

**ALEX LASKEY, EURELECTRIC Convention & Conference, 3 June 2014**

- Thank you so much. It's a huge honor to accept this award on behalf of everyone at Opower—from the crew here in London to our teams all around the world.
- Now, I've watched enough awards programs to know that the best part of my acceptance speech is already over. It usually just goes downhill from here. I'm obligated to say something, but I'm going to keep it brief.
- My friend Dan Yates and I founded Opower in 2007. You just heard a little bit about us from Johannes. We use behavioral science and big data analytics to help utilities engage their customers and boost their efficiency.
- We knew that was a powerful idea when we got started. What we didn't know was that the entire energy industry was about to flip upside-down. "One hundred and thirty years of stable markets and rising demand? Let's get a piece of that." Then look what happened. Look, maybe you guys knew, but we didn't.
- I'm joking—we had a sense things were changing. But the revolutions in clean energy, distributed generation, smart meters, smart thermostats, customer expectations—these shifts have happened quicker than anyone could have predicted. Most of us had phones that were shaped like a brick in 2007. Maybe they flipped open. I don't think anyone was expecting to get SMS alerts from their power company about cutting peak demand back then.
- But that's the world we live in now. And as everyone here knows, utilities need to empower their customers to get ahead in that world. Their success depends on it.
- And that's a huge opportunity. And it's one thing for me to say that. It's another to hear it from a company like E.ON, which was just named European Cleantech Corporation of the Year.
- Just think about that for a moment. The world's largest IOU just received an innovation award for advancing green technology and promoting efficiency. It's a tremendous achievement, and so well deserved. But I don't think there's a single person in this room who could have seen it coming ten years ago.
- But that's what's possible right now. When E.ON started helping 5 million of their U.K. customers save energy and bring down their bills, their web traffic doubled. Efficiency started to climb. In six months, they won Europe's top cleantech award.

- Most important, E.ON started hearing from people like Lynda, a customer, who told them: “it’s refreshing to see a provider introduce a service that would genuinely benefit their customers.”
- That’s everything. That’s the future of the utility industry right there. It’s what’s motivating another one of our utility partners, America’s Pacific Gas & Electric, to get all 9.4 million of their customers online and digging into their smart meter data. It’s what inspired Tokyo Electric Power Company to bring behavioral efficiency and online engagement to 20 million customers in Japan for the very first time.
- At the end of the day, no one knows this stuff better than you. We’ve heard it throughout the conference. More trust, greater efficiency, cleaner energy, better engagement—that’s where we’re going. And the Opower team couldn’t be prouder to work with so many of you to get there.
- Thank you, again, to Eurelectric, and to everyone here this week. It’s been such a pleasure to talk to so many of you already, and I look forward everything we can accomplish together in the years ahead.