octopus energy Optimistic about energy

We use technology to bring lower and more transparent pricing, better service and more sustainable energy to customers

octopusenergy



Launched 2016



600 employees



1.5m UK domestic customers



£2bn revenue

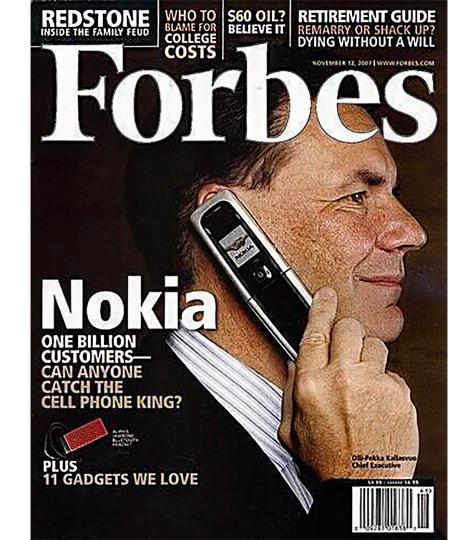


UK, Germany, Australia



Founders from tech, not energy

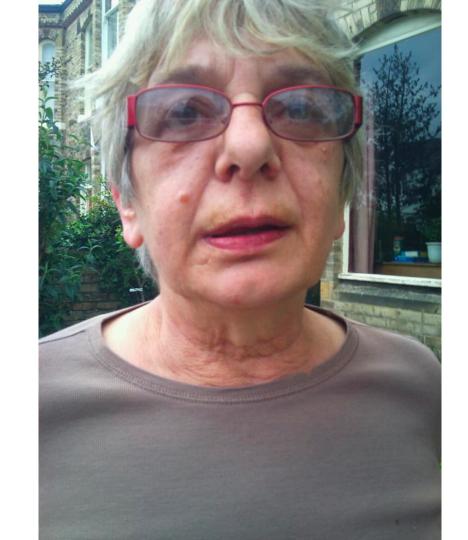


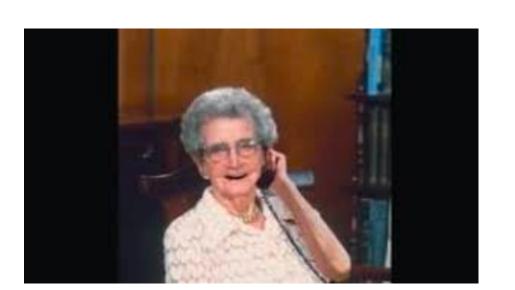






£419!!!







There are no plans to make a tablet. It turns out people want keyboards.

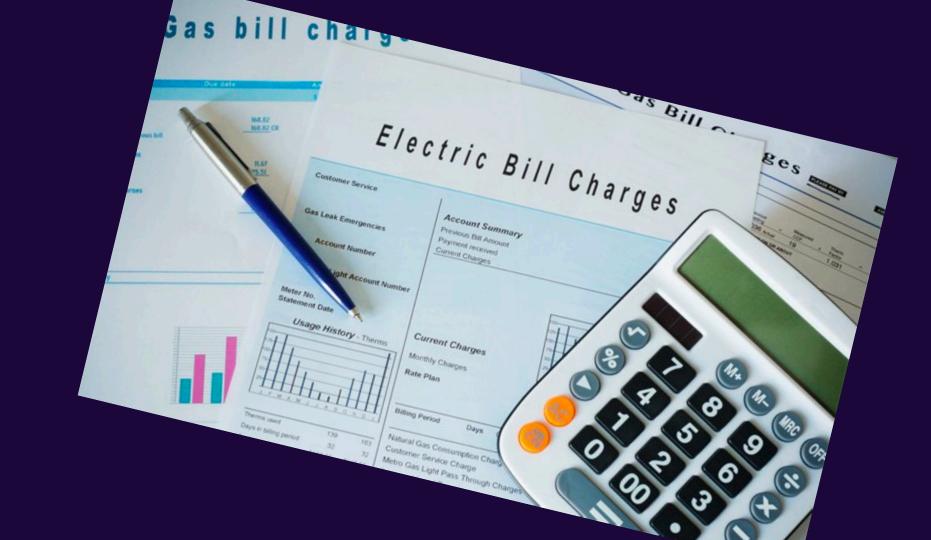
- Steve Jobs, 2003







He asked Thatcher who made sure that the British people got fed. "No one," she told him. "The price system does that."



