



# SimpleEnergy

Social.

Fun.

Simple.<sup>TM</sup>

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Changing how utilities  
engage their customers.



 Facebook  
14,198

# AVERAGE MINUTES SPENT PER YEAR

Interacting with their utility



Religious Activity  
4,599



Twitter  
1,584



Having Sex  
1,527

Watching Iron Man 2  
14

6



# We've piled up a lot of sticks



# But We Forgot Something







Social



Fun



Simple



Social

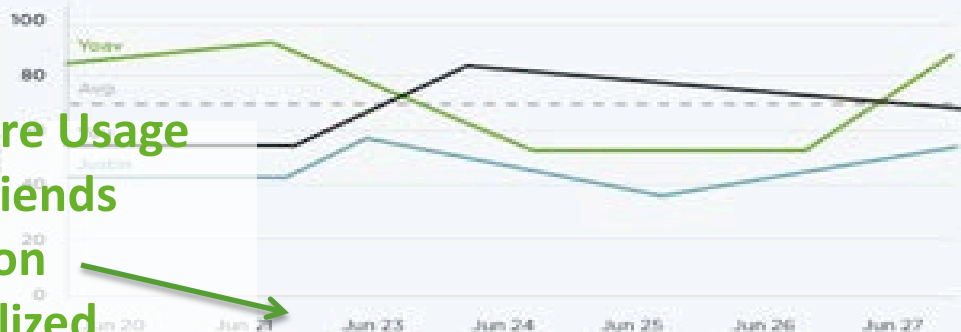








### Your Simple Energy stats Manage Stats



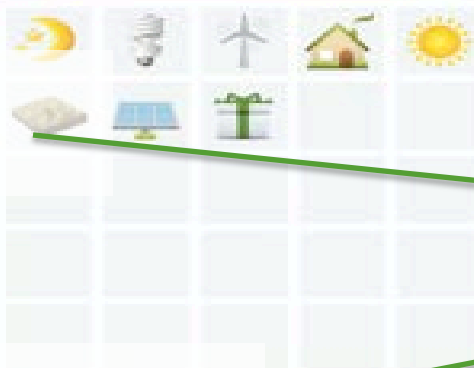
Compare Usage with Friends Based on Normalized Usage

### Recent Activity

- TechStars Boulder Team has joined MyPower Saturday at 9:42pm
- You've started a 12/8 challenge Friday at 9:22pm
- Chris completed the Denver Energy Scholars... Friday at 9:15am
- Justin completed a 12/8 challenge Friday at 9:15am
- Chris entered the Denver Energy Scholars... Friday at 9:05am
- You've started the Whole Foods Challenge Friday at 9:42am
- Chris was awarded the Explorer Badge Friday at 9:32am

Friends' Activity

### Badges



Teams

### Groups

- TechStars Boulder
- Simple Energy Team
- Park Hill Methodist Church
- Thomas Jefferson Elementary School
- SunCore Team
- Warb All-Stars
- Boy Scouts Chapter 240

### Leaderboard

1.	Youv L. Washington D.	95.7
2.	Chris E. Denver, CO	92.4
3.	Adam F. Denver, CO	89.0
4.	Dave D. Denver, CO	84.2
5.	Colt S. Denver, CO	83.5
6.	Brian C. Denver, CO	83.1
7.	Sarah H. Longmont, CO	82.9

Leaderboard

### The Latest Tweet



MyPower users can save 25% off select Energy Star appliances with this link. Just enter your username and password: <http://bit.ly/1Gpda5d3>. - 10 mins ago

78 119K  
Tweet Like

### What is MyPower?

With MyPower you can understand and improve how you use energy. Share with friends. Earn prizes. Save money.



We're proud to be an Official Partner of Simple Energy

# Picking a Cause / Organization

Hello, Chris! | [Logout](#)[Home](#)[My Stats](#)[My Badges](#)[How It Works](#)[Settings](#)

Friends

Leaderboard

1.



2.



3.



4.



5.



## Get Started

### Step 1: Choose A School

Select the school you wish to support.

### Step 2: Add Your Friends

Earn more points for your school by adding your friends.

### Step 3: Save Energy

Cut your energy waste and earn points for your school.

Enter the name of your school:

**All Austin Coop Nursery School**

Austin, TX 78756

[Support](#)

**All Saints' Episcopal School of Austin**

Austin, TX 78705

[Support](#)

**Austin Can Academy Charter School**

Austin, TX 78702

[Support](#)

**Austin City Academy**

Austin, TX 78709

[Support](#)

**Austin Community College Child**

Austin, TX 78702

[Support](#)

**Austin Community Nursery School**

Austin, TX 78704

[Support](#)
[help](#)


# Building a Team



Hello, Chris! | [Logout](#)

[Home](#)

[My Stats](#)

[My Badges](#)

[How It Works](#)

[Settings](#)

Friends

Leaderboard

- 1.
- 2.
- 3.
- 4.
- 5.

