

Group Energy Switching for *residential* consumers in partnership with Local Government



1. SIGN UP FOR FREE



2. AUCTION



3. PERSONAL OFFER



4. ACCEPT OR DECLINE



iChoosr introduction



- 70 employee company
- Offices in Amsterdam, Antwerp, London and Houston
- Since 2008 we have saved over a 1.4 million Belgian, Dutch, British and Texas households \$260/year on average on their energy bills
- Texas broker registration with PUCT (#80419)
- Two successful programs in Waco and Dallas area

Home energy & consumers



- High electricity prices place a burden on household budgets
- Deregulation has given consumers choice, but many are not aware or do not act
- Consumers find energy complex
- Consumers don't know who to trust

Texas average annual bill size snap shot

12m fixed, best in market 'standard' rate @ 12,000 kWh / year



Stream

just
energy

AMBIT
ENERGY™

reliant
an NRG company

Direct
Energy

With 6 small
Texas providers

\$1,060 / year

Saving for a
small household:

\$325 / year

With Texas big 6
providers

\$1,385 / year

DISCOUNT
POWER

TRIEAGLE

CHAMPION
ENERGY SERVICES™

InfiniteEnergy

verde
energyTX

4CHANGE
energy

Pricing structures are overly complex

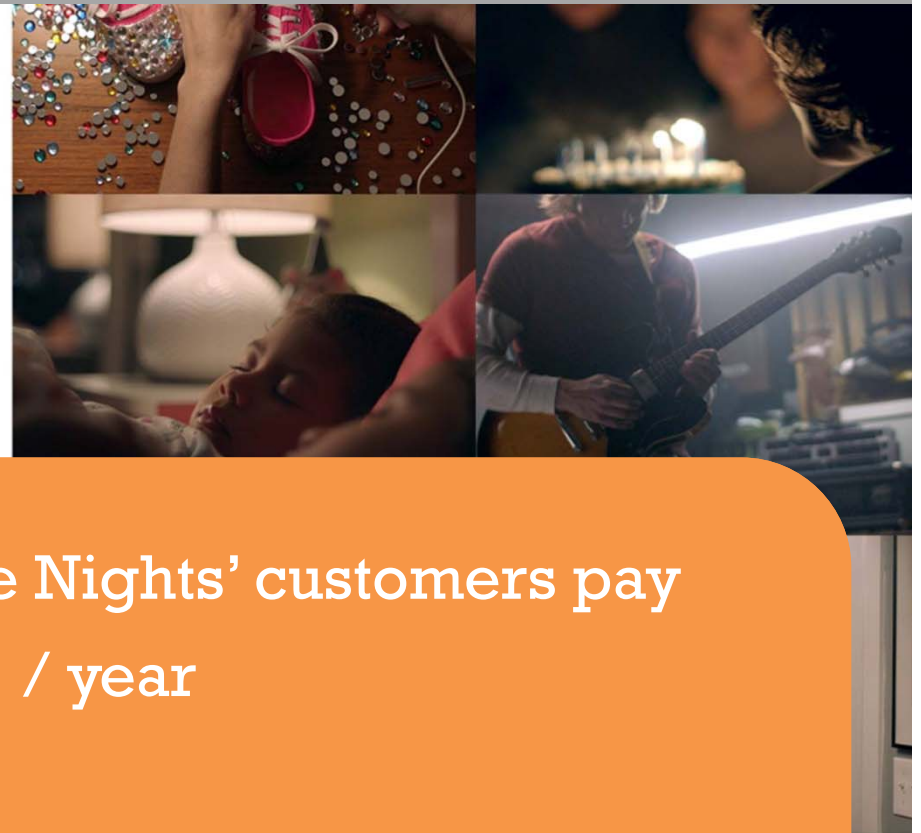


Free Nights are Back and Better than Ever.

Now choose what time your Free Nights start. After that? Nine blissful hours of free electricity.

You choose when.

START SAVING >



- TXU 'Free Nights' customers pay **\$1,930 / year**
- TXU 'Simple Rate' customers pay **\$1,561 / year**

