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California Energy Commission

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California Energy Commission

Enervee - the world's first commerce platform promoting energy efficient products - has the capability to provide real-time market data on serially manufactured, off-the-shelf energy consuming products, and we believe this data should be of interest to the CEC in the context of standard-setting processes.

For replacement bulbs, our data provide key market intelligence for individual bulb models, updated daily, including:

- ▶ Availability of products
- ▶ Retail price
- ▶ Product certifications (e.g., CEC or ENERGY STAR)
- ▶ Product specifications, including CRI

In addition, we can estimate market share and readily perform relevant analyses, such as determining the incremental cost and energy savings of individual product models relative to models with any specified benchmark performance.

If we look at the data for Thursday, 30 October 2014, for example, we learn the following from an analysis of common (omni-)directional lamps for household use:

- ▶ There is no statistically significant correlation between retail price and luminous efficacy
- ▶ There are two discrete groups of lamp products, separated by a significant performance gap (with respect to a model benchmark derived from linear regression analysis):
 - ▶ Inefficient lamps have an average luminous efficacy of only 16 lumens/Watt
 - ▶ Efficient lamps are on average 4 times more efficient (65 lumens/Watt)



Considering 60 W-equivalent screw-in omnidirectional lamps (A19 base) alone, retail prices range from \$2 to \$70 per lamp (with a mean of \$14). Over half of the models are offered at under \$10 - and this subset of products is every bit as efficient as the more expensive models.

We believe this type of real-time market intelligence can contribute to wise decisions on performance standards, as well as efficiency program design.

Enervee, headquartered in Santa Monica CA, was launched in 2010, with a mission to be the universal energy efficiency decision engine that connects consumers, businesses and governments across the world. We are eager to support the CEC's pioneering standard-setting efforts and would welcome the opportunity to discuss the information needs of CEC staff under this docket (as well as for other product categories) and how we can contribute the types of market intelligence that are most useful.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Kurwig", with a long horizontal flourish extending to the right.

Matthias Kurwig

Cofounder and Chief Executive Officer