June 14, 2013
Version 1.0

# Utility of Tomorrow Contest Sample Entry

**Thank you for participating in the Utility of Tomorrow Innovation Contest!**

This sample entry is intended to guide you through the steps of documenting your idea, so that it makes the best possible impression on the reviewing team. Editorial comments like this are in black, and sample text is in blue.

Overall guidance on content:

1. Review the Challenges posted on the web site, https://ideas.sap.com/utilityoftomorrow
2. Choose the one that best fits your idea. If you do not see a good fit, you may choose "Other" or contact the organizers for advice at utility.of.tomorrow@gmail.com.
3. Do some research on your idea so that you can provide a compelling description, and offer a viable business case. Modern innovations typically have technical components arranged in special ways to satisfy the needs or wants—the business objectives—of different stakeholders, including utilities, residential customers, business consumers, regulators, and potentially others. Winning entries will balance both technical and business considerations.

Overall guidance on format:

1. We request that entries be written in English.
2. A good entry will consist of 800 to 1500 words, with two or more diagrams or screen shots that convey the main principles of your idea.
3. To help the reviewers, we request that you use the numbered headings in order as shown below: 1-Abstract, 2-Description, 2.1-Value Propositions, and so on.
4. As an extra option, not replacing a typed entry, we accept short original videos about three minutes or less in length that illustrate your idea. Again, a video is optional and not necessary to win. It may help to explain complex subjects or customer behavior. The contest site is not provisioned to host videos, so it should be uploaded to an accessible third party hosting site, and the link provided with your submission.

For more details, please also see the FAQ page of the web site, live in July 2013. We welcome your questions about anything not covered there at utility.of.tomorrow@gmail.com, and if the answer is of general interest we will add it to the FAQ page.

Next, we show the different elements of a successful contest entry. As an example, suppose the entry describes an innovative mobile application to help consumers choose more sustainable energy use habits. (This is just an example, and it is not a requirement that your idea features a mobile app.)

## Title: *Personal Energy Sustainability Companion App*
## Challenge: *Green Energy*

# 1-Abstract

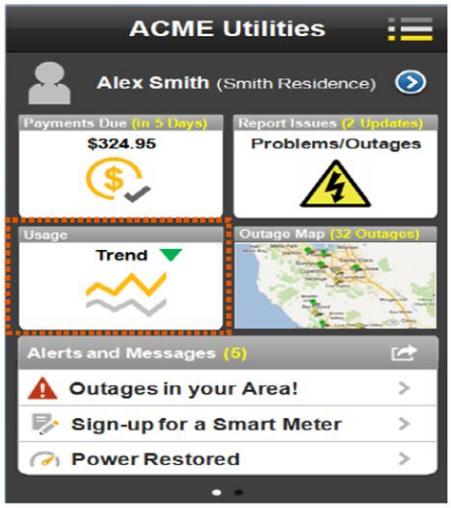
We propose a smart phone application, MyGreenEnergy, that an electric power utility company can provide to its customers to help them track and reduce their energy use. It also provides them guidance for maximizing their use of renewable energy…

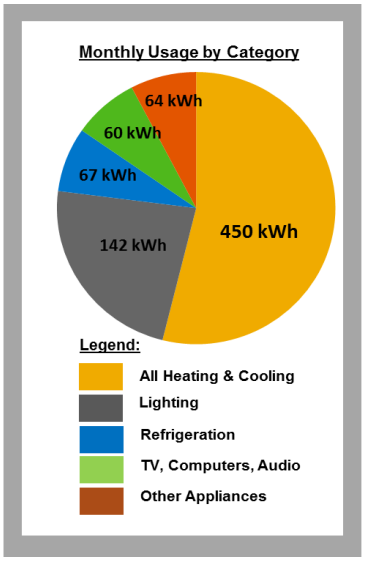
***Recommendations – a good abstract:***

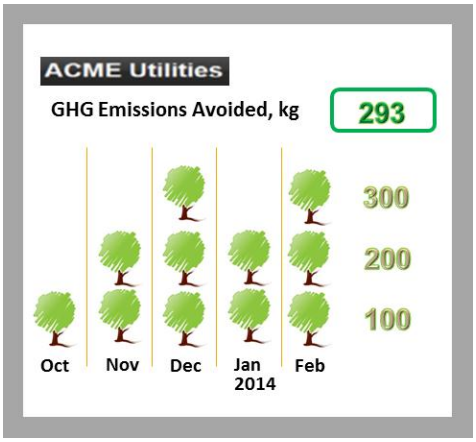
- Gives a concise summary of the idea, in one to three paragraphs.
- Provokes interest on the part of the reader to know more.
- Helps readers understand how the idea relates to the Challenge Topic.