CLEARCHANNEL

6622/01

METHER

SCOTTISHPOWER

British Gas



HENRY'S TAKEAWAY CARIBBEAN G ENGLISH DISHES



What if you could set up an energy company that...

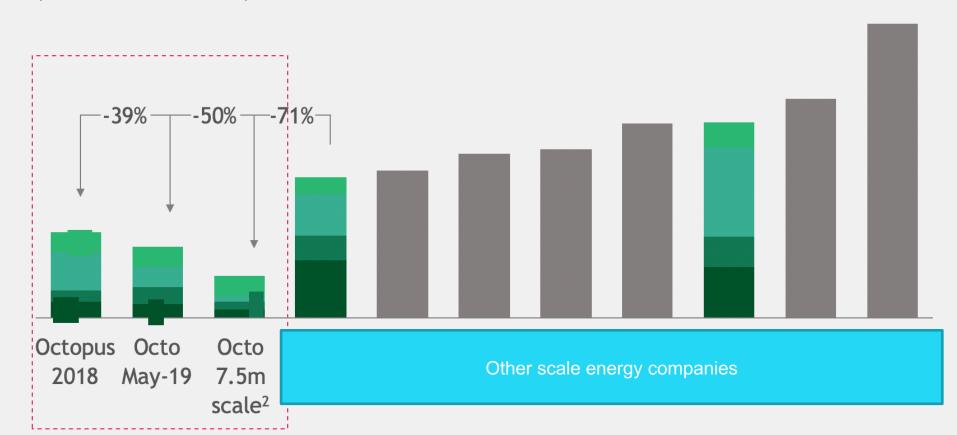
- Made money by fighting climate change rather than causing it
- Got customers to care about energy
- Looked after customers as well as Amazon does, so that customers love it
- Charged fair transpired prices all the time, rather than 1 year offer then screwing them
- Ran hyper-efficiently and shared the savings with customers



Clarke's Law of Revolutionary Ideas: Every revolutionary idea — in science, politics, art, or whatever — seems to evoke three stages of reaction. They may be summed up by the phrases:

- (1) "It's completely impossible don't waste my time";
- (2) "It's possible, but it's not worth doing";
- (3) "I said it was a good idea all along."

Opex energy-only costs (£/ DF customer accounts)¹



"Energy is just a boring commodity"

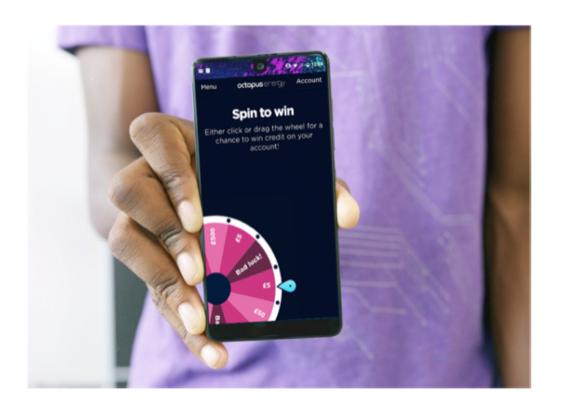


Because energy shouldn't cost the Earth.

(*)

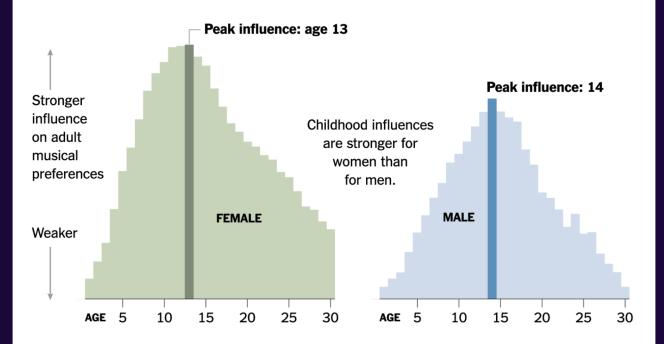






Music of a Lifetime

When do the strongest adult musical preferences set in? For women, it's age 13; for men, it's a bit later, 14.