## Get Started

**Step 1: Choose A School**  
Select the school you wish to support.

**Step 2: Add Your Friends**  
Earn more points for your school by adding your friends.

**Step 3: Save Energy**  
Cut your energy waste and earn points for your school.

### Add Friends to Jack C Hays High School

[Skip](#)

Add up to 30 of your friends by clicking on their pictures below.

Find Friends:

Filter Friends ▾

All Selected (0)



Aaron Frank  
Maryland



Abhilash Patel



Adam Feldman



Addie Renfro



Alan Downs



Alex Benzer  
Redlands



Alex Hardman



Alex Kremer



Alexandra Friedman



Alison Groves



Allen Curry



Allison Eskew  
D'Andria  
MTSU

[Send Simple Energy Invitation](#)

[Skip](#)

help

# Getting Started

Hello, Chris! | [Logout](#)[Home](#)[My Stats](#)[My Badges](#)[How It Works](#)[Settings](#)

Friends

Leaderboard

1.



2.



3.



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5.



## Get Started

### Step 1: Choose A School

Select the school you wish to support.

### Step 2: Add Your Friends

Earn more points for your school by adding your friends.

### Step 3: Save Energy

Cut your energy waste and earn points for your school.

## You are Now Registered!

Thanks for registering. Our website is not quite ready for you yet, but we are already scoring your usage to determine your home energy efficiency performance. When our website is ready, we will notify you via email. In the meantime, why not earn some social points below!

## Earn Some Social Points

Tell the world that you are supporting **Jack C Hays High School** on Simple Energy. Simply click the button below to show your support on your Facebook wall!

[Share this on Facebook](#)

help



Fun



Intrinsic



Extrinsic



Intrinsic

Acceptance

Idealism

Community

Social Contact

Status

Cash

Rebates

Rewards

Prizes



Extrinsic



**ACHIEVEMENT**

# STATUS



A close-up photograph of two women. The woman in the foreground has long, dark brown hair and is looking directly at the camera with a serious expression. Her hand is partially visible near her chin. The woman in the background has long, blonde hair and is looking slightly to the side. The word "ENVY" is written in large, green, outlined letters across the bottom of the image.

ENVY

FREE  
LUNCH





# INTERVAL REWARD SCHEDULES

# LOTTERY / SWEEPSTAKES



# REINFORCEMENT





# SOCIAL FABRIC



Approval



Status



Rewards



Prizes

Intrinsic

Extrinsic



# Approval

**SimpleEnergy** | Home | My Stats | My Badges | How It Works | Settings

Hello, Yoav! | Logout

Your Team | All Teams | All Players

1		Michael M Austin, TX	2,169
2		Yoav L Washington, DC	1,852
3		Chris E Austin, TX	1,810
4		Justin S Denver, CO	1,729
5		Rémi C Austin, TX	1,722
6		Bernard R Austin, TX	1,700
7			
8			

**Justin S** [view full profile](#)  
Justin is your friend.  
Date Joined: December 31st

7 Day Point History  
chart by amCharts.com

Date	Points
10/24	18
10/25	18
10/26	30
10/27	0
10/28	0
10/29	0
10/30	0

Recent Activity  
**Chris** entered the Denver Energy Scholars Contest  
June 3rd at 12:13pm

**facebook** Search

**Yoav Lurie**  
Founder and CEO at Simple Energy | Studied Public Policy Studies at Duke University | Lives in Boulder, Colorado | In a relationship | From Los Angeles, California | Born on March 10 | Add language you know | Edit Profile

Update Status | Add Photo / Video

What's on your mind?

