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Docket Number:	17-IEPR-12
Project Title:	Distributed Energy Resources
TN #:	220592
Document Title:	Presentation - Empowering Prosumers to Access Wholesale Energy Market Products
Description:	Presentations by Matt Duesterbert of OhmConnect
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Organization:	OhmConnect
Submitter Role:	Public
Submission Date:	8/7/2017 1:09:40 PM
Docketed Date:	8/7/2017

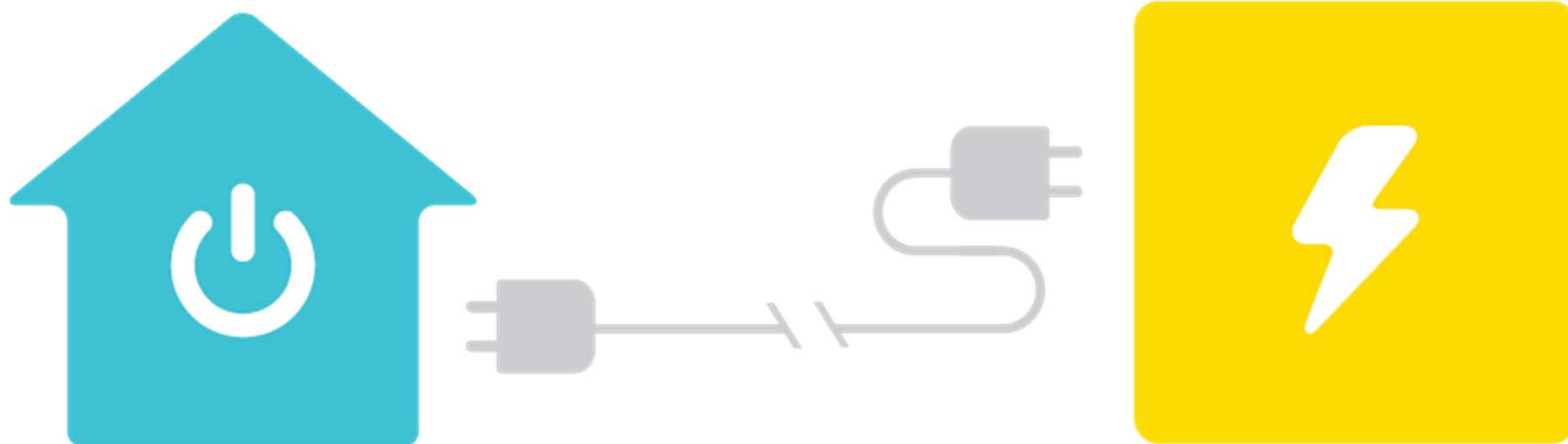


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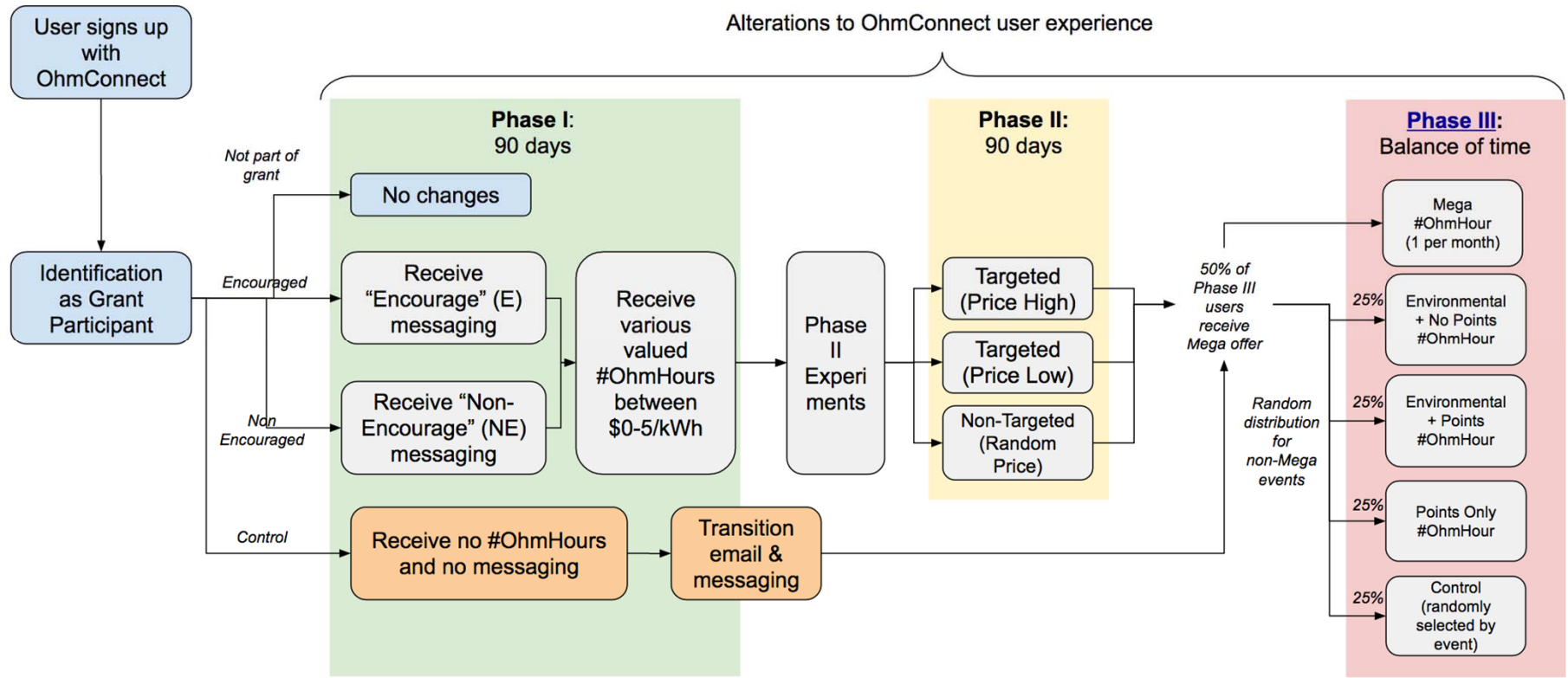
Empowering Prosumers to Access Wholesale Energy Market Products



Goals

- 1) Gauge and analyze consumer interest in participating in DR
- 2) Methods to improve customer adoption of devices and participation in events
- 3) Lowering the barriers for telemetry using residential aggregations

User Interaction in Project



Benefits to California

- Lowering costs to load management
- Unlocking an untapped resource
- Permitting high penetration of renewables
- Connecting consumers with the grid
- Involving low income consumers
- Creating the cleanest of energy sources