Customers can get rewarded and penalized

Electricity Price	TDU	Average Monthly Use			Energy Charge (Cents/kWh)
		500 kWh	1,000 kWh	2,000 kWh	
		(Average price per kWh by TDU Service Area)			
	AEP Texas Central	13.1¢	2.1¢	9.1¢	
	AEP Texas North	14.1¢	2.9¢	9.8¢	8.412¢
	CenterPoint Energy	13.5¢	2.8¢	10.0¢	8.252¢
	Oncor Delivery	11.6¢	1.0¢	8.1¢	7.216¢
Other Key Terms and Questions	Sharyland Utilities	18.2¢	7.0¢	13.9¢	8.156¢
	Texas-New Mexico Power	12.9¢	1.9¢	8.9¢	7.758¢
	<p>These average prices are examples. Your average price for electricity service will vary according to your usage. The price you pay each month includes the following: Energy Charge (cents per kWh) as shown above; Base Charge of \$1.50 (flat fee per billing cycle); \$4.95 Minimum Usage Fee (flat fee per billing cycle only if your usage is below 500 kWh); \$100 Usage Credit per billing cycle if your usage is greater than 999 and less than 1,501 kWh; \$50 Usage Credit per billing cycle if your usage is greater than 1,500 and less than 2,001 kWh; and regulated Transmission & Distribution Utility (TDU) delivery charges in effect for the associated billing cycle, passed through at cost (with no mark-up).</p>				
Disclosure Chart	See Terms of Service document for a full listing of fees, deposit policy and other terms.				
	Type of Product	Fixed Price			
	Contract Term	Twelve (12) Months			
	Do I have a termination fee or any fees associated with terminating service?	Yes; \$200 if you terminate your service prior to the end of the contract term. No termination fee with proof of a move-out.			
	Can my price change during my contract period?	Yes			
	If my price can change, how will it change and by how much?	The price applied in the first billing cycle may be different from the price in this EFL if there are changes in TDU charges; changes to the Electric Reliability Council of Texas or Texas Regional Entity administrative fees charged to loads; or changes resulting from federal, state or local laws or regulatory actions that impose new or modified fees or costs that are outside our control.			
	What other fees may I be charged?	You will incur a fee of \$5.00 per billing period if you are not enrolled in Autopay. Information on other charges and non-recurring fees is available in the Pricing and Possible Nonrecurring Fees sections of the Terms of Service document.			
	Is this a pre-pay or pay in advance product?	No			
	Does Infuse Energy purchase excess distributed renewable generation?	No			
	Renewable Content	10%			
	The statewide average for Renewable Content is	12%			
<p>Infuse Energy LLC, 2020 SW Freeway, Suite 325, Houston, TX 77098 www.infuseenergy.com / email: customercare@infuseenergy.com Phone: Toll-free at (844) 463-8732 8:30am to 5:30pm CPT, Monday-Friday (except federal holidays) PUCT Certificate Number: 10223 Version #PTCTrueBlueInfusion12-20160706-173807(ENG)</p>					

Get your spread sheet out and keep a (very) close eye on your monthly electricity usage!

Power companies use all sorts of names to describe charges and fees

Beware, you may face an early termination fee of a whopping \$200

Providers game comparison tables



Shop. Compare. Choose.

77024

REFRESH RESULTS

TDU Area
CENTERPOINT ...

Estimated Use
1,001 - 2,000 kWh

Price/kWh
¢ to ¢

Contract Length
12 to 12 mo

Pricing and Billing
☒ Show All Plans
☐ Plans Without Minimum Usage Fees/Credits

Plan Type

1-10 ... SORT BY PRICE/kWh VIEW 10 PER ...

Top of the table rate

COMP	Details	Price/kWh ▲	Pricing Details	Ordering Info
▼	<p>No SCORECARD DATA</p> <p>HISTORY</p> <ul style="list-style-type: none">Fixed rate12 Months12% RenewableNEW CUSTOMERS	<p>1,000 kWh 2.8¢</p> <p>500 kWh 2000 kWh 13.5¢ 10¢</p>	<p>Minimum Usage Fees / Credits</p> <p>Cancellation Fee: \$200.00</p> <p>Fact Sheet</p> <p>Terms of Service</p>	<p>Special Terms</p> <p>(844) 463-8732 OR</p> <p>SIGN UP</p>
▼	<p>DISCOUNT POWER</p> <p>COMPANY RATING</p> <p>★★★★★</p> <p>HISTORY</p> <ul style="list-style-type: none">Prime Plus - 12Fixed Rate12 Months12% Renewable	<p>1,000 kWh 2.9¢</p> <p>500 kWh 2000 kWh 12¢ 6.9¢</p>	<p>Minimum Usage Fees / Credits</p> <p>Cancellation Fee: \$125.00</p> <p>Fact Sheet</p> <p>Terms of Service</p>	<p>Special Terms</p> <p>(866) 750-7775 OR</p> <p>SIGN UP</p>
▼	<p>pe power express</p> <p>COMPANY RATING</p> <p>★★★★★</p> <p>HISTORY</p> <ul style="list-style-type: none">#Super12Fixed Rate12 Months12% Renewable	<p>1,000 kWh 3.3¢</p> <p>500 kWh 2000 kWh 11.3¢ 7.3¢</p>	<p>Minimum Usage Fees / Credits</p> <p>Cancellation Fee: \$150.00</p> <p>Fact Sheet</p> <p>Terms of Service</p>	<p>Special Terms</p> <p>(877) 400-0232 OR</p> <p>SIGN UP</p>
▼	<p>Prime 12-Month</p>	<p>1,000 kWh</p>	<p>Minimum Usage Fees /</p>	<p>Special Terms</p>

How do we address these problems?



