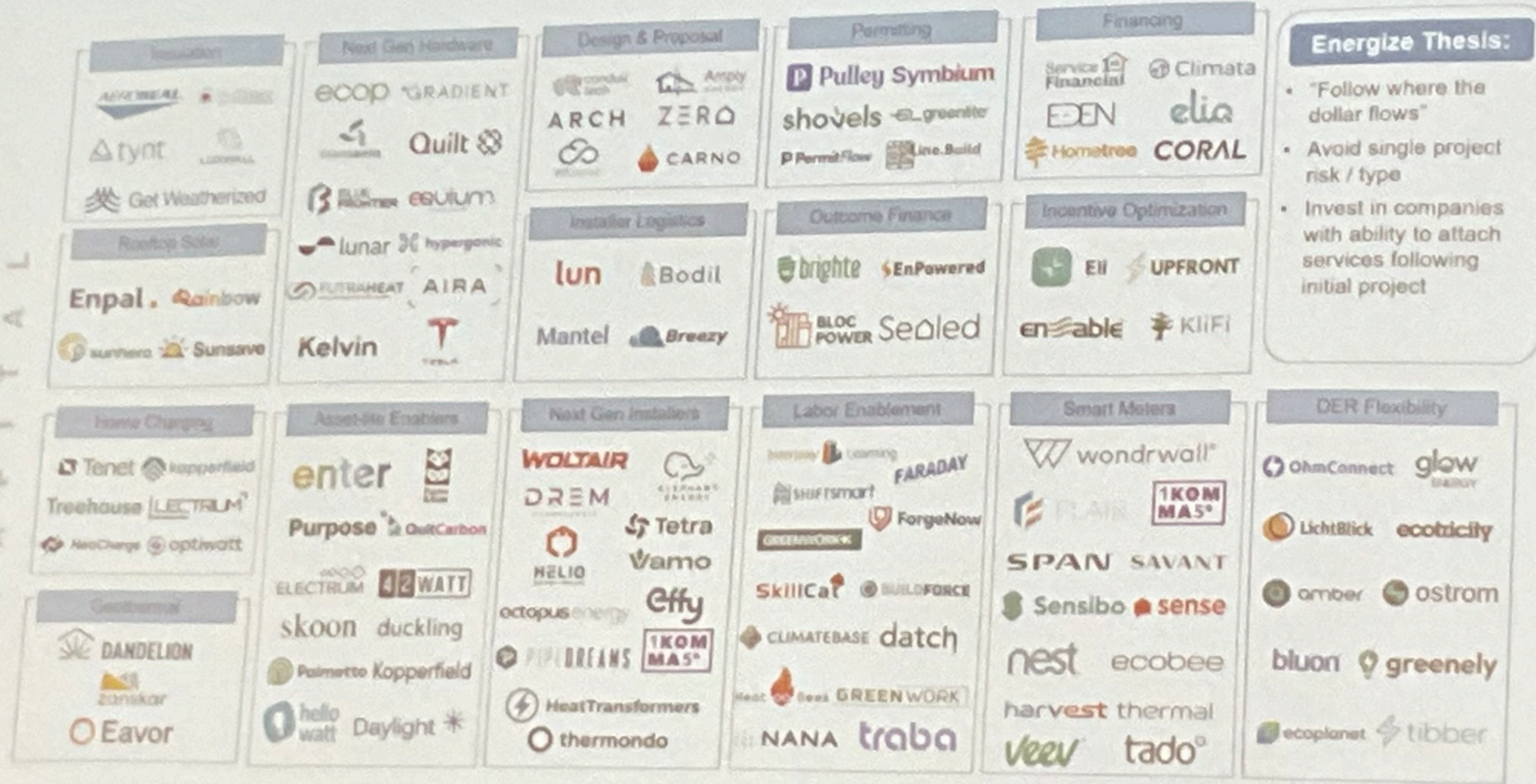
Utilities & Efficiency Programs

Directories



The Home Electrification Ecosystem

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ARTICLE

Home Electrification: Insights from the Sustainable Innovation Summit

In a legacy industry where hardware, finances and talent are siloed, software provides the bridge.

by: Energize Capital
June 20, 2024

1. We need to meet consumers where they are, which means simplifying the customer journey and bridging the customer education gap.

One major hurdle in home electrification is the complexity of the customer journey. From navigating tax incentives and the permitting process to selecting contractors and managing installations, the process can be overwhelming and costly. This complexity is particularly challenging when most consumers replace systems upon failure and often opt for the quickest solution, which is usually a like-for-like replacement.

