


zerofootprint™

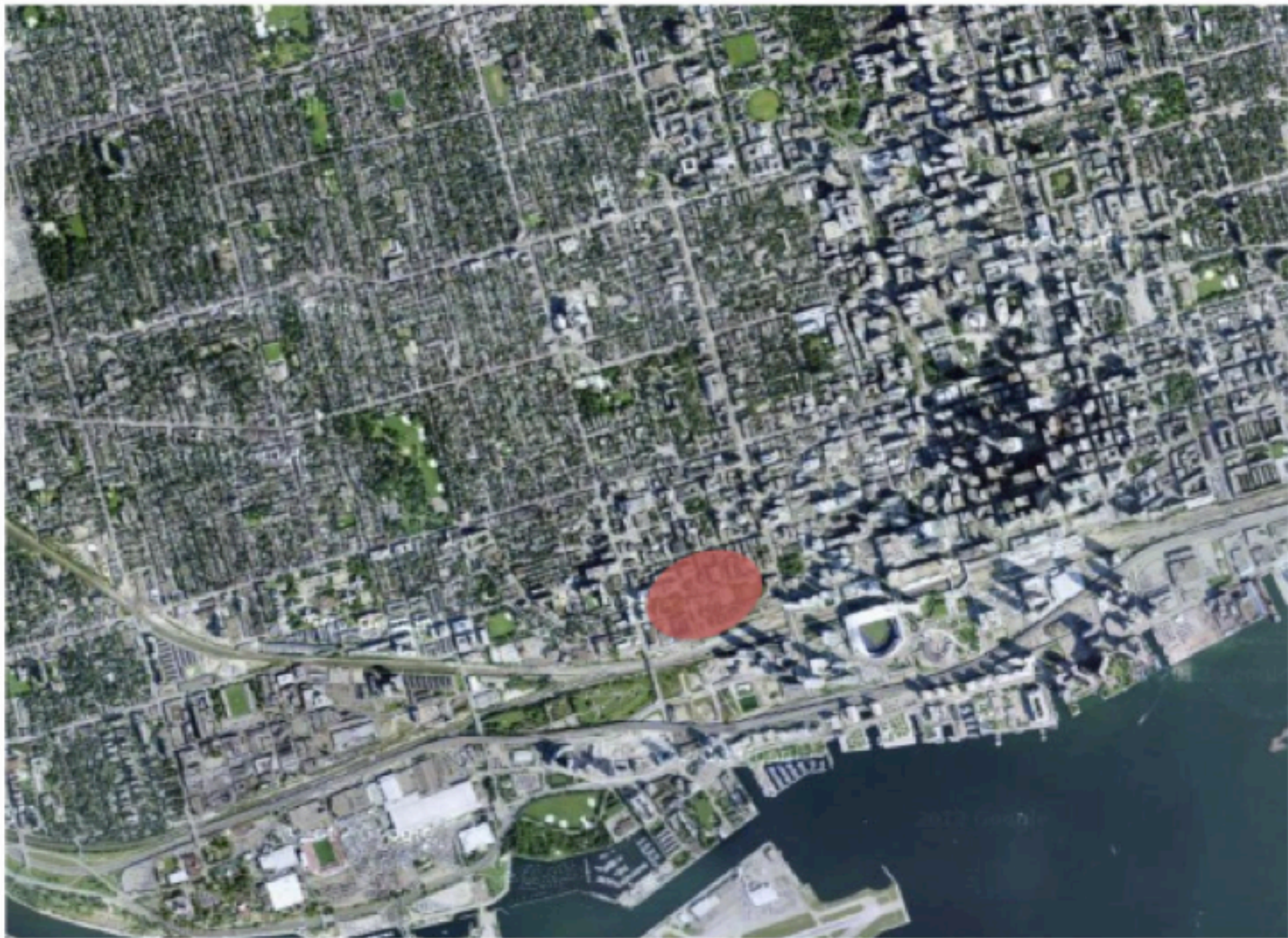
Ron Dembo