Yoav Lurie likes a link.  
 **Justin's Profile on SimpleEnergy**  
Justin's SimpleEnergy profile page. Claim yours now at <http://www.simpleenergy.com/>

Yoav Lurie likes a link.  
 **Gabe Zichermann | Gamification Blog**  
Gabe Zichermann (b. 1974) is an entrepreneur, author, highly rated public speaker and gamification thought leader. He is the



# Status


SimpleEnergy
Home

Your Team
All Teams
All Players

1		<b>Michael M</b> Austin, TX	2,169
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6		<b>Bernard R</b> Austin, TX	1,700
7		<b>Lana K</b> Austin, TX	1,688



Mic

Friend

Date

f Like

7 Day Point His

chart by amcharts.co



10/24

Recent Activity



Michael just join

Friday at 8:28pm

**BIG winning TEXT**  
★ AND THEN THE KICKER ★

{LOOK HOW AWESOME YOU ARE}  
**YOU DID THIS & YOUR TEAM DID THAT & THEY DID WHAT?**



You earned the energy saver badge for the week which is also worth 120pts towards your next prize! [GO >](#)



You earned the global awareness badge which means you only need 50 more points for an iPad! [GO >](#)



You earned the night and day badge for saving energy around the clock. That's 8 total badges! [GO >](#)



You earned the fire starter badge for adding 10 new members to your team. See them all now. [GO >](#)



Jason Jackson earned 500 points this week and won a \$50 starbucks gift card. Your turn! [GO >](#)



Sandra Etson is only 100 points away from a free plane ticket. Invite more friends to earn easy points! [GO >](#)



Jeff White's team is in the lead for all of Chicago with 20,564 points and counting. See your stats. [GO >](#)



Katie Felty earned 120 points in her first week and a \$20 gift card to Chipotle. See your next prizes now! [GO >](#)

**GO BUILD YOUR TEAM**




Login with facebook



Don't have a facebook account? [click here>>](#)



# Rewards

**BIGGEST ENERGY SAVER**

Home | Contest Rules | FAQs

## Be San Diego's Biggest Energy Saver And Win Great Prizes!

### Biggest Energy Saver Login

Vantage Username:

Vantage Password:

[Login with Vantage](#)

To login to Biggest Energy Saver, use your Tendril Vantage username and password. Forget your Vantage username or password?

**Step 1: Sign Up**  
Use your Tendril Vantage username and password to register and compete for prizes. [What's My Vantage Login? »](#)


**Step 2: Save Energy**  
Waste less energy in September, October, and November to be San Diego's Biggest Energy Saver.

**Step 3: Win Prizes**  
One gift card every day! One tablet every month! A laptop computer for the Biggest Energy Saver! [Learn More »](#)

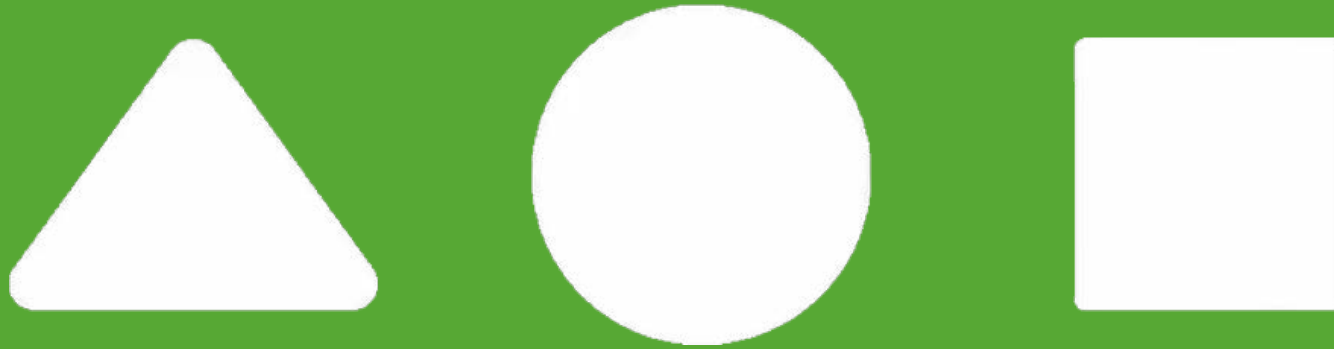
Home | Contest Rules | FAQs | Contact Us

