

Building  
the First Virtual  
Utility Assistant  
- Our Journey -

pear.ai · June 2017



Our Journey ... so far

# Our last 18 months look like a straight story.



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. Mar. Apr. May

Kick-Off

Incubation

Preparation next phase

Customer Desirability

Technical Feasibility

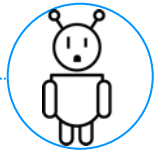
Commercial Scalability

Business Viability



Energy Butler

Idea



eBOT

Draft Concept



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Mission, Vision, Strategy



The Energy Assistant

Detailed Concept



Sam by pear.ai

Prototype

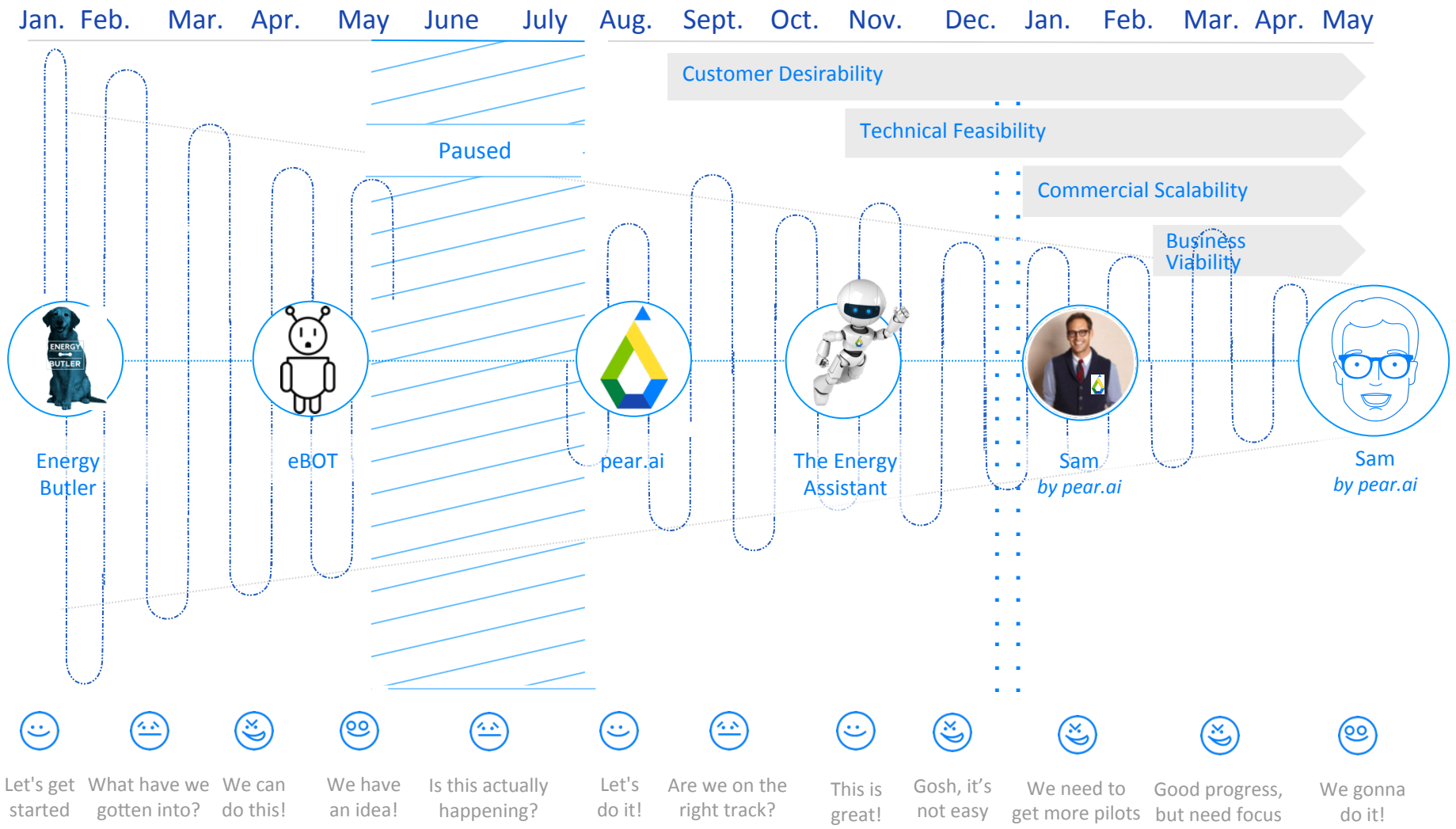


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Validated Proposition

Our Journey ... so far

# The last 18 months might look like a straight story. It was – as usual – a roller-coaster





## A couple of things we learned the last 18 months

- New market + new product is the hardest way to build a new business, ***you need help***
- Everybody talks about agile and lean start-up, but working it is a different story, ***check capabilities, attitude, and fit early on***
- Think (brand) vision and mission early on, you will need it to **engage** with people/future employees
- When starting innovation customer centric its about the ***“jobs to be done”*** by your service
- Continuously check your propositions and approach against the ***“Meh Factor”***