

EnergyNudge

Innovation Overview

EnergyNudge is a utility rate analysis and modeling software tool using graphs and real-time data. It prioritizes ease-of-use and simple interactivity designed to “nudge” a potential customer from lead to opportunity.

Platform Specifics

- SaaS Subscription model
- Browser-based sales tool
- Real-time interactive UI
- Real-time solar true-up calculations
- Energy behavior projections
- Leverage DOE databases
- Customer management
- LMI geolocation with sales incentive

Our Goal

To provide software support to increase the adoption of solar technologies in new and underserved markets. We plan to complete in-depth market research, undergo rapid development, obtain industry feedback, and prepare an application ready for commercial use by September 2022.

Project Team

Tyler Petersen – Strategy, Business Development & Marketing, Solar Policy & Underserved Markets

Brad Cofield – Software Development, PV Design & Solar Sales