By The New York Times | Source: analysis of Spotify data by Seth Stephens-Davidowitz





ClareSonic @claresonic · Jun 5

Moving to @octopus_energy is one of the best adult decisions I've ever made! Cheaper, no fuss and waaay more ethical. #WorldEnvironmentDay

Follow

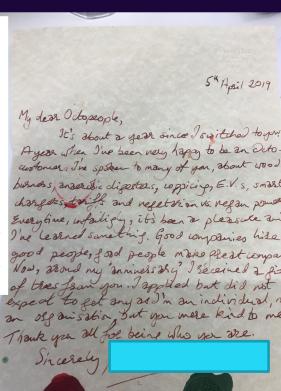


Very adult Tweet coming up, but switching to @octopus_energy has honestly been my best decision yet, actually feels like I'm dealing with a company from this centuary, brilliant website, fair tarrifs, supports renewable

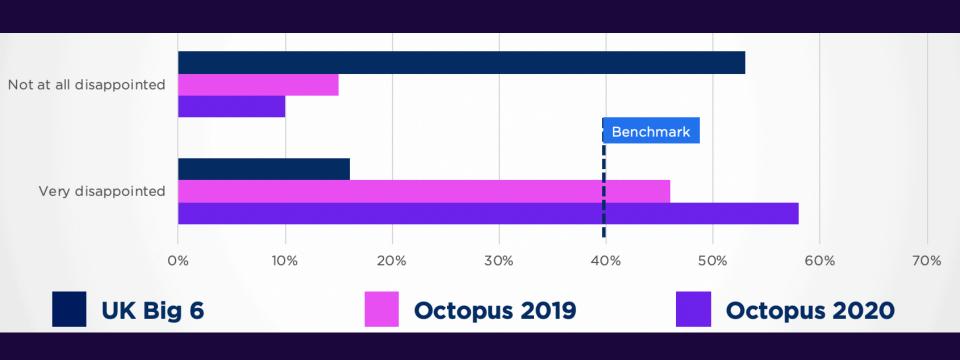
9:02 am - 27 May 2019 4 Retweets 24 Likes



alberta soranzo @albertatrebla · Jun 5 when's the last time you said you loved your energy supplier and actually meant it? mad props to @octopus_energy



How disappointed would you be if you could no longer be a customer?











M&S Energy Reviews 155 • Excellent



Affect Energy Reviews 1,949 • Excellent \star \star \star \star



So Energy

Beviews 2.081 • Excellent * * * * *

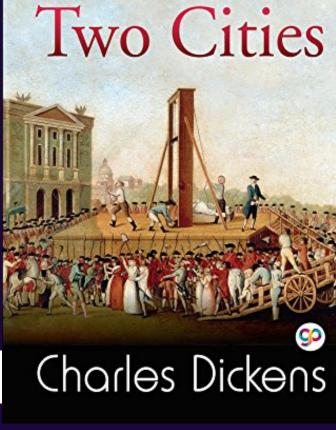


OVO Energy

Reviews 26,225 • Great



TheUtilityWarehouse Reviews 7.237 • Great



A Tale of



Edfenergy.com

Reviews 2.713 . Average



British Gas

Reviews 5.072 • Bad



E.ON UK

ScottishPower

Reviews 2.985 . Bad

SSE

Reviews 629 · Bad



npower

Reviews 1,848 . Bad

















Clarke's Fourth Law: For every expert there is an equal and opposite expert.



Embrace the benefits of clean

power. Don't fight them.



The Maneuvering Characteristics Augmentation System (MCAS) is a flight control software system developed for the Boeing 737 MAX to provide handling qualities similar to the Boeing 737 NG, especially in low-speed and high angle of attack (AoA) flight.

