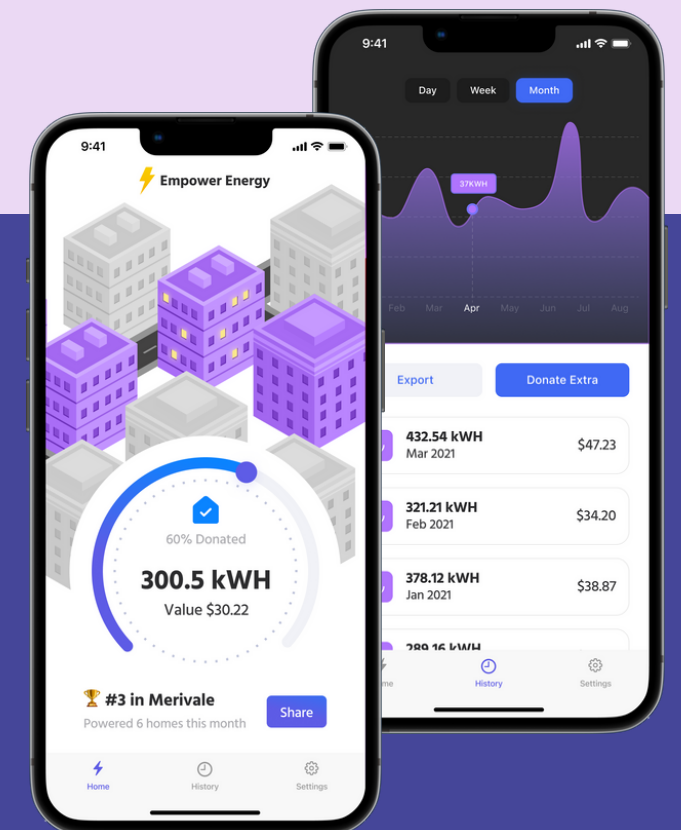


Empower Energy



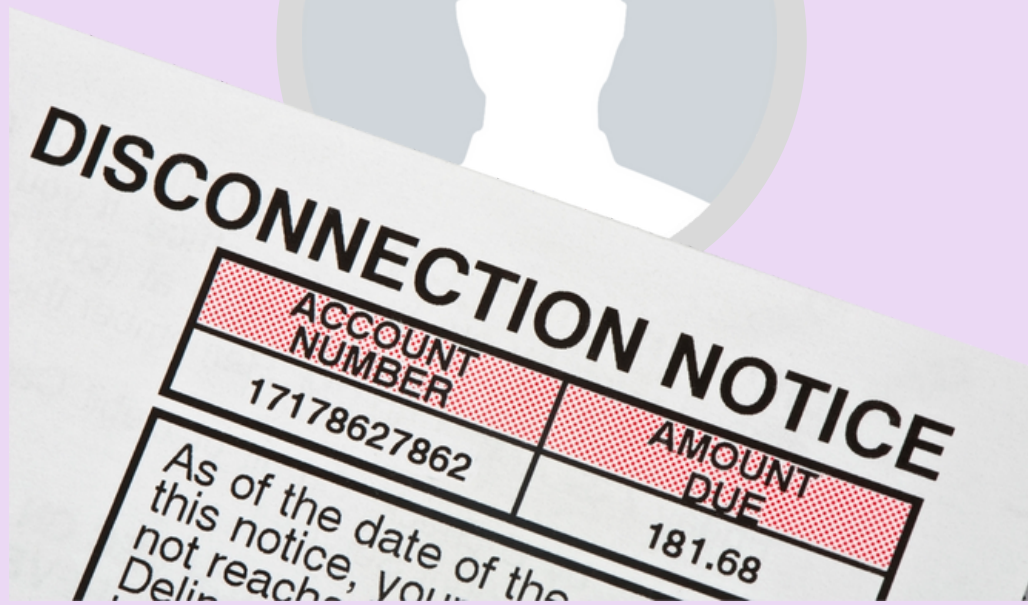
The Universal Peer-to-Peer Donation Platform