3. It's time to bring home electrification "under one roof."

The current landscape shows that installers often do not consider all components of home electrification—ranging from heat pumps to insulation to energy storage—as one cohesive project. Software solutions are increasingly stepping in to serve as virtual general contractors, bringing various aspects of home electrification under one roof and optimizing decisions across the variety of project variables.



State of the Sector

Constant Stream of New Entrants

Many Pivots and Acquisitions

Non-US Companies Equally Interesting

Non-Profits Significant Players Too

Serious Marketing Budgets

Common Premise: The Customer Experience is Weak



**They're Not the
Enemy**

Can Be a Good Source of Leads

Know Your Margins

Be Careful of Over-reliance



MARKET POSITIONING AND MESSAGING



"Energy efficiency, simplified."

"Making home electrification easy—so you can focus on living comfortably."

"Empowering you to electrify your home with ease."

"Your electrification concierge—here to make your switch seamless."

"Quit Carbon makes your move to electrification effortless."

"We simplify energy transformation—complete service from consultation to installation."

"Making the switch to clean energy simple, transparent, and stress-free."

"Energy efficiency made simple."

"Your trusted guide to electrifying your home—transparent, simple, and hassle-free."

"Your partner in energy efficiency, making the journey personal and hassle-free."



Homeowners deserve better than phone tag, uncertainty, and hours of comparison shopping. So, we created Tetra.

Tetra is the home services company that makes it painless to replace heating and cooling. We took an outdated process and moved it online, saving homeowners time, money, and a lot of frustration.

We offer leading clean energy products, a seamless experience, the most supportive customer service in the industry, and the best prices—guaranteed.





ELEPHANT ENERGY

OUR SOLUTIONS

HOW IT WORKS

BLOG

FAQ

LOGIN

GET STARTED



Overwhelmed? Don't fret. We've got you.

Every Elephant Energy customer starts by creating their very own roadmap. It's simple – you tell us about your home and goals, and we generate a free digital plan that walks you through which steps to take (and when!).

Get Your Electrification Roadmap



Home upgrades can be confusing and expensive



Figuring out which appliances will best meet your needs and fit your budget can take a lot of time and effort.



Tax credits and rebates are confusing and always changing, making it difficult to get the greatest cost savings.



Finding a great contractor can be a daunting task. It's hard to know if you're getting a great deal or a disaster.

We make home upgrades fast, easy, and affordable, and we do it all for free!

Get a personalized upgrade plan, maximize savings, and connect with a top-rated contractor from our network. We'll support you every step of the way.

[Get My Free Plan](#) 



HOW THEY TALK ABOUT THE PROCESS



01 Online Quote

Tell Us About Your Home

Based on your address, we learn details like square footage, construction year, and climate zone. This helps us estimate your home's heating and cooling needs accurately.

Review Your Quote

Our software and SF Bay Area experience delivers a system design that's more accurate than conventional onsite estimates. Questions? We're just a text or phone call away, and are happy to jump on a video call to advise on unique features and challenges of your home.

Explore Financing & Incentives

We streamline the navigation of incentives and financing. On every quote we search a comprehensive database of incentives to find matches for your home and equipment. In addition we offer a number financing options, and are a participating contractor in [California gogreen financing](#), as well as [Peninsula Clean Energy loans](#). Through gogreen we're able to offer competitive rates on 15 year loans backed by the State of California.

Deposit

If you are happy with the budget estimate, you'll need to pay the deposit to move to the site visit. The deposit is refundable. Look for the payment direction in your online quote.

02 On-Site Visit

Careful Planning Leads to Success

Our experienced install team will visit your home to plan for install day and ensure the quote matches your situation. We'll check the condition of your existing furnace and ducts, the capacity of your electric panel, the location of your thermostats, and address any concerns you may have regarding comfort and air quality. Plan for up to three hours for this visit - we're thorough! This visit isn't a sales pitch, we're there to ensure project success.

Final Price

Your price is firm once we've completed our site visit, no matter what happens during installation. We'll happily refund your installation deposit if you decline to move forward.

03 Installation

Expert Installation

Our in-house team of installation technicians and application engineers have decades of successfully delivered projects. All installations are backed by the 10 year manufacturer and 2 year Electric Air labor warranty.

Your Comfort During the Installation

A typical install takes 2-3 days. We'll provide you with portable room heaters or air conditioners to keep things comfortable while we're upgrading your home. We pride ourselves on minimizing the disruption to your life.

Progress Updates

Sometimes we have questions that arise during install. We'll keep you in the loop via text, phone or in-person communication. This guarantees that your preferences are incorporated into the finished product.