And the time is now

2008: \$99,000



2019: \$36,000 = £29,000







A survey of 6,500 Nissan Leaf owners in the UK revealed that 95% would recommend one to a friend and 64% said they find their Leaf better to drive than a conventional petrol or diesel car.

An NPS rating of 50 or more is considered outstanding. Tesla currently holds a satisfaction rating of 94.2 from drivers who have owned either a Roadster or Model-S for two or more years. Nissan Leaf owners rate their car as 66.8 on the same scale, which is still very high.

These figures are very complementary when put into context with other traditional automotive manufacturers. In the USA the highest NPS score was 56.8 achieved by Subaru. The likes of Chevrolet rate at only 12.3.



₩ high speed 4 seat electric car electric vehicle/cheap electric car

Shandong Everbright Foreign Trade Co., Ltd.

US \$8300-\$8800 / Set





Chinese Electric Car for adult electric sports car electric mini car

Shanxi Huayu Technology Development Co., Ltd.

US \$4500-\$4900 / Unit



Fold **Electric Scooter** Two Wheel Fast **Electric Scooter**

Haining Yide Import And Export Co., Ltd.

US \$280.00-\$373.00 / Piece



3 seater cheap chinese electric scooter mini electric car (Main Product V

Henan Robeta Import & Export Trade Co., Ltd.

US \$2700-\$2790 / Unit



Yongkang Sinotech Import & Export Co., Ltd.

US \$1580-\$1680 / Piece

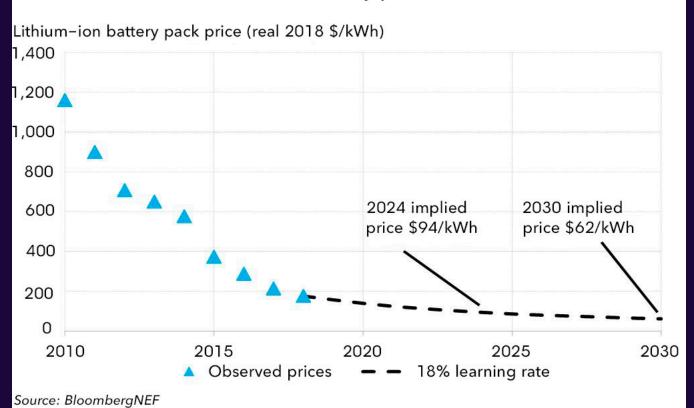


Adult New Model Popular Kick Waterproof foldable scooters 8.5 Inch 250w 36v 2

Fujian Century Sea Power Co., Ltd.

US \$159.00-\$175.00 / Piece

Lithium-ion battery price outlook





Tailored tariff for 'vertical farmers', who farm sustainably indoors in former warehouses using electric lights

Plants' circadian rhythms are trained to optimise for low cost off-peak renewable power

Helps farmers use brownfield sites to grow crops intensively and sustainably without pesticides





Mick Wall @Zarch1972 · Oct 10

* OMG * Electricity pricing overnight on @octopus_energy Agile tariff is insane!! Less than a penny at 0.36p per unit. Most folk on fixed tariffs pay around 14p. This is CRAZY!! Don't know how you're doing this @g_j, but it's brilliant.

Graphs via energy-stats.uk





trystan @TrystanLea · Oct 13

I've been doing a bit more work on our @Openenergymon Octopus Agile emoncms app, its coming along nicely! New features include: Current price and consumption in top bar, energy & cost view, Solar PV agile outgoing support, see forum post

community.openenergymonitor.org/t/a-start-on-a...