Empowering Kiwis to End Energy Hardship



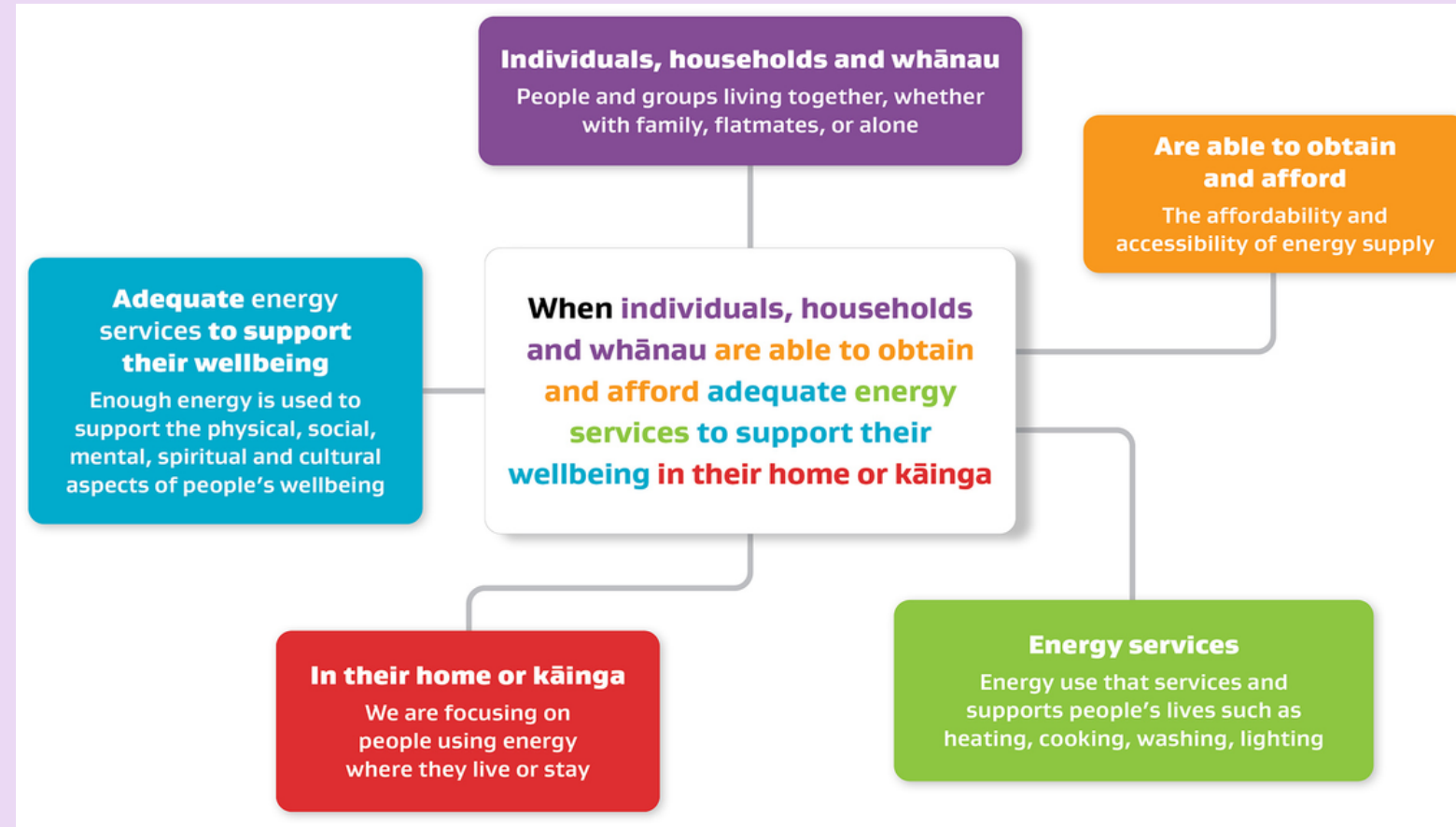
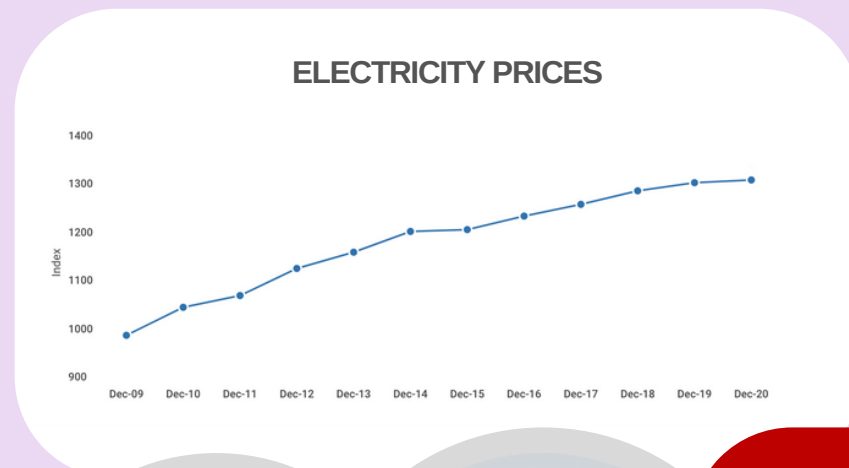
THE PROBLEM:

