

# Smappee

## Disruptive innovator empowering home energy users



Stefan Grosjean



Having set up a world leading business in energy management solutions for corporates, Smappee founder Stefan Grosjean wanted to offer the same service to consumers. Founded in 2012, his company is already selling its innovative solution worldwide, and his ambitions don't stop there. We spoke to Stefan and Smappee COO, Hans Delabie.



### What is Smappee?

**Stefan:** Smappee the company develops innovative solutions for sustainable energy consumption. Smappee the product is a sensor, an app and a cloud-based platform that lets people monitor and control electricity consumption in their own home.

**Hans:** We will also have Smappee Pro, a multi-site solution for businesses, and we're adding monitoring of gas and water consumption.

### Why do you think Smappee was unanimously voted Rising Star 2014 by our jury of independent professionals?

**Hans:** Everyone is thinking about energy efficiency right now, but until Smappee, the needs of the regular consumer were not being addressed. We have a unique technology that gives people an itemised utility bill, which was never possible before. On top of that is the value of all the data that can be collected.

**Stefan:** Industrial companies have sub-meters to measure energy use in parts of their business. We use real time pattern recognition to 'hear' different appliances. The result is a cheap sensor that can be used worldwide and has enormous potential.

### How is consumer behaviour towards energy efficiency evolving?

**Stefan:** The sales of Smappee show that people are very interested—indeed fascinated. Feedback is that the

information we give helps them save between six and twelve per cent on their energy bills.

What they also discover are the other benefits, such as peace of mind. The real-time information provided by Smappee tells customers what's going on in their home or alerts them of a potential problem. We're connecting people to the internet of things, allowing them to make sustainable behavioural changes.

### How are you staying ahead of your competitors?

**Hans:** Today we are unique. Competitors will appear but we have the advantage of 18 months of field experience, of technical and customer knowledge. We're also continuing to innovate, improving usability, adding benchmarking and gamification and other technical improvements.

### Smappee went global in no time. Did you expect this growth path?

**Stefan:** Global was the goal. We chose to sell directly to the consumer because it avoided working with big companies, who might buy in volume but are slow to make decisions. Our main markets right now are Europe and North America, but ecommerce means people all over the world can buy our product, and they are.

It takes time to adapt the product to different languages, electricity systems and cultures. We planned this from the start, giving us a strategy which we are executing.

Big companies, like retailers, have seen the strong interest in our products and are now coming to us. They also see the potential of the data we are collecting, on specific appliances and customer behaviour.

We want to become the Uber of the utility world, disruptive, changing the user experience. Today people see their utility bills in negative terms and we want to change that, by giving people a better understanding and control of their energy use. Tomorrow we will all need to use energy more efficiently, to change the way we consume. Smappee is a product with a long-term vision.