04 Aftercare

Post Install

After install Electric Air will arrange for your inspection and help with filing paperwork for various incentives.

Warranty

You're covered! Electric Air offers all customers a 2 year labor warranty on any defects due to workmanship or equipment failure. In addition, replacement parts are covered by a 10 year manufacturer warranty.

On-going Maintenance

Keep your system running quietly and efficiently. We offer optional maintenance plans to perform basic maintenance like air filter changes, and also regularly inspect the health of your condenser and air handler.



Quilt [How It Works](#) [Installation](#) [Pricing & Rebates](#) [Tech Specs](#) [Configure](#)

The path to getting Quilt in your home is simple: Reserve, consult, install, enjoy.

Here are the next steps.

STEP ONE

Reserve your Quilt system

Provide basic information about your home and secure your Quilt system with a fully-refundable down payment.

[Configure your system](#)

STEP TWO

Consult with your Quilt Advisor

During your consultation, you'll discuss your home layout to help us customize the perfect system for your heating and cooling needs. Your Quilt Advisor will also review the options for installation, financing, and rebates with you.

STEP THREE

Meet your installation team

Your Quilt system will be professionally installed in no more than a few days.

STEP FOUR

Enjoy the comforts of your home upgrade

Once your system is installed, you'll have full control over the temperature in every room of your home. Your Quilt support team will be a click away to answer any questions you may have.



The **Next Generation** ~~Energy~~ Digital Audit

THE OLD WAY



- Find a contractor, wait for an appointment
- Host a **stranger** for 2+ hours
- Get a report, but **no pricing**
- Find and schedule specialty contractors

OUR PROCESS



- Get started **immediately**
- Meet your advisor **on your time**
- Get **designs & pricing** for any project
- Pick your contractor & schedule install



**MOST OFFER SOME KIND OF
PLAN OR ROADMAP**





Want a climate-friendly home?

🕒 Takes about 5 min

After this short quiz, we'll generate a free plan tailored to your unique home and goals – no matter where you live.

We will ask for your address and email, but you'll only ever hear from us, we promise. We never sell personal information – see our [Privacy Policy](#) [here](#).

[Get Your Electrification Roadmap®](#)

Already took this quiz? [Log In](#)