Energy Hardship



More than 25,000 disconnections in 2018

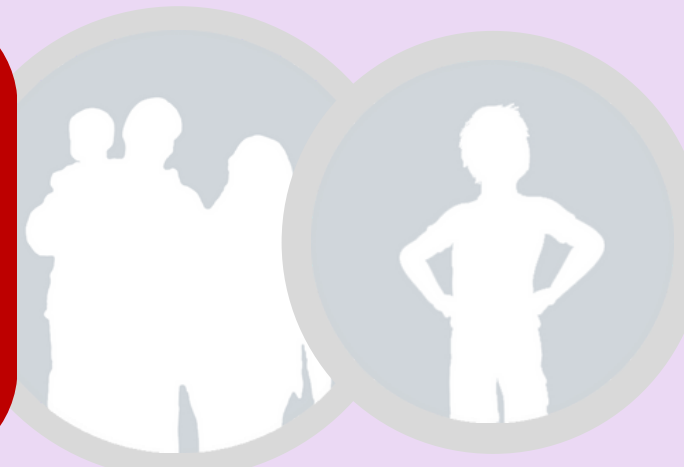
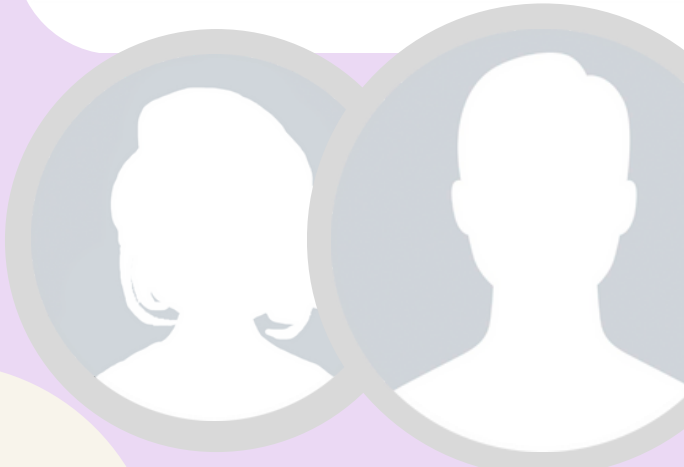
EMI ea.govt.nz



Around 18% of Kiwi households report difficult paying their bill

Consumer NZ

Energy hardship has *immense* health, social, economic and educational impacts for hundreds of thousands of New Zealanders