# 2-Description of the Idea

As shown in the accompanying diagrams, the application provides timely information to consumers about their energy use so that they can take action…



***In the Description section, please use written descriptions, diagrams, tables, and pictures as needed to provide a complete overview of the idea. Please include sections 2.1 through 2.4 as shown below.***

### 2.1 Value Propositions

Many electric power utilities face insufficient capacity to meet the needs of expanding populations within their service territories. To address this, energy efficiency programs are a sustainable and cost-effective alternative to building new transmission and distribution infrastructure. Further, alternative "green" energy sources reduce the impact of energy consumption on climate change. These programs succeed if many individual consumers together choose to adopt them. The value proposition of MyGreenEnergy for the utility is to increase the proportion of their residential customers who opt in to voluntary energy reduction goals, and who volunteer for renewable energy programs while paying slightly higher electricity rates…

### 2.2 Key Activities

To encourage better consumer energy use habits, the MyGreenEnergy app reports energy use collected by…
MyGreenEnergy will be offered to consumers through the app stores of the leading mobile device platforms in the country where it operates. The utility will also advertise the app in its paper billing statements, and on its web sites…

### 2.3 Key Resources

To succeed, MyGreenEnergy requires funding, technical development, marketing, and service resources…

### 2.4 Key Partners

An ecosystem of partners is needed to support the MyGreenEnergy app. In Section 2.3. above we already identified the local distribution utility, the development team, and users. Other partners include the mobile platform vendors, third party companies who collect energy data such as smart appliance companies, companies who provide networked home energy management systems, renewable energy credit programs,…

## 3-Business Viability

Based on our research, we believe the MyGreenEnergy app will recover its development costs in two or three years, and make a small profit for the utility…

***Recommendations for the Business Viability Section***

- Please analyze your proposed idea from a business perspective. This should include basic cost information and revenue projections.

- Preferably, the project will break even and show a positive return on investment after a reasonable period of time, e.g. two to four years.
- Even if it does not break even soon, the indirect social and sustainability benefits may be high enough to justify implementing your idea as a project. If you believe this is so, please provide some quantitative evidence to support your conclusion.
- In Section 3, we recommend you provide supporting information on the following business topics, possibly in separate subsections: customer relationships, sales channels, customer segments, cost structure, and revenue streams.

## 4-Annotated References

Purpose of Annotated References:

- To show some awareness of current ideas, policies, and products that are relevant to your proposal, demonstrating that you understand the technical and business landscape where the idea would be implemented.
- To help us better understand the scope of your idea when we review the references you cite.
- We recommend you provide 4-5 key references.

-1. WattzOn Energy Dashboard. This app has functions similar to MyGreenEnergy, but has a different user experience and data gathering strategy. Referenced June 13, 2013.
http://www.wattzon.com/dashboard

-2. Verde Stopwattch. They offer an energy counter for consumers to measure the energy consumed while they use appliances. Referenced June 13, 2013.
http://verdel3c.com/stopwattch/

-3. S. Karnouskos, et al. "Assessment of High-Performance Smart Metering for the Web Service Enabled Smart Grid." ACM ICPE 2011, March 14-16, Karlsruhe, Germany.
Through empirical testing, the authors show that smart meter infrastructure is capable of supporting some features we describe in Section 2.
Available here: http://www.smarthouse-smartgrid.eu/index.php?id=146

-4. Consumer Energy Center, providing tips to save energy, referenced June 13, 2013.
http://www.consumerenergycenter.org/tips/

-5. CNP Mobile Outage Tracker, Example of a mobile app released by a utility company for consumers. Referenced June 13, 2013.
http://www.appbrain.com/app/cnp-mobile-outage-tracker/com.freeance.mapviewer