

Accelerating equitable home electrifications

Team name: Convect

Short description: Convect's mission is to accelerate just, equitable residential electrification so that the US can meet energy, climate, and public health goals in this decade.

Electrification of the residential sector is critical for reaching net-zero emissions, as well as addressing chronic asthma resulting from the use of fossil fuels within the home. However, progress is slow today. Where progress is happening, it is largely bypassing disadvantaged communities for predictable reasons: electrifying homes requires an immense amount of time, money, and domain expertise.

Convect solves for inequity in the current electrification movement through business model innovation that aligns co-benefits from multiple stakeholders, allowing disadvantaged communities to access benefits of electrification at scale.

Convect will fund electrifications at no upfront cost to the consumer, with a focus on disadvantaged communities, and will be structured to bypass traditional exclusionary practices, such as credit checks. Convect will earn money by collecting a modest 'electrify subscription' from customers that is subsidized by monetizing co-benefits experienced by other stakeholders, including DER flexibility, carbon offsets, data, and home intelligence.

Online video pitch: <https://vimeo.com/682029797>

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