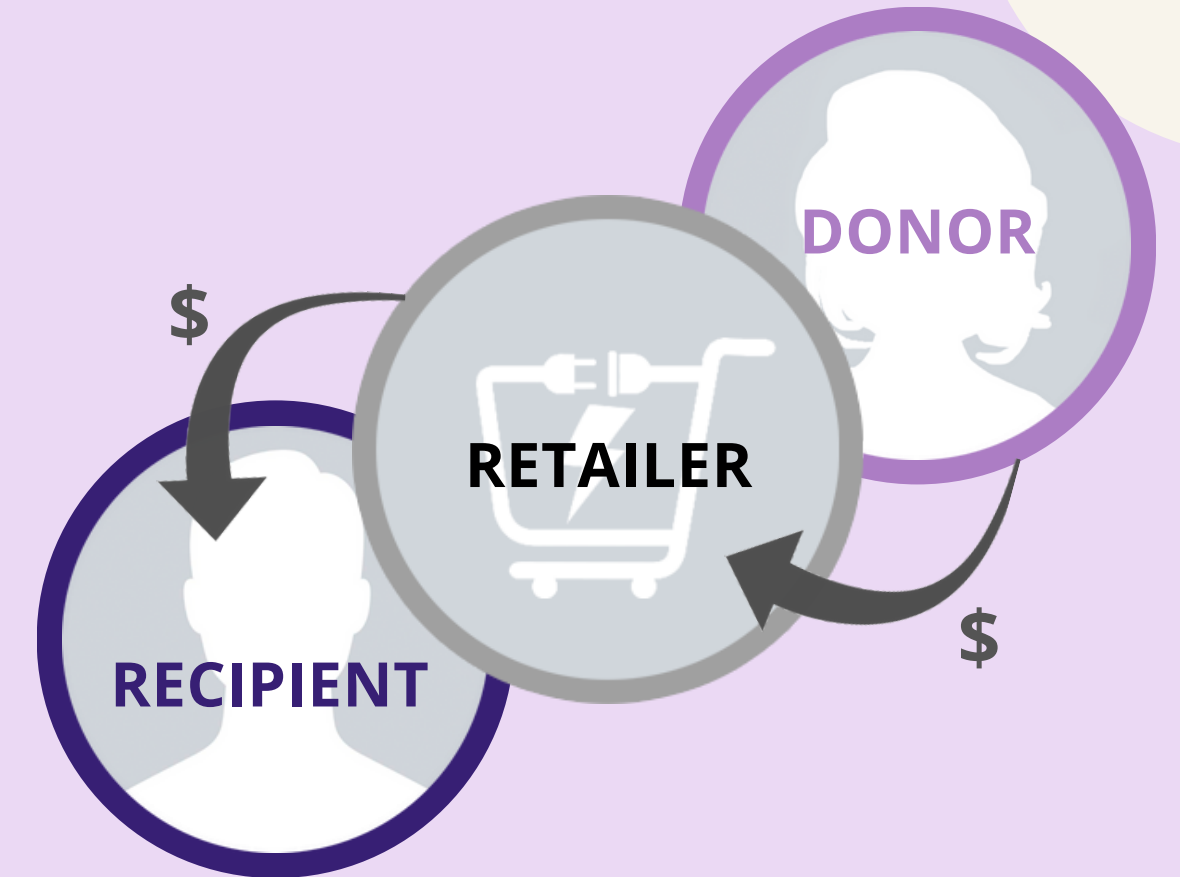


TACKLING ENERGY HARDSHIP:

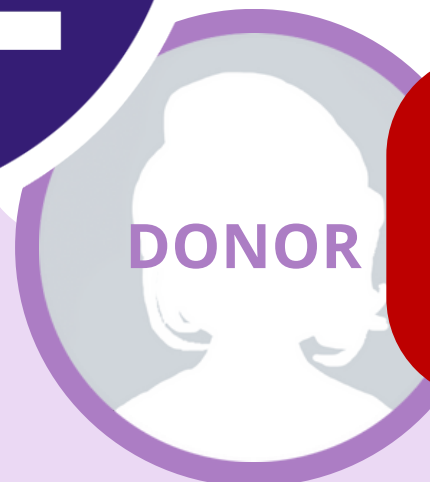
Donation Networks

Several NZ electricity retailers have established their own, **in-house peer-to-peer donation networks**.

These networks are a fantastic first step towards allowing Kiwi households and businesses to donate to those experiencing energy hardship.



Empower Energy have developed a **larger, more impactful, universal platform** that will scale peer-to-peer donations and deliver **better experiences & outcomes for all stakeholders**.



- **More options** to donate & make impact
- **More incentives** to generate/donate more to the scheme



- **Less investment** in in-house resource
- **Less admin** in finding and vetting recipients



- **More support** available
- **Less stress/shame** from having to ask for help - including from retailers

ONE BIGGER, BETTER & MORE EFFICIENT PLATFORM:

Power of Partnerships



DONORS

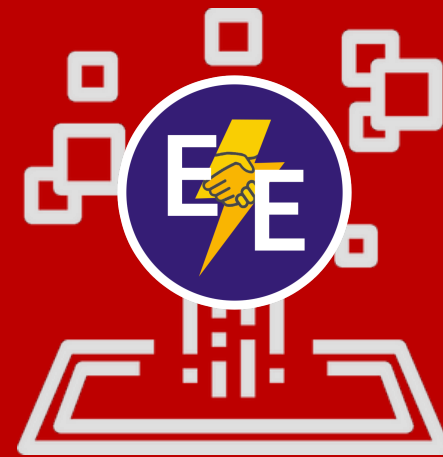


Empower Energy delivers a credible, cross-retailer, care agency-partnered platform with multiple donation options.