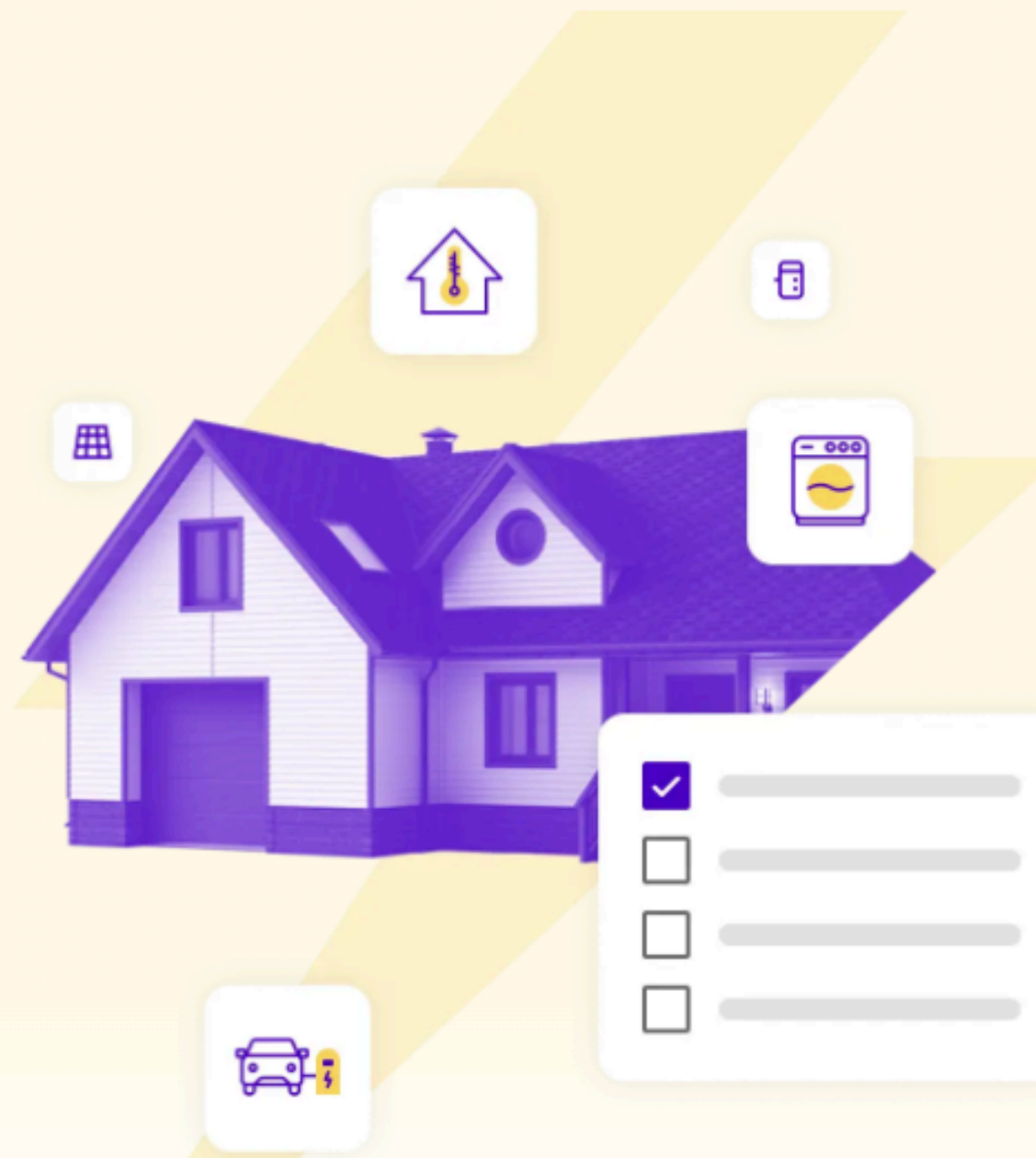


Your situation is unique. Your plan to go electric should be, too.

Interested in upgrading your home to all-electric appliances and vehicles? Generate a personalized electrification plan based on your particular home, lifestyle, and priorities — all in just a few minutes.

Get started

Rent your home? [Click here](#)



Find a contractor through networks that qualify their members

Contractor networks provide lists of contractors that have been independently qualified by the network. We've curated a list of these networks for you. Fill out the form to search. As always, follow our project guides when working with contractors.

ENTER YOUR HOME'S ZIP CODE

04032

PROJECT TYPE

Heat pump install ▾

Search

We've found 5 networks near you



Efficiency Maine Registered Vendors



Locate vendors in Maine for energy-efficient products and services, promoting sustainability and cost savings for homeowners.



BPI-Certified Contractors



BPI is the nation's premier standards development and credentialing non-profit for residential upgrade work.



Mitsubishi Contractors

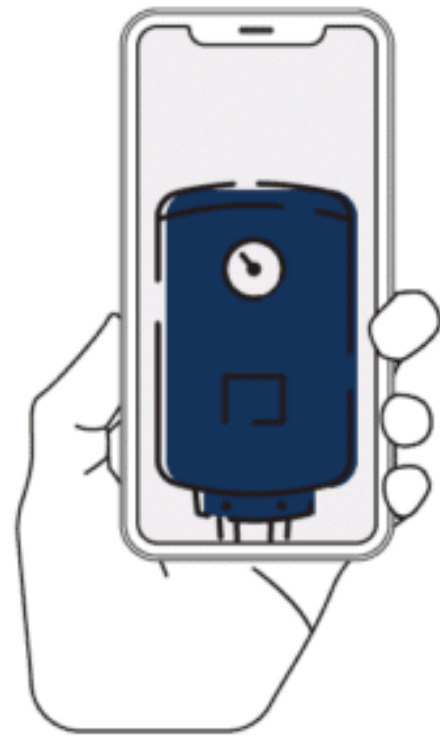


Discover Mitsubishi Electric Diamond Contractors, offering expertise in heating and cooling solutions for your home



Step 1 of 8

THREE EASY STEPS



Step 1

Take a few photos of your existing systems. (furnace, water heater, & electrical panels) We'll request these at the end of the form. *Can't take photos? No worries, though helpful, we can make do without.*



Step 2

Complete the form linked below. On the final screen, you'll have a chance to book your free consultation. This form will take about 8-10 minutes to complete.



Step 3

Meet with one of our engineers, who will design your system and provide a quote.

BEGIN YOUR ASSESSMENT



LESSONS FOR CONTRACTORS



**Match Their
Strengths/
Target Their
Weaknesses**

Lean in to “Simplification” Messaging

Expose Your Process

Create a Simple Planning Tool (can be a form)

Emphasize Your Differentiators

Years of Experience

Credentials

Direct Relationship, No One in the Middle

A More Thorough Home Assessment

Community Involvement

Show Your People

