

STARTUP INNOVATION CHALLENGE

powered by Energie AG

Challenge 1

Informed Decisions for a Greener Tomorrow

What is the focus of this challenge?

The goal is to provide customers with transparency about their energy usage, benchmark their consumption against others, and incentivize behavior changes using gamification. This includes promoting renewable energy through self-installed systems like photovoltaics and encouraging sustainable choices.

Who are the target users for this challenge?

The challenge is focused on **B2C (business-to-consumer)** end users, primarily residential customers. The aim is to help individuals monitor and optimize their energy consumption.

What kind of solutions are expected?

Solutions should enable smart energy management, comparison to peer groups, and engagement via rewards or gamification. Preference is given to innovations that can be quickly implemented.

Why is this challenge a priority now?

It aligns with the company's strategy to promote sustainable living and transparency in energy usage. Smart meters have been installed since 2007, but there's a need to leverage the data for meaningful customer insights.

What kind of incentives are you considering?

Incentives could include rewards and gamification strategies to encourage users to adopt sustainable energy behaviors and optimize their usage.

What is the budget for this challenge?

Up to €50,000 is available for the Proof of Concept (POC) / MVP (Minimum Viable Product) phase. This budget is tied to milestone achievements agreed upon during the kickoff phase.

Can startups apply for multiple challenges?

Yes, startups can apply for more than one challenge, provided their solutions are relevant.

What happens if a startup is not selected?

Startups can still remain connected with the company for future opportunities or other projects, even if they aren't selected for this challenge

What stage of innovation are you interested in?

A nearly complete solution is preferred, but startups with innovative concepts (e.g., MVP stage) are also welcome. The focus is on ease of integration and market readiness