CARE AGENCIES

Partnering with care agencies is the most effective, credible way to help recipients.



Our universal platform **leverages what each partner does best**, opens up a **larger pool of donors and recipients**, and ensures each user type receives a **highly valued digital experience**.

The platform integrates with all partners' systems, and has custom views and functionality for each user type.



RETAILERS

An automated, third-party, donation platform requires low investment, doesn't require vetting, and allows for efficient cross-retailer transactions



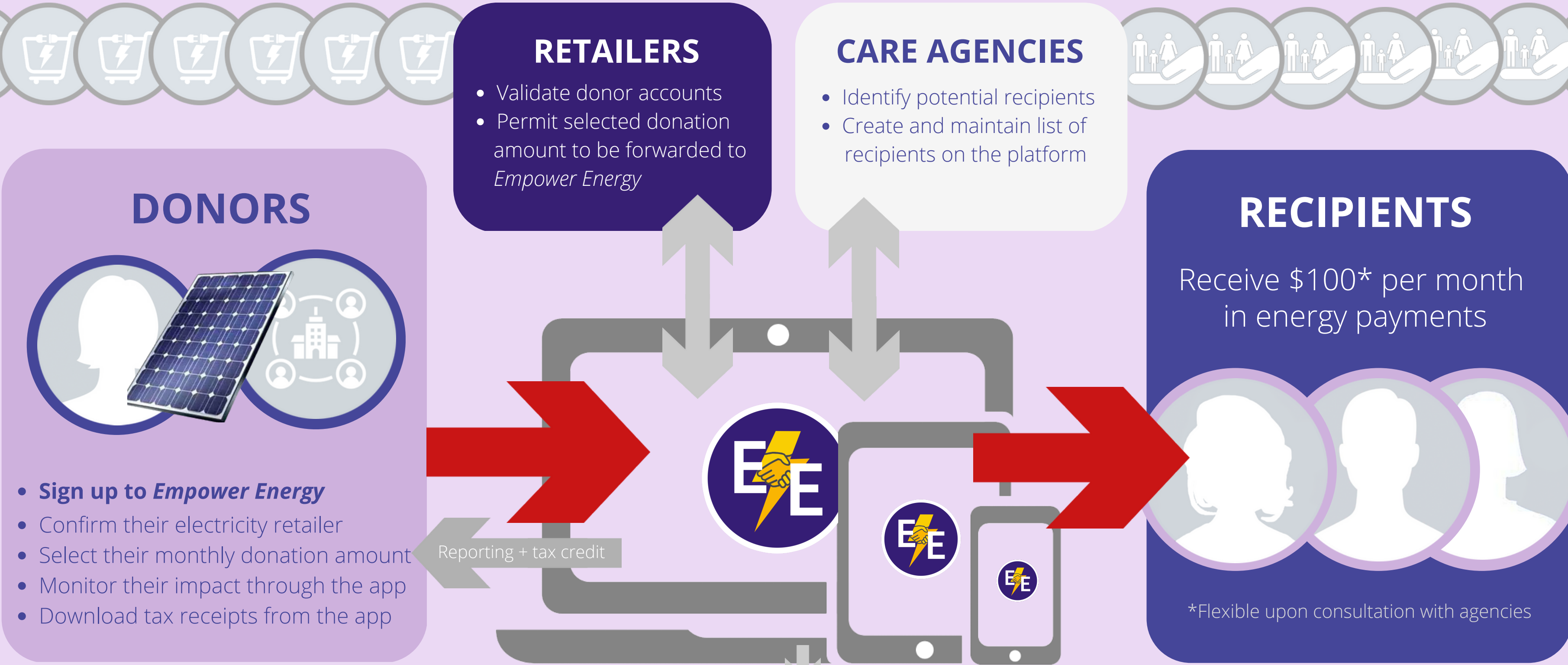
RECIPIENTS

It is vital that vulnerable people can easily access the support they need, without being forced to ask for help from retailers - or having to change retailers.

