

# STARTUP INNOVATION CHALLENGE

powered by Energie AG

## Challenge 1

### Informed Decisions for a Greener Tomorrow

#### Empowering Customers: Intelligent Tools for Optimizing Energy Consumption and Driving the Energy Transition

We aspire to support our customers in playing an active role in the energy transition. While we envision a user-friendly digital monitoring and control tool, we are open to any innovative solutions that empower customers to optimize energy consumption, benefit from dynamic pricing, and track energy savings in an engaging way.

#### Guiding Question:

How might we document, analyse, and optimize individual energy consumption to improve transparency, encourage sustainable energy use, and enhance customer satisfaction?

#### Our Objectives:

- Foster transparency and sustainable energy practices.
- Explore innovative approaches like peer comparisons, consumption analysis, and gamification to encourage energy efficiency.
- Support seamless integration with existing systems to minimize barriers for users.

#### We Are Interested in Solutions That Could:

1. **Enhance Transparency:**
  - Offer clear insights into energy consumption and costs to help customers make informed decisions.
2. **Utilize Comparisons:**
  - Leverage benchmarks or peer comparisons to help customers identify opportunities for improvement.
3. **Promote Renewable Energy Use:**
  - Encourage energy consumption shifts to align with peak renewable energy availability for ecological and economic benefits.
4. **Incentivize Sustainable Behaviours:**
  - Create rewards or incentives for environmentally conscious energy usage.
5. **Address Barriers:**
  - Simplify complex processes or unclear data to improve user experience and satisfaction.

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## About Energie AG

Energie AG Oberösterreich is a modern and efficient energy and services group. As a provider of electricity, gas, heat, water as well as waste disposal and ICT services, Energie AG stands for the highest quality and reliability of our products, processes and services.

As an infrastructure group, we supply more than 450,000 customers with electricity via the 30,000 kilometres long high and low voltage network. We operate more than 70 power plants (such as hydroelectric, photovoltaic plants, wind) following the highest ecological standards.

## Deadline

Please make sure to submit your challenge entries by January 31<sup>st</sup>, 2025.

We look forward to receiving your [application](#) and if you have any questions, please don't hesitate to contact the [startup challenge team - startupchallenge@energieag.at](mailto:startupchallenge@energieag.at)!