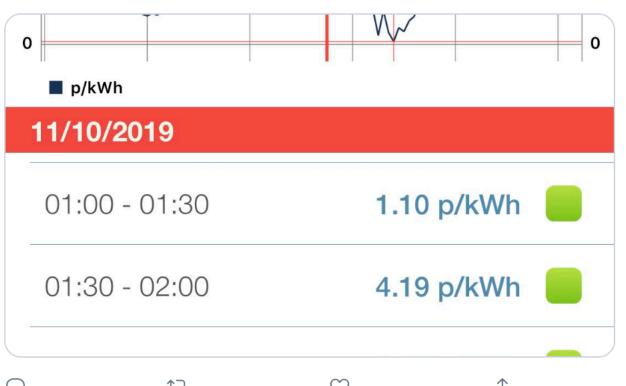






MissionT @Mission_T_EV · Oct 10

Octopus Energy very low tonight - Car charging time. Try **Agile** yourself, my referral is: share.octopus.energy/tulip-thyme-898 And get £50 credit on your bill.





Rik Temmink @riktem · Oct 9

If the general public knew about the **@octopus_energy Agile** time-ofuse tariff, millions of people would switch to it. I switched 2 months ago and reduced the price I pay per kWh from 14.07p to 10.37p, with only very limited load shifting.













Electricity and gas statement

and will let you know if it needs to change.

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Want to switch your tariff? Go to eonemergy.com/bestdeal or call us on ISAS 366 9979

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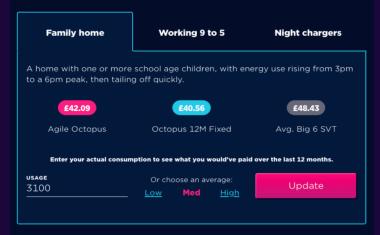
Try it for yourself

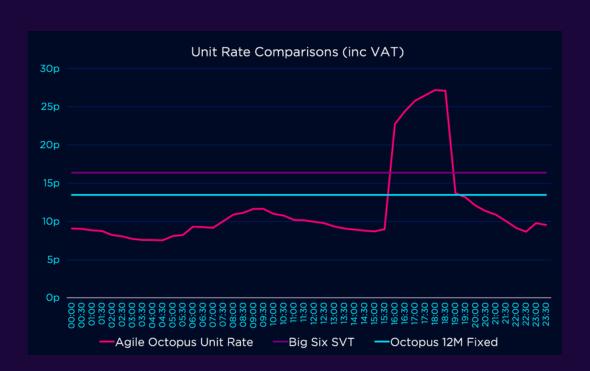
Explore how shifting your electricity use could save you even more, using the profiles beneath the chart.



Half-hourly unit rates over the last 12 months, averaged across all regions (including VAT).

Select a profile to see how your costs change, based on when you use electricity





Saturday 10th March 2018

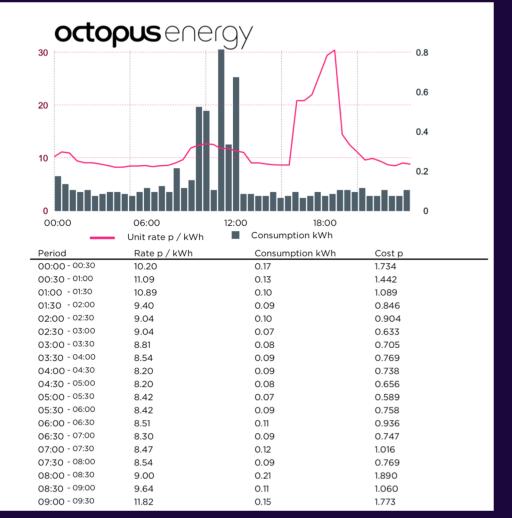
For electricity meter 17P3001648

<u>Tot</u>	tal cost
£	0.79

Total consumption 6.83 kWh

Weighted average unit rate

11.60 p / kWh



Hi Octopi,

Hope you're well!

We just wanted to drop you a line to let you know how much we admire what you're doing. So much so in fact, that we've written you a short script (social ad) to advertise your excellent brand because we think everyone should know about you.

Essentially, we don't understand why everyone isn't using Octopus Energy!
This is something we want to help rectify because we think more people should be aware of your excellent, ethical business model and use you to fuel their ethical energy needs.