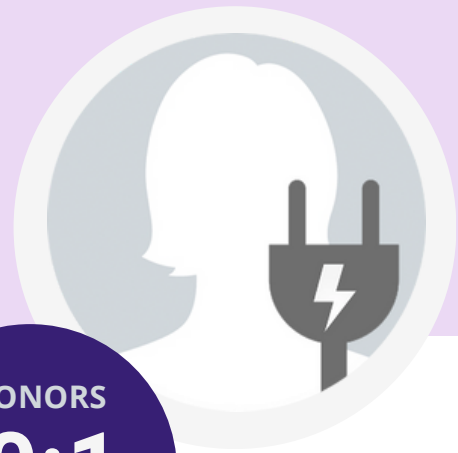
The Empower Model

Every electricity retailer can join *EE*

National, regional, and local care agencies



Donor Segments



~ DONORS
10:1
RECIPIENTS

Residential Donors

Typical consumers with grid-sourced electricity

- EE enables *everyone* to nominate a donation to be made every month on top of their power bill
- Target donations **~\$10 per month**

Solar Donors

Consumers with rooftop solar panels

- Paying lower power bills due to solar install
- Often receive a 'buy-back credit' on bills
- More likely to be community-focused & financially secure couples/families
- Target donations **~\$20 per month**



~ DONORS
5:1
RECIPIENTS



DONORS
1:X
RECIPIENTS

Super Donors

Organisations, businesses, and collectives - including those in the energy sector - looking to make a real impact on energy hardship

- Some companies will install *dedicated PV panels*, with the generated power earning 'buy-back credits' that can be partially/entirely donated
- The target is to onboard multiple super donors, contributing **\$100,000s** each per year, including large initial cash donations that will ensure we can make significant impact in winter 2023/24



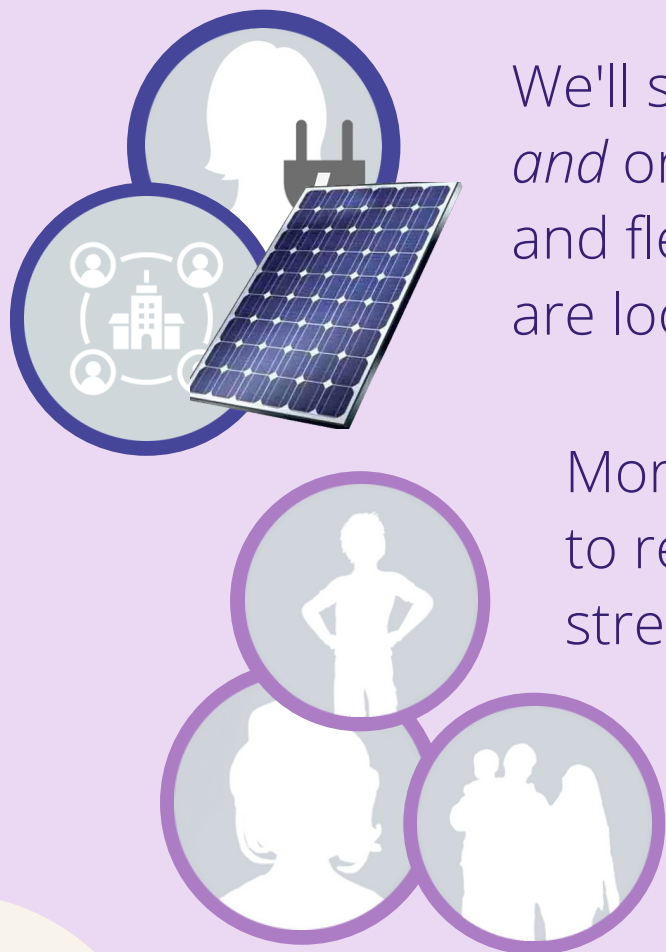
Empower Energy Impact

Empower Energy will deliver a donation platform with universal integration across the energy sector.

New Zealand will have a singular, credible, sustainable donation stream dedicated to addressing energy hardship.

We'll see a huge increase in donors - both individuals *and* organisations - as they will finally be able to easily, and flexibly make the specific, targeted impact they are looking for.

