



## Company Overview

Green Running is looking for £4m investment to accelerate Verv; a patented, data rich, helpful energy device for the home. Verv revolutionises the market by analysing and creating benefits from individual appliance usage information via advanced machine learning algorithms for the consumer, whilst creating a wealth of data and information previously unavailable to the commercial market.

### The Problem:

Insufficient data on habits, behaviours, devices, performance and maintenance is driving up unnecessary costs and inefficiencies within homes and businesses.

### The Solution:

- Real-time and historical cost breakdown of energy bills down to individual appliance level.
- Relieves common safety concerns for leaving hair straighteners, irons or other heated devices on thanks to safety notifications.
- Detects deterioration in appliances and alerts the user that a service or engineer is required.
- Provides a ROI on purchasing new eco appliances and replacing inefficient ones. Includes targeted advertising and purchasing options inside the app.
- Alerts to inefficient behaviours and wastage and gives advice on how to reduce these.
- Provides security alerts if unexpected usage occurs while the user is away from home.
- Can be used as a non-intrusive aid for vulnerable or elderly individuals by alerting carers when expected usage behaviours become dormant or irrational.



### The Product:

Verv is a self-install data analytics hub that sits on an existing electricity meter or smart meter without the need of an electrician. It combines load-monitoring technology with patented machine learning algorithms to collate and analyse electricity data in extreme granularity. This allows us the ability to determine the quality and usage patterns of individual appliances in real-time.

This is the next step in smart home technology with 10x better data, analytics and behaviour statistics than existing smart meters. Verv is managed via a simple app without the need for bulky smart plugs or any changes in home wiring.

#### Value Proposition

The unit delivers peace of mind, greater awareness, smarter usage and electricity cost savings to households. This creates a wealth of consumer behaviour, purchasing and consumption data along with appliance performance, maintenance and usage data in the process.

#### Market Opportunity

The Smart Home technology market alone is projected to grow to £122 billion by 2022<sup>(1)</sup> and the UK is still considered to be in the early adopter phase. With four million Britons investing in smart devices for their homes, this market is projected to double by 2020 with convenience, discrete monitoring and lower energy bills identified as key drivers<sup>(2)</sup>. The Verv device also works internationally just by simply changing the plug.

#### Business Model

The product will be sold both directly and indirectly through a network of partners in the smart home, insurance, telecom, retail and energy sectors. We will then drive market growth through our low-cost of hardware and revert to a SaaS model. In addition we will set up the international strategy whilst driving into the business market.

#### Investment

Green Running now seeks growth investment of £4 million to both scale the service, delivering on the confirmed trials with British Gas, EDF and Scottish Power Networks and exploit the initial commercial opportunities, delivering on the next 12,000 units sales after the successful sales of the first 1,000 units.

(1) <http://www.marketsandmarkets.com/PressReleases/global-smarthomes-market.asp>  
(2) <http://www.information-age.com/smart-home-technologytipping-point-uk-123464175>

#### Investment to 2016:

Ignite Fund, Centrica PLC  
(Owners of British Gas) - £1.15m  
Scottish Power Energy Networks - £250k

#### The Team:

James Cameron – Chairman.  
Ex Climate Change Capital  
Claire Miles – Non Exec Director.  
Ex MD British Gas Homecare  
Peter Davies – CEO  
Conrad Spiteri – CTO  
Maria McKavanagh – COO  
Edwin Hamilton - CFO

#### Financial Information:

Funding stage: Initial roll out  
Capital raised: £1.25M  
Capital seeking: £4M

#### Use of Funds:

- Build the commercial management team
- Move the product into rollout from prototypes including manufacturing
- Complete the required technical and sales teams for future product innovation and rollout
- Complete next set of appliances for condition monitoring.

#### Achievements:

- Innovator of the Year:  
Business Green Technology Awards 2016
- Best Demo Product:  
European NILM Conference 2016
- Finalist in 2014 Energy Innovation Awards for Best Smart Grid Innovation
- DECC endorsement