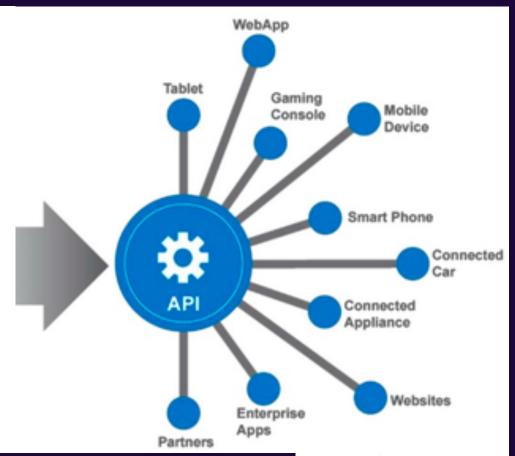
Cheerio,

Rich & Jon



Octopus Energy API

- API basics
 - Base URL
 - Authentication
 - Parameters
 - Datetimes
- API end-points
 - Energy products
 - List products
 - Retrieve a product
 - List tariff charges
 - Example usage
 - Electricity meter-points
 - Retrieve a meter-point
 - Consumption
 - List consumption for a meter
 - Quotes
 - Create a quote
 - Accounts
 - Create an account







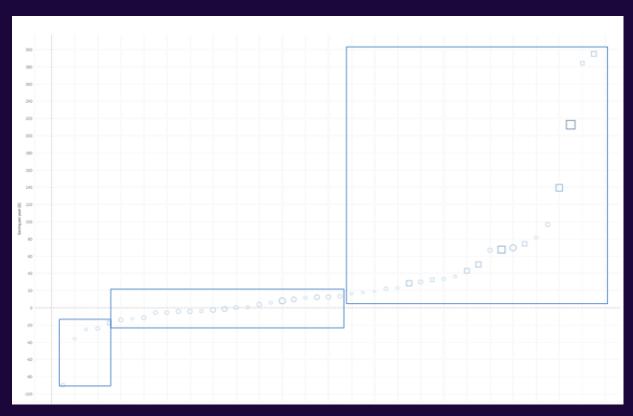
developerWorks

Octopus Energy acquires IoT technology nCube Home

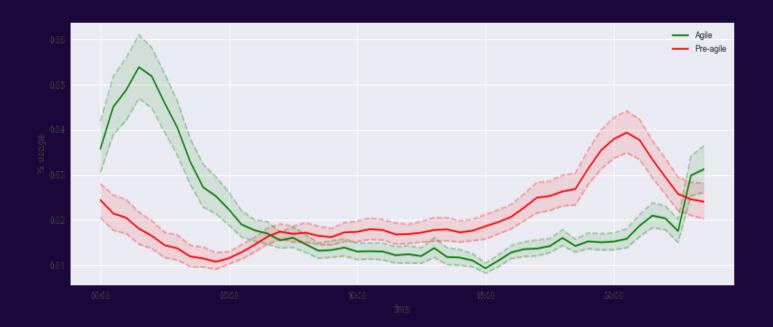
Octopus acquires artificial intelligence from Usio