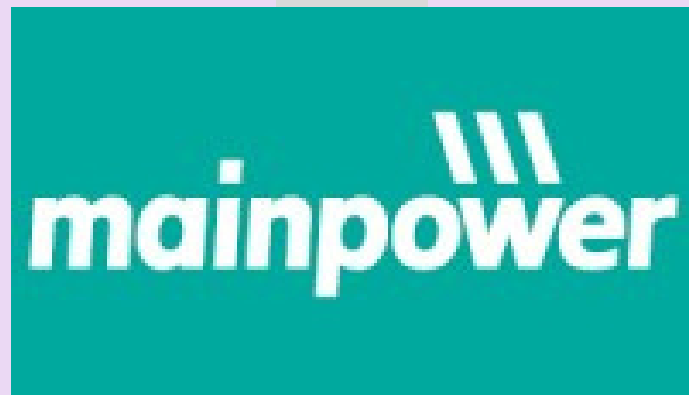
More vulnerable recipients than ever before will be able to receive support. And they won't have to endure the stress and shame of seeking help from multiple sources.



YEAR	TARGET # OF RECIPIENTS
2023	15,000
2024	40,000
2025	100,000
BEYOND	Helping every Kiwi in energy hardship

Our foundational partners have the opportunity to play a critical role in driving a real, sustained impact on energy hardship

Traction To Date



Live MVP DONATION PLATFORM

The central image displays the Empower Energy platform. On the left, a smartphone shows a user interface with a circular progress indicator for "60% Donated" and "300.5 kWh Value \$30.22". Below this, it says "#3 in Merivale Powered 6 homes this month". In the middle, another smartphone shows a monthly energy usage graph. On the right, a web dashboard shows a "Total Energy Balance" of 3029kWh (valued at \$30,304) and a list of customers with their energy contributions.

Customer	Energy Contribution
Cheyenne Culhane	+300kWh
Jaylon Curtis	+124kWh
Jakob Septimus	+389kWh
Tiana Franci	-50kWh
Alena Westervelt	-123kWh

webtools

The Empower Energy logo, featuring a stylized "EE" with a lightning bolt and a hand holding a plug.

Empower Energy is a registered NZ charity

WORKING PILOT:

- Commercial PV donors
- Residential PV donors
- Residential grid-based donors

A collection of icons including a person silhouette, a solar panel, a house with solar panels, and a plug, all set against a red background.

The Empower Energy Team



Michael Fitzgerald

Co-founder / Chief Empowerment Officer
BA, PGCertAppSc



Brian Stephens

Co-founder / Chief Platform Energiser
BE Hons, BSc



Greg Stubbings

Head of Marketing & Growth



Paul Deavoll

Orion Trustee



ADVISORY BOARD



Ian Fitzgerald

CMIInstD



Pam Walklin

Ara Ake



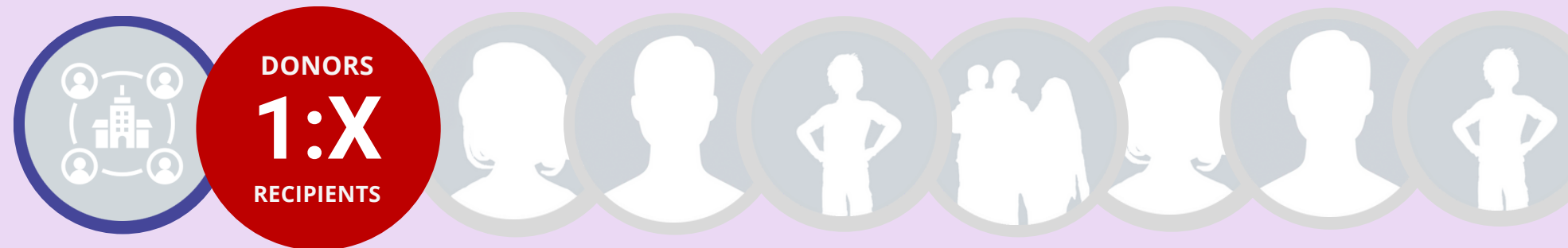
Sheralee MacDonald

Orion

THE OPPORTUNITY:

Super Donor

Empower Energy is calling for Super Donors to join the platform and begin making an impact on energy hardship today!



Super Donors can contribute funds as either:

- Regular, ongoing donations
- Large, one-off donations

They can also install dedicated PV panels.