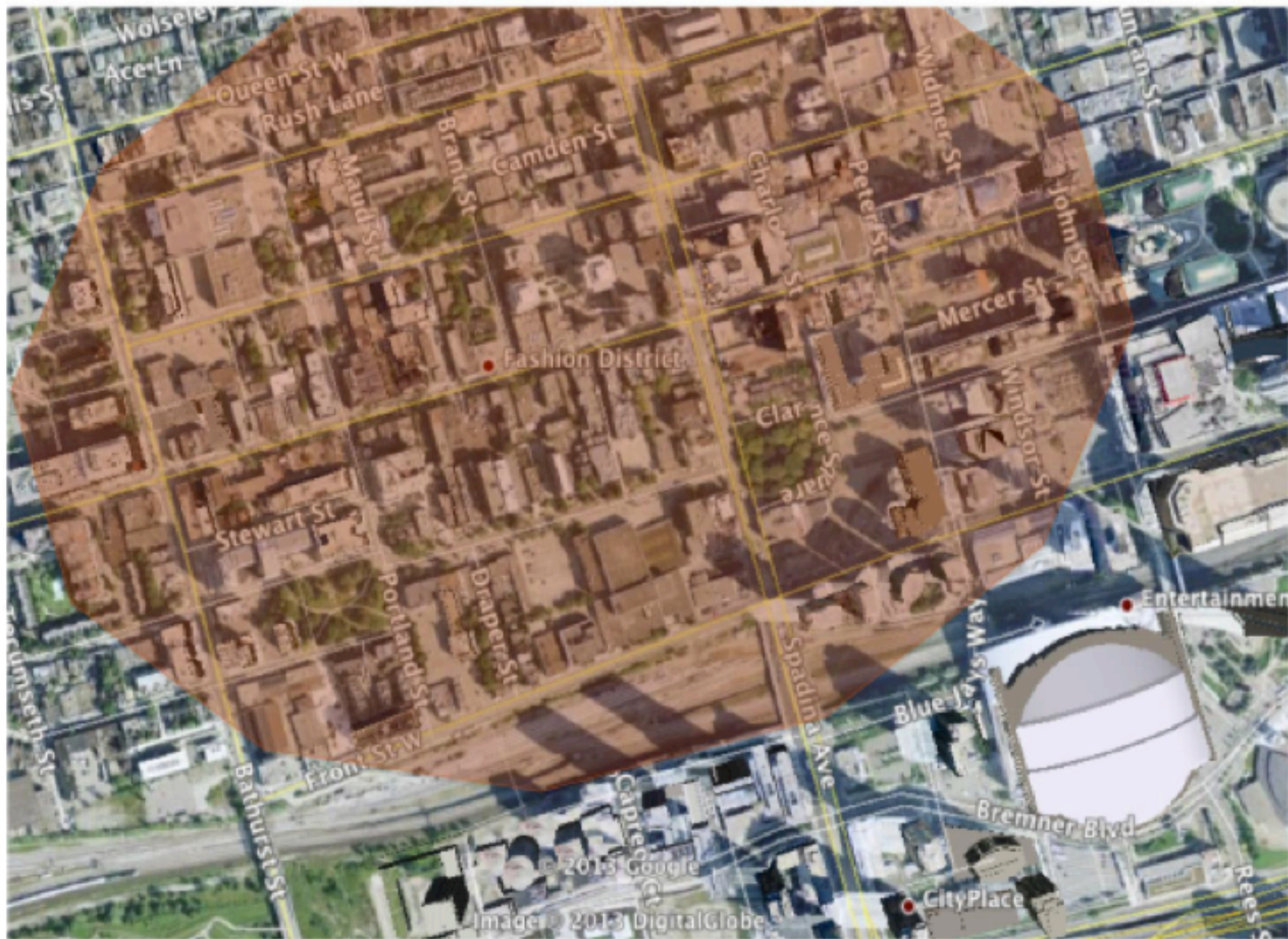




A Tale of Two Cities