Dec 3, 2018 | News Stories

Savings impact for consumers



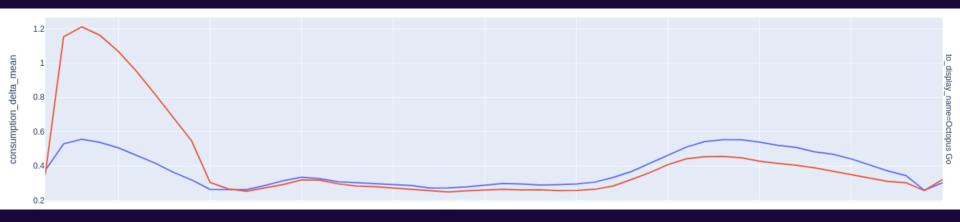
Behaviour shift



Behaviour shift

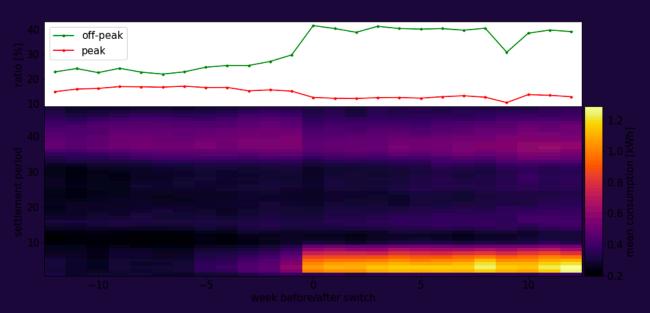


That's ok for geeks

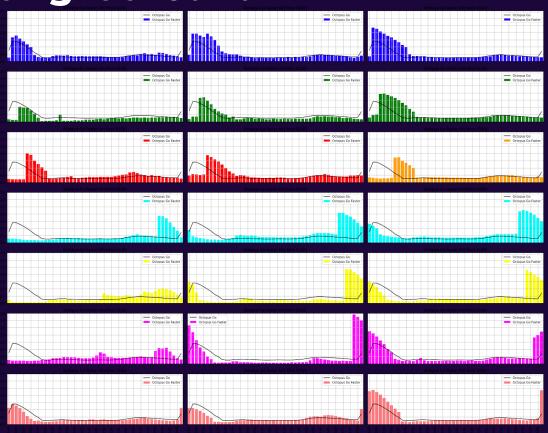


Behaviour shift

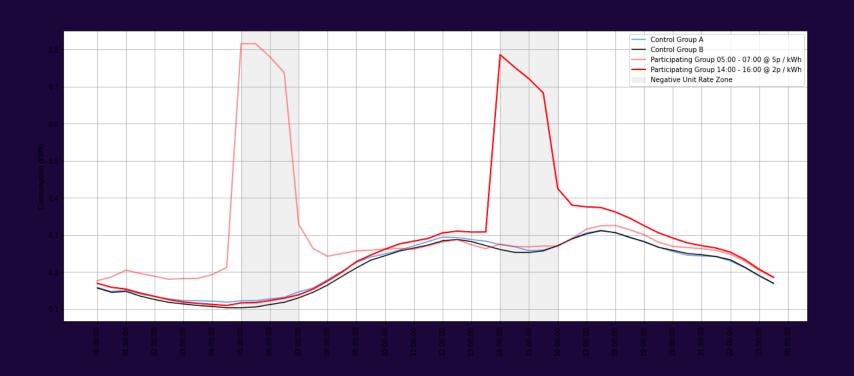
Octopus Go



Shifting it around



Behaviour shift





Outgoing Octopus

Smart export tariff pays customers for the renewable power they generate at home

Agile prices pay out more when there is high demand on the grid

Optimises home energy when combined with battery storage technology

Rewards customers for contributing to decarbonisation



Policy costs and network charges need drastic overhaul

Pay the customer 5.5p per KWh – 25% premium to grid price

But by the time it's next door it's c. 14p

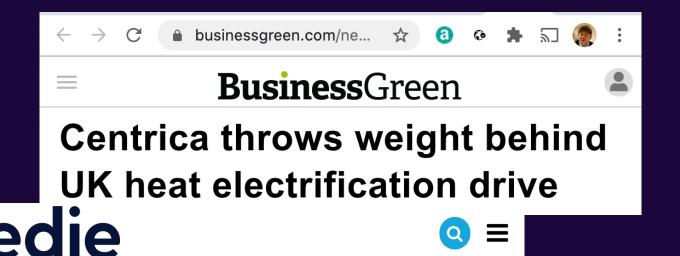
Distortions

- CFDs, ROs, FITs, Capacity Market
- Electricity (which is increasingly clean) attracts all the sin taxes, rather than gas (which is not)
- High fixed costs throughout the system
- Schemes based on ex-ante models not ex-post results
- Baseload focus

- Potential: Throttling smart meters
- Potential: Anticipatory hardening rather than flex

According to Gorbachev, the secret of past Soviet economic success is precisely the source of its current problems—a centrally planned economic system, commanded from Moscow since the early 1930s.