To ensure we make a significant impact on energy hardship in the 2023 winter, we are targeting:

\$1.5M

super donations in 2023

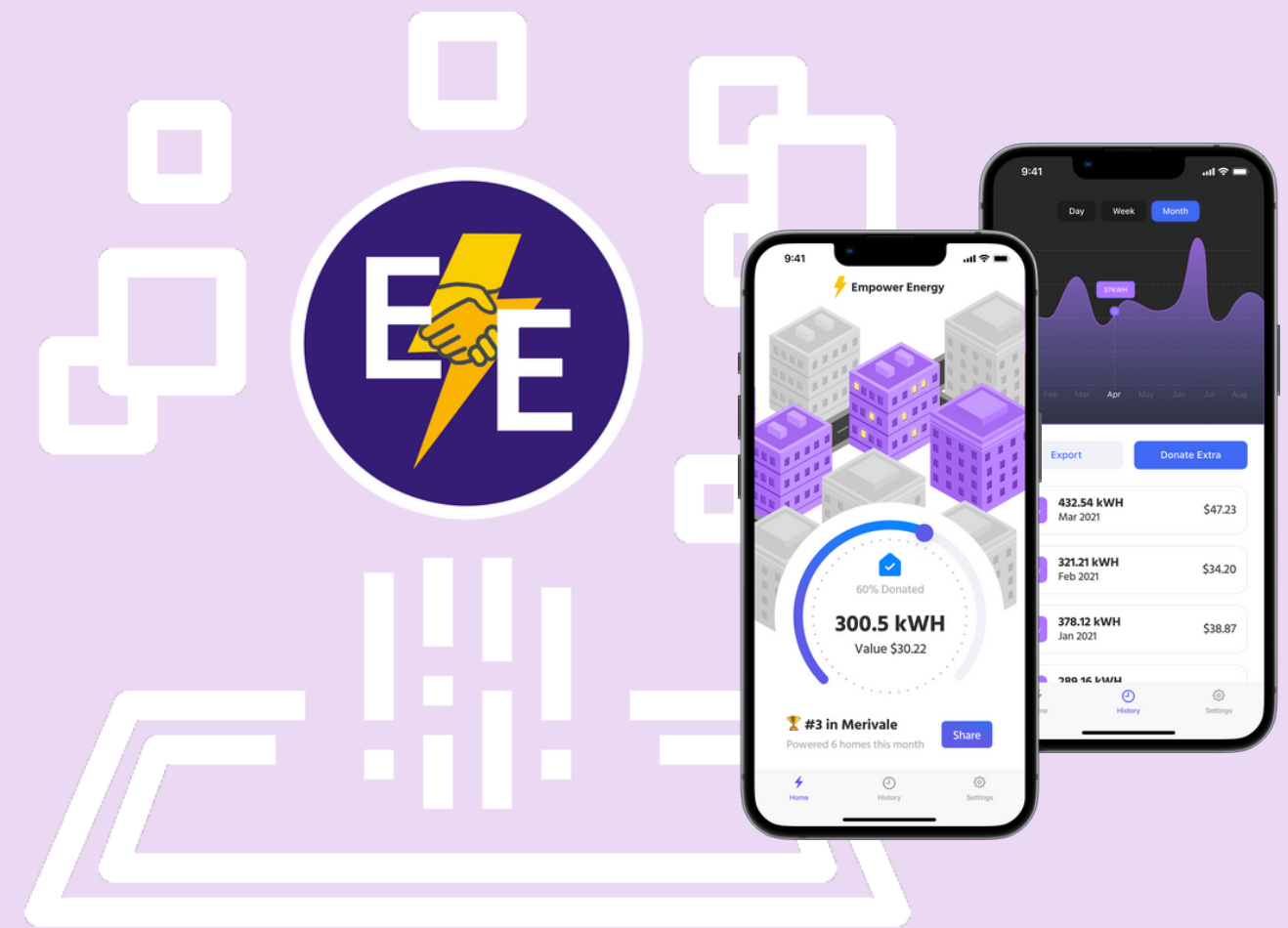
THE OPPORTUNITY:

Platform Partner

Empower Energy is calling for Platform Partners to invest in the completion of the full platform build over the next three years.



Once built, the platform will integrate with any and all retailers and care agencies, while providing a seamless user experience for every donor, super donor, and recipient.



We require \$1.9M in platform funding over three years

Beyond year three, the platform is self-sustaining