



FCC Presentation  
Adrian Tuck

# Tendril Snapshot

- Founded in 2004
- Headquartered in Boulder, Colorado
- 85 + employees
- Core skills in building open, extensible software platforms
- We sell an Open Energy Management Platform to progressive Utilities and their Mass Market Customers
  - Engaged with over 30 Utilities representing >50m homes in North America

# Two core promises:

- For Utilities:
  - Open, 2-way dialog with your customers will drive:
    - Efficiency & Reliability
    - Consumer Experience
    - Future capabilities
- For Consumers:
  - Simple information and tools will allow you to:
    - Spend Less
    - Emit Less

# The Energy Market is facing change every bit as great as the Telecom Market experienced



## Technology

- De-centralization
- Renewables
- PHEVs



## Consumers

- Cheaper
- Greener
- More Choice



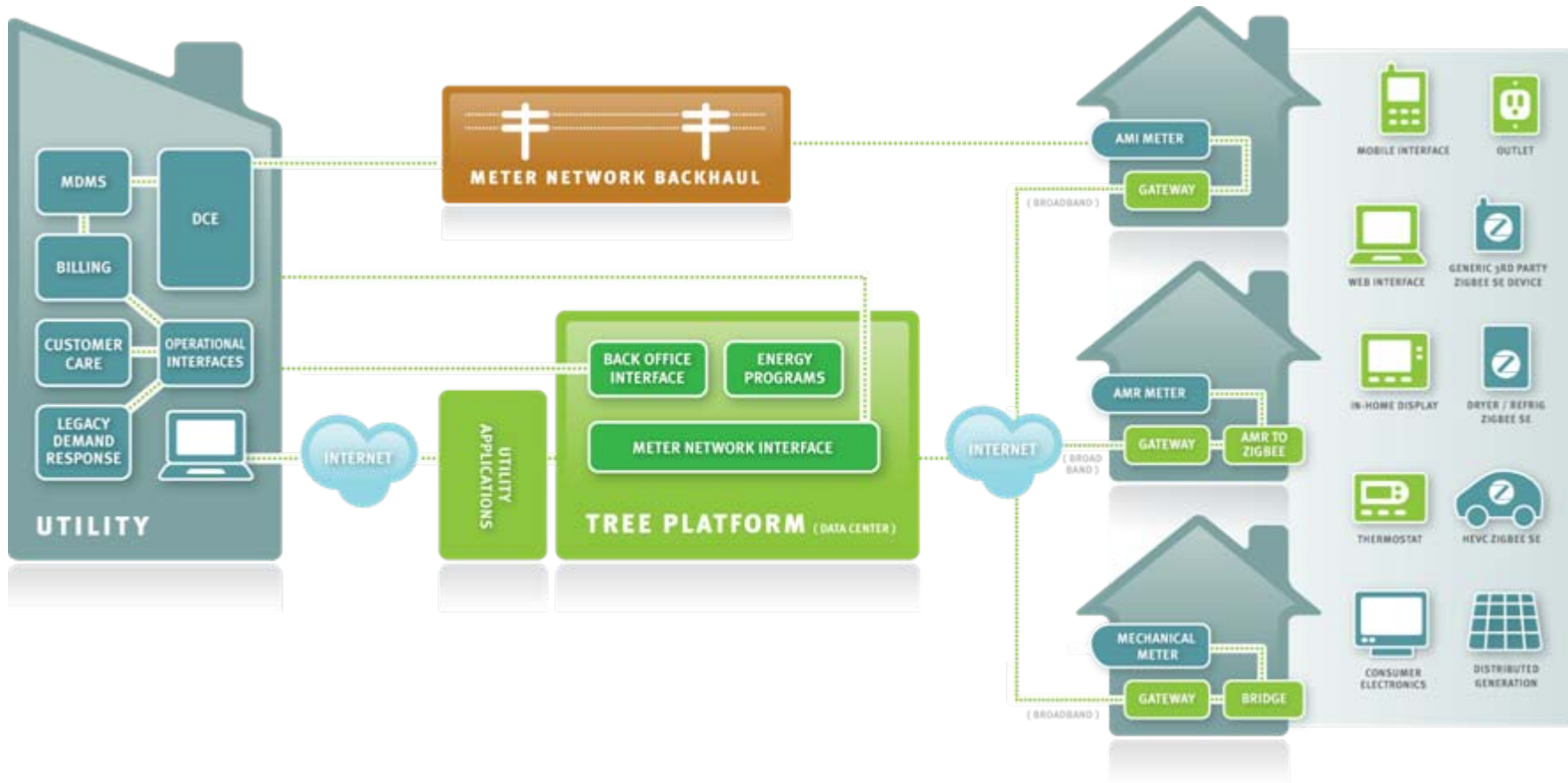
## Regulation

- Reduce Carbon
- Increase efficiency
- More consumer choice

# Key Take-aways from the Telecom Revolution

- Be humble about your ability to predict killer applications
  - And timing
- Platforms win
- Open Standards win
- Consumer pull will ultimately drive change
- Huge Opportunities
  - And risks

# Tendrill and Broadband



# Examples of the use of Public Networks





# Guiding Principles

*In order to encourage innovation, we believe the consumer benefits from:*

- **Access** to timely and actionable information
- **Choice** of products, rates and energy partners
- **Control** over a private and secure home network