1. Easy to understand rate structure (no usage based complex price tiers and penalties)
2. Easy to understand language
3. We vet and select providers
4. The City's endorsement gives people the confidence to switch

Project cycle is 2-3 months



Education &
Registration

1-2 months

Auction

1 day

Accept or
decline offer

2-3 weeks

Close out
& support

Who does what?

- The City and iChoosr jointly promote the program
- iChoosr does the rest: customer service, provider management, auction, platform & project management

Benefits to the City



- It's a positive service that saves people real money
- Money that will stay in the local economy
- iChoosr will guide your residents through the process to ensure a smooth switch
- iChoosr will share a part of the commission fee with the City

City of Fate example



Search Fate...



Community Center

Community Events

Community News

Community Photos

Comprehensive Plan

Emergency Services

Fate Power Switch

Neighborhood Associations

Parks & Facilities

Public Documents

[Home](#) > [Residents](#) > [Fate Power Switch](#)

Fate Power Switch



Looking for a fair and competitive electric rate? Join the Fate Power Switch!

We have secured a great auction-winning rate: households can save \$336 on average

Already registered?

If you have already signed up with the Fate Power Switch, you will receive an email with your personal energy offer by May 15th.

Not registered yet?

As the auction was so successful, we have extended the registration period so you can still sign up. Join the [Fate Power Switch](#) and get your personal offer from May 15th onward. [Registration](#) is free and easy to do. Have a monthly power bill close by. It only takes 5 minutes to register and there is no obligation to switch.



Your City logo

Your slogan

Your City
photo spread

Join the Fate power switch

Lower your energy bill

Join our group energy switch today. It's free and without obligation.

SIGN UP TODAY →

Why sign up today?

- ✓ Taking part is free
- ✓ We organize an energy auction
- ✓ There's no obligation to switch
- ✓ You deserve a fair deal



1,855 citizens

have already signed up for our group energy switch. Join them today!

SIGN UP TODAY →

How does it work



1. SIGN UP FOR FREE

Register for our program by clicking on the 'Sign up today' button. Registration is free and without obligation.



2. AUCTION

On Tuesday, May 30th we will hold a reverse auction. The provider who offers the cheapest rate gets to offer you a new electricity contract.



3. PERSONAL OFFER

From January 13, 2017 and onwards you will receive your personal offer and you can see how much money you could save.



4. ACCEPT OR DECLINE

You decide whether to accept your personal offer or not. If you accept the offer we will take care of the entire switching process for you.

[MORE INFORMATION](#)

