Changing how utilities engage their customers.
AVERAGE MINUTES SPENT PER YEAR

Facebook: 14,198

Religious Activity: 4,599

Twitter: 1,584

Having Sex: 1,527

Watching Iron Man 2: 14

Interacting with their utility: 6
We’ve piled up a lot of sticks
But We Forgot Something
Social

Fun

Simple
Social
Compare Usage with Friends Based on Normalized Usage

Friends’ Activity

Teams

Leaderboard

What is MyPower?

MyPower users can save 25% off select Energy Star appliances with this link. Just enter your username and password: http://tinyurl.com/44gsda5d2. 119K likes ago

Official Partner Simple Energy
Picking a Cause / Organization

Get Started

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

Enter the name of your school:
austin

1. All Austin Coop Nursery School
   Austin, TX 78758
2. All Saints' Episcopal School of Austin
   Austin, TX 78705
3. Austin Can Academy Charter School
   Austin, TX 78702
4. Austin City Academy
   Austin, TX 78709
5. Austin Community College Child
   Austin, TX 78702
6. Austin Community Nursery School
   Austin, TX 78704
Building a Team

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

Find Friends: Start Typing a Name

Filter Friends

Aaron Frank
Maryland

Abhilash Patel

Adam Feldman

Addie Renfro

Alan Downs

Alex Benzer

Alex Hardman

Alex Kremer

Alexandra Friedman

Allison Groves

Allen Curry

Allison Eskew

D’Andria

MTSU

Send Simple Energy Invitation

Skip
Getting Started

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]
Intrinsic

Extrinsic
Intrinsic

Acceptance
Idealism
Community
Social Contact
Status
Cash

Rebates

Rewards

Prizes

Extrinsic
STATUS
ENVY
INTERVAL REWARD SCHEDULES
LOTTERY /
SWEEPSTAKES
REINFORCEMENT
Intrinsic

Extrinsic
Approval
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Michael M</td>
<td>2,169</td>
</tr>
<tr>
<td>2</td>
<td>Yoav L</td>
<td>1,852</td>
</tr>
<tr>
<td>3</td>
<td>Chris E</td>
<td>1,810</td>
</tr>
<tr>
<td>4</td>
<td>Justin S</td>
<td>1,729</td>
</tr>
<tr>
<td>5</td>
<td>Rémi C</td>
<td>1,722</td>
</tr>
<tr>
<td>6</td>
<td>Bernard R</td>
<td>1,700</td>
</tr>
</tbody>
</table>

**7 Day Point History**

- Chart by amcharts.com

**Recent Activity**
- Michael just joined on Friday at 8:28pm
Rewards
Be San Diego's Biggest Energy Saver And Win Great Prizes!

Steps:
1. Sign Up
   - Use your Tandem Vantage username and password to register and compete for prizes.
   - What's my Vantage Login?

2. Save Energy
   - Use less energy in September, October, and November to be San Diego's Biggest Energy Saver.

3. Win Prizes
   - One gift card every day! One tablet every month! A laptop computer for the Biggest Energy Saver!
   - Learn More

Prizes
Personal  Actionable  Ubiquitous
Personal

Specific to “me”
Relevant
Demographically Targeted
Contextual
(vs. previous year)
“I can do that”
Timely
Focused
Bite sized

Actionable
Ubiquitous
Game mechanics can be the spark for measurable and verifiable results, leading to continued engagement and an A user base that takes action.
Thank you.

Contact Information

Justin Segall, Founder & EVP
Phone: 303-800-5465
Email: Justin@SimpleEnergy.com