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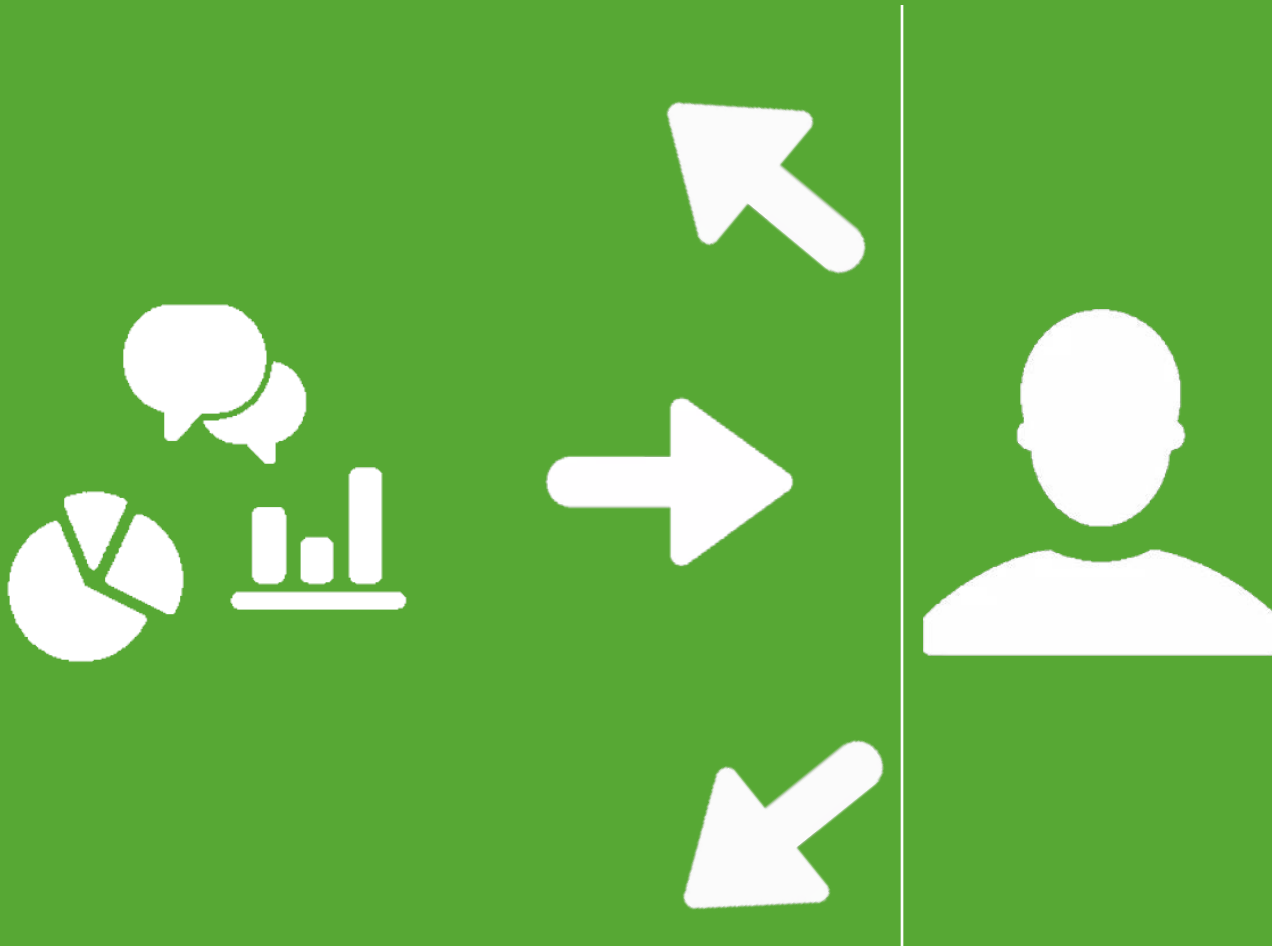
SDG&E is bringing a local [Biggest Energy Saver](#) competition to our customers on behalf of a national campaign to empower Americans with their energy usage data.



# Prizes



Simple





Personal



Actionable



Ubiquitous



Personal

Specific to “me”

Relevant

Demographically  
Targeted

Contextual  
(vs. previous year)

“I can do that”

Timely

Focused

Bite sized



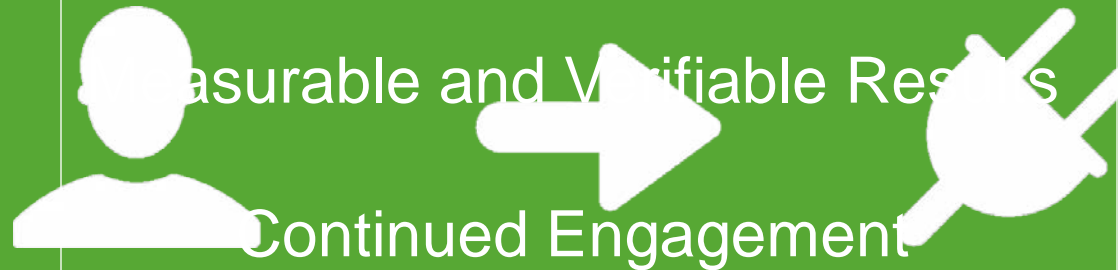
Actionable



# Ubiquitous

Email  
Facebook  
Mobile  
Web

Game mechanics can be the spark



A user base that takes action



Thank you.

Contact Information

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