Lower your energy bills, join today

SIGN UP TODAY →

Aggregated results of two Texas Programs



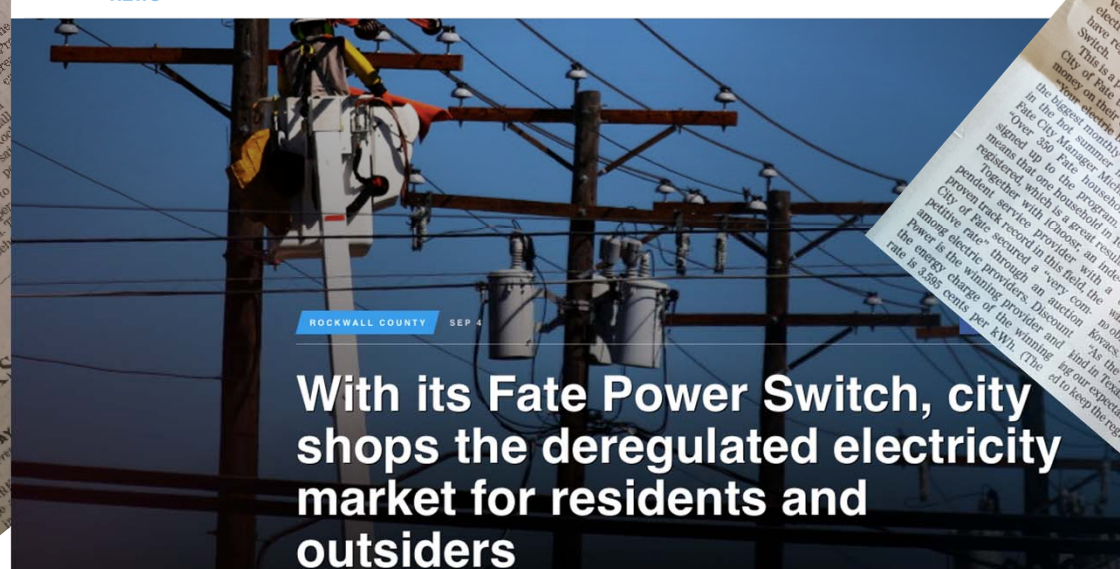
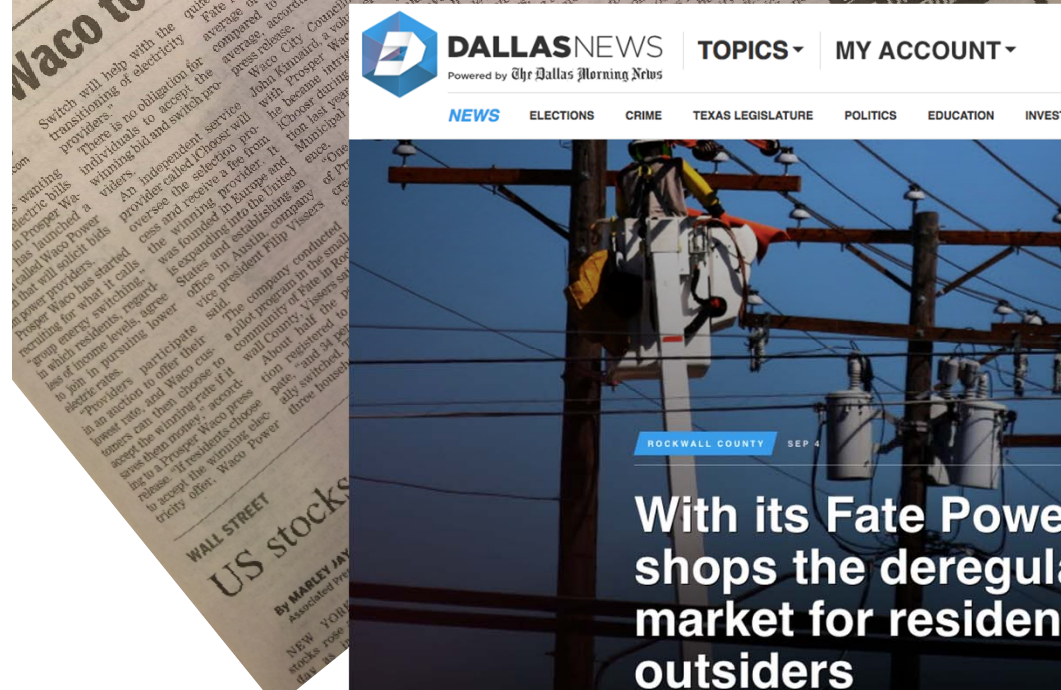
- Registrations: 1,816
- Switchers: 584 (32%)
- Average savings per household: \$350
- Savings that stay in local economy: \$203,000
- Winning providers: Discount Power & Champion Energy

What do residents think about it?



- 70% indicated they have not switched in the last 3 year
- 78% indicated they switched because of the savings they can make
- 81% of residents thinks it is a good idea for the City to help residents to save money on their electric bills
- 78% thinks the City should organize more of these programs

Local press likes it too



What do residents think?



- Andrea from Waco, “I appreciate Councilman Kinnaird advocating for residents of Waco and producing a tangible program that saves us money.”
- Luke from Waco says: "We were very blessed by the Waco Power Share program. Not only was it easy, but we were able to get a rate that was HALF of what we were paying before.”
- Judy from Rockwall: "The City of Fate Power switch made it simple to change electric providers. I had never changed providers before. Also I felt that the City of Fate Power Switch would be trustworthy. I plan to participate again next year, when my current plan expires.”
- Linda from Waco says: "In the five months we lived here power bills ran as high as \$400. For a month. Our last bill with the switch was \$79.00. We really like the weekly update. Thank you.”

Planning 2018: A switch window of 8 consecutive months



TPS-3

Registration: Monday March 5 – Tuesday May 22

Auction: Tuesday April 17

Decision: Monday April 30 – Tuesday May 22

Switch window: Monday April 30 – Friday August 31

TPS-4

Registration: Monday July 9 - Tuesday September 25

Auction: Tuesday August 21

Decision: Tuesday September 4 – Tuesday September 25

Switch window: Tuesday September 4 – Monday December 31

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How has the Program has evolved



- Cheap and Fair energy deal for residents
- Solution for people with termination fee
- “Send us your bill and we do the math for you”
- Communication approach for Texas cities that works:
 - Utility bill insert
 - Letter/postcard
 - Getting City affiliates involved
 - Getting local press involved
 - “Bring your bill day”