The advent of high technology has made Soviet bureaucratic planning glaringly inept as well as ponderous.



Ovo Energy boss kick-starts campaign for general carbon charge

THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

Grantham
Research Institute
on Climate Change
and the Environment

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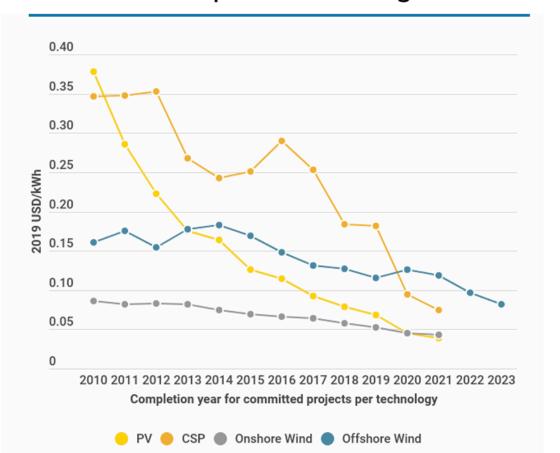
News & commentaries > Press releases

New reports find that a well-designed carbon tax could leave low-income households better off and drive the transition to a net-zero economy

Explainers >

News 8

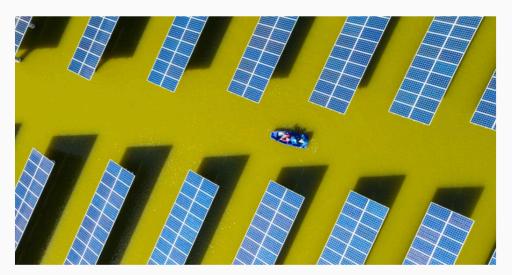
Costs continue to fall for solar and wind power technologies



How A \$110 Trillion Green Recovery Can Save The World: New Report



David Vetter Senior Contributor ① Energy I cover green energy and sustainability



Investment in green energy will produce stronger, more resilient economies than existed before the ... [+] BARCROFT MEDIA VIA GETTY IMAGES



Global climate neutrality 'requires \$130 trillion'

UPDATE: Iberdrola CEO says green recovery 'essential' as economies emerge from COVID-19 crisis

20 April 2020

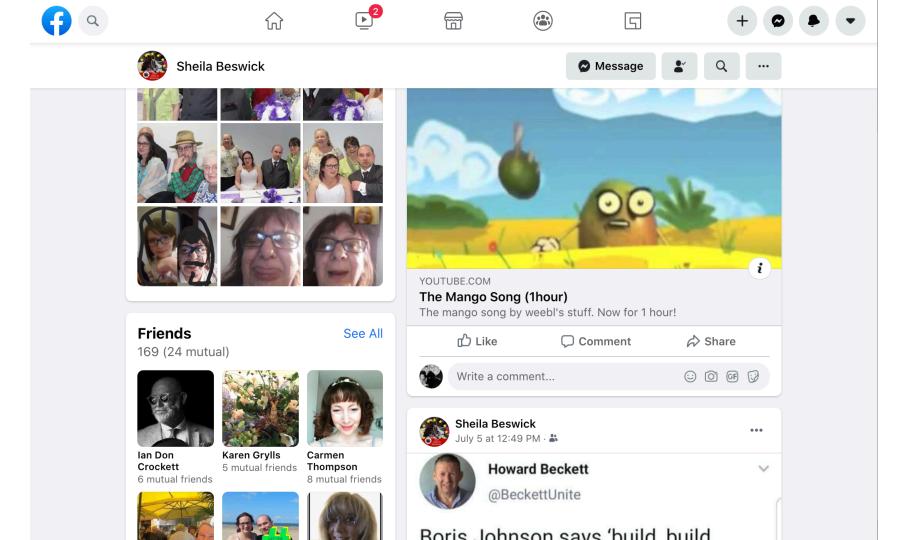
○ Other News

[Image: IRENA]

Renewable Energy Can Support Resilient and Equitable Recovery

20 April 2020 | Press Release





octopusenergy