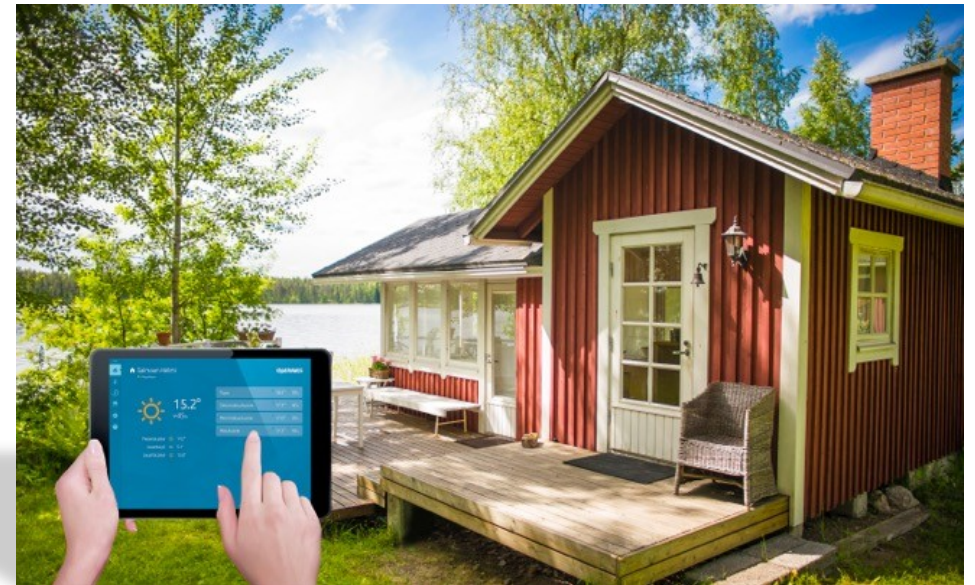# Smart Energy Management

What is OptiWatti?

Smart Energy Management

- room-level optimization
- electric heating, air-heat-pumps, boilers
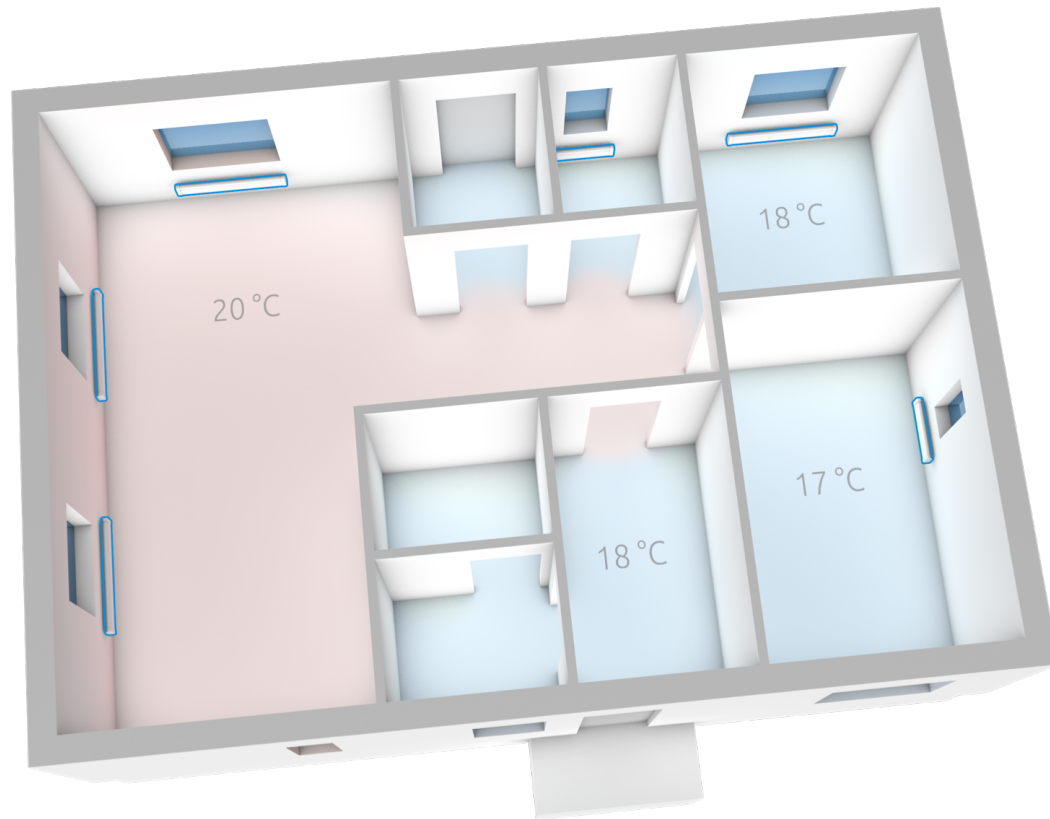- learning algorithms

Savings and comfort

Retrofit

Easy to use

OptiWatti

Right Temperature?

OptiWatti Elements

Wireless HW
IoT

Service

Intelligence
Big Data in cloud

Innovative UI
Usability

OptiWatti

The Journey

- 2013   Company founded

- 2014   Launch, first employee

- 2015   First VC: Butterfly Ventures

- 2016   Kasvu Open victory

- 2017   Utility distribution, 2nd VC: Taaleri

- 2018   Internationalization

OptiWatti

Group work

- There has been increasing coverage in media regarding climate change topics and how people could decrease their personal carbon emissions. Many personal choices, particularly food consumption choices and transportation has received attention.
- However, Carbon footprint of housing, is very essential source of carbon emissions and there are already now many good ways of decreasing it.
- Open up and make visible, what is carbon footprint of detached housing in Finland in general and what is the share of housing emissions in typical case (out of total carbon emission).
- How to make carbon footprint of housing understandable / visible (case detached houses)?
- How to make savings understandable and visible (not just kwh) and make people to understand where to low hanging fruits are? If and when reducing consumption, where would it be easiest?
- How to nudge towards behavioral change by doing carbon consumption of housing visible?

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