IEA PSF/3DEN Workshop

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Octopus Energy Group

Launched in 2016 as an energy retailer, now with businesses across technology licensing, “flexibility”, electric vehicles & energy services

Active in six countries: UK, DE, AU, US, NZ and JP

70% eNPS at the close of contract
4.7 star rating on TrustPilot
#1 rated on Which? for the last 4 years

1.9m UK Octopus customers (400% CAGR since 2016)
c.1100 employees across 12 offices
Enabled through our technology platform Kraken
For the UK, the next phase of decarbonisation requires deep levels of customer engagement.

Three main challenges for customers:

1. Decarbonise heating
2. Decarbonise transport
3. Adjust demand to maximise the use of green electrons
4. Whilst minimising constraints in the networks
To do this you need great service and trust.

Fair prices for everyone

That’s why, over the past year, the difference between our fixed and standard price was less than 1%.

We won’t leave you hanging

We’ve answered your calls within 2 minutes on average over the past year.

100% green

All our electricity comes from 100% renewable sources like sun, wind and water.

Rated 5 stars for customer service from 47,885 reviews.

Trustpilot
To do this you need....to build engaging products

- Open APIs enable rapid integration with any smart appliance
- Give customers clear price signals available on whatever device they want to use
- Give customers clear bills so they can understand how much they spend and save
A real example - Agile Octopus

A big thank you to all those #EV drivers and smart cookies, including everyone on #OctopusAgile, who helped us balance the GB grid last night. Getting paid to use more power on a windy night! @octopus_energy @enappsys @ng_eso
It’s not one size fits all...

More controlled, retailer bears more risk

**Tesla Energy Plan**
Solar-storage plan. Fixed rate import and export. Battery is optimised by Tesla/Octopus

More dynamic, customer bears more risk

**Fan club**
Local energy plan where rates depend on output of local turbine

**Octopus Go Faster**
Electric vehicle plan where customer picks their cheap charging window

**Agile Octopus**
Dynamic time of use tariff where rates change every half hour based on wholesale
To do this you need....some system change

- Energy and network costs need to reflect **local context** and in **real time**
- Move from system operators **internalising** all their optimisation and socialising costs to **externalising** optimisation through price signals and markets
- Real time markets and signals need to be enabled by **rapid digitalisation** of networks
- Digitalisation without markets and price signals will continue to leave system operators as the **sole gatekeepers of innovation**