

## IoT: Smart Home Business Models Table of Contents

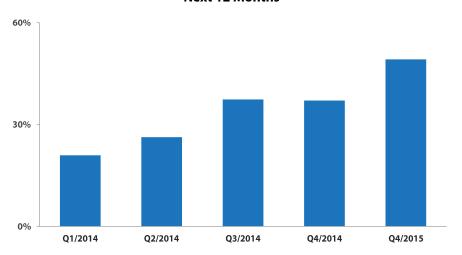
By Tom Kerber, Director of Home Controls & Energy Research

#### **Synopsis**

#### Connectivity enables business model innovation. Partnerships can create value and shift monetization from direct to indirect approaches and, in doing so, expand markets. Partnerships with energy providers in particular create new revenue opportunities for partners and consumers. This report outlines some of the key alternative business model options for energy providers, smart home product manufacturers, and service providers.

#### **Smart Home Purchase Intentions**

### U.S. Broadband Households Planning to Purchase Smart Home Devices in Next 12 Months



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"Insurance companies have an opportunity to capitalize on the improved sensor and device markets to avoid risk and minimize payouts. Insurance companies and device manufacturers both grasp the value of IoT devices, and some have instituted strategic affinity partnerships to drive customer acquisition," said Tom Kerber, Director of Home Controls & Energy Research.

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Data Collected from Connections 2015 (Live Polling Application)

The Internet of Things

Smart Home Device Ownership

High Intentions to Purchase a Smart Home Device

**Smart Home Use Cases** EnergyHub Profile

Comverge Profile

**Evolution of Consumer Involvement in Energy Trends** 

State Farm Insurance Profile

HomeAdvisor Profile

Angie's List Profile

Home Energy and Maintenance Profile **Exchanging Device Control for Rebate** 

**CITIES Market Studios Profile** 

Forecast Model for Monetization of Smart Thermostats U.S. Smart Thermostat U.S. Installed Unit Forecast

Forecast of Smart Thermostats Connected to Energy Programs

Total Smart Thermostat DR Value Forecast

**List of Companies** 

Alberta Electric System Operator Frito Lay

Amazon Echo **GMAC** 

Home Energy and Maintenance LLC Apple TV

Austin Energy Honeywell CenterPoint ISO New England

Comcast Lux Comverge Nest **CPS Energy** Oncor DC Office of Victim Services and Justice OnStar

Grants Pepco

Direct Energy Pepco Holdings Inc. ecobee PJM Interconnection

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Energy Wise Rewards™ Radio Thermostat

EnergyHub Southwest Research Institute

EnerNOC State Farm

ERCOT U.S Energy Information Association

FERC WeatherBug Filtrete Zonoff

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