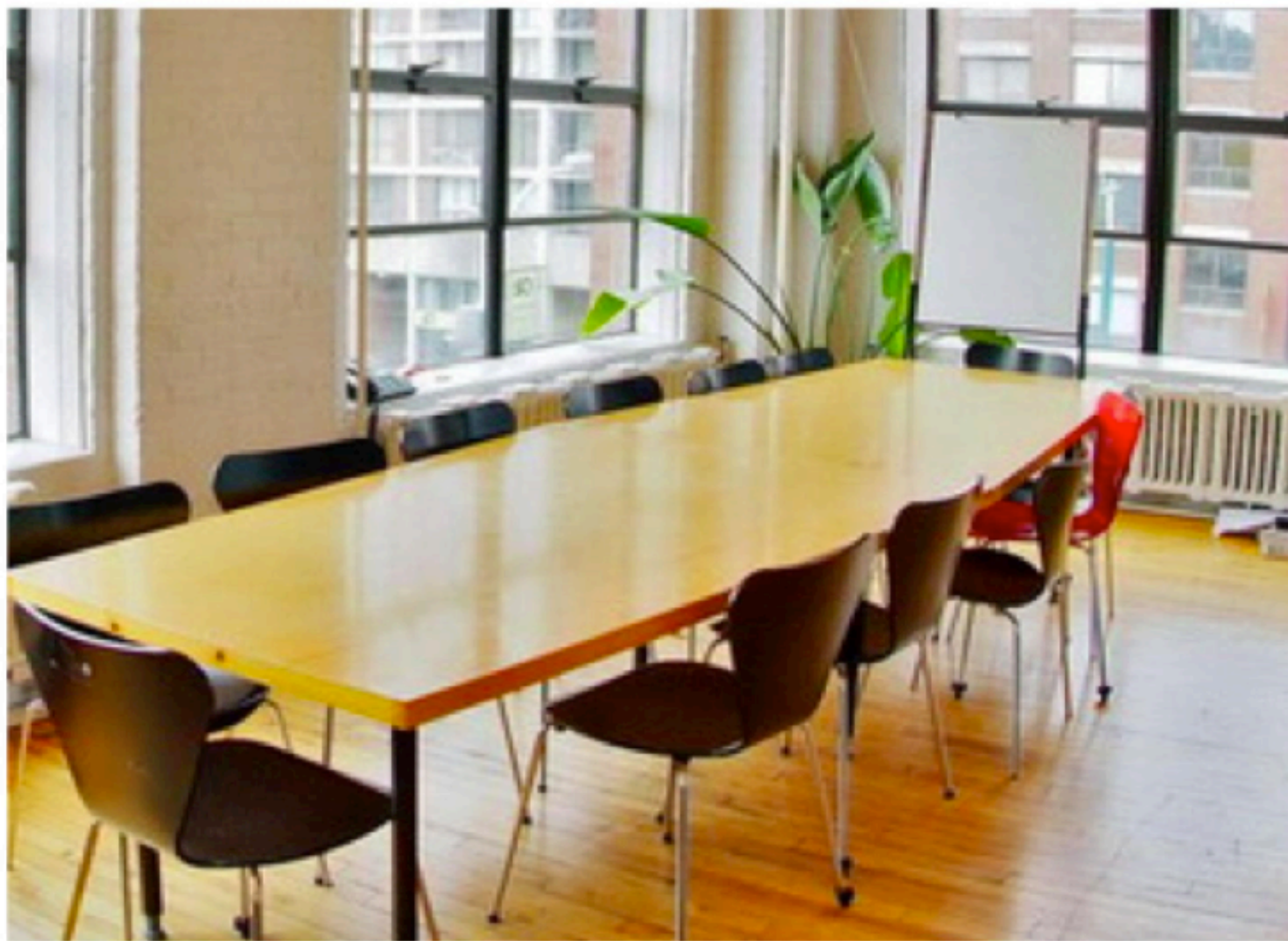
Sustainable
Resilient
Human
