

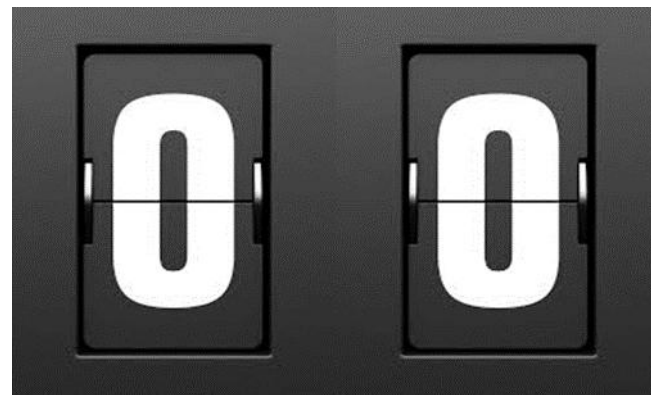
BEATING THE REBOUND EFFECT

WATCH-E AND MONITORING OF ZERO-ENERGY HOUSEHOLDS

Barbera van der Hoek Watch-E
21 October, Berlin



IF YOUR ENERGY BILL WOULD BE ALMOST



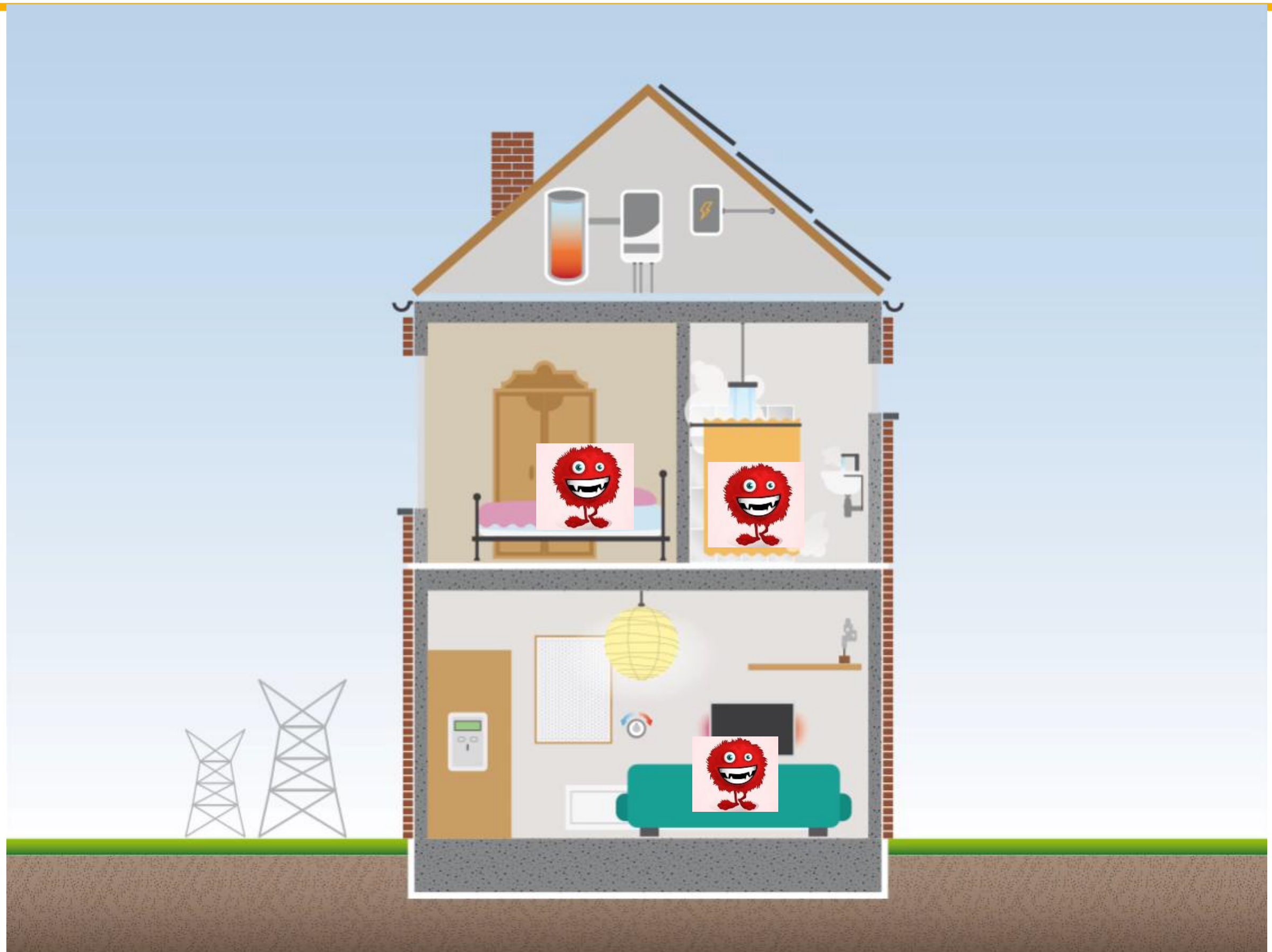
WOULD



STILL

BE CONSCIOUS OF YOUR ENERGY USE





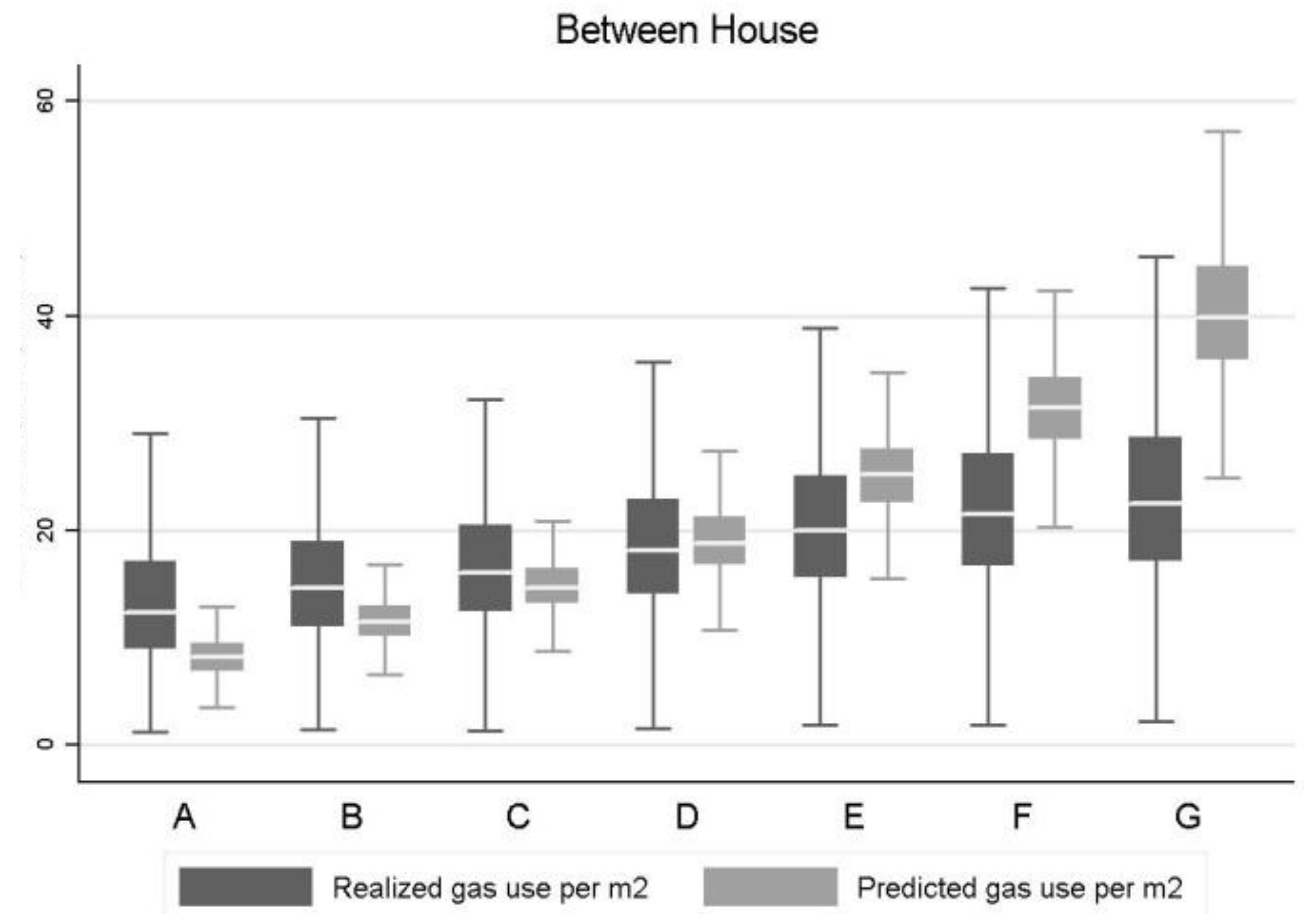
Scientific research shows

Inefficient houses: lower energy use

Efficient houses: energy use rises



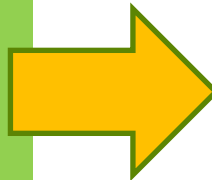
can become **40%**



How to beat the Rebound effect



- Personalised insight
- Positive Nudging
- Rewarding behaviour



- Improved efficiency
- More satisfaction
- Lower energy bill



Watch-E solution

TBB. The Business Booster
BY KIC INNOENERGY

WELKOM BARBERA VAN DER HOEK

LOG UIT

?

mijneenergiebundel.nl

STARTDATUM 03 01 2015

PROFIEL


WIDGET SETTINGS

ELEKTRICITEIT

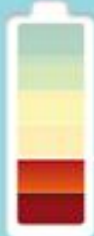
PAS OP JE VERBRUIK...

GEBRUIK

BUNDEL



Actueel
311,00 Watt



Gebruikt
70,91 kWh

GAS/ WARMTE

ZUINIG GEBRUIK

GEBRUIK

BUNDEL

Actueel
311,00 Watt

Gemiddeld
311,00 Watt

Gisteren
311,00 Watt

Gebruikt
70,91 kWh

Restant
58,91 kWh


Gisteren
58,91 kWh

ZONOPWEK


REDELIJKE PRODUCTIE

ACTUEEL

OPWEK



Actueel
311,00 dm³



Opwek
70,91 kWh

EURO'S

JE BESPAART EURO'S!

ENERGIEBUNDEL

GEMIDDELD GEBRUIK

BESPARINGSVOORSPELLER

REDELIJKE PRODUCTIE

DUTCH MARKET 0-ONTHEMETRE HOUSES

	<i>0-onthemetre houses</i>			
	2015	2016	2017	2018
TAM in numbers	500	5.000	25.000	50.000
TAM in €€	€ 22.500	€ 225.000	€ 1.125.000	€ 2.250.000
Market share %	30%	30%	30%	25%
Market share in €€	€ 6.750	€ 67.500	€ 337.500	€ 562.500

International oppurtinities are being researched



Selection of Achievements 2015

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96 Zero energy houses Arnhem



32 Zero energy houses Groningen



duurzame
energiecoöperatie
Apeldoorn

150 houses with solar panels



10 Zero energy houses



The flexible Watch-E TEAM

TBB. The Business Booster
BY KIC INNOENERGY



Barbera van der Hoek
Managing director



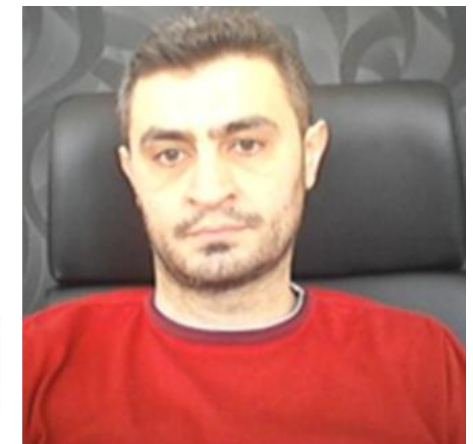
Stefan Smets
Board of directors



Daniel Mulder
Online marketing



Mick Koopman
Graphic Design



Sakir Bayram
Head of software



- Primary market focus Zer0-energy houses
- Small but fast growing niche market
- Lean and committed team
- Attractive and discerning products for niche markets
- Investors welcome for
 - Capacity increase for operational and service support
 - Further development applications
 - Upscaling sales & marketing





Do it Yourself

Your customers can save energy easily by taking the right actions. As a result of the new insights through our energy portal they



Super Green

Watch-E also offers applications for special situations, as energy neutral homes or houses with solar panels. In order to achieve



Corporate

With our partner Smart Data Solutions we collect data about SME energy usage. We provide businesses with this data and a




Custom Made

Would like to have a tailor-made application or view one of our applications with your own branding? These customizations



Thank you

-  facebook.com/kicinnoenergy
-  twitter.com/KICInnoEnergy
-  linkedin.com/company/kic-innoenergy
-  youtube.com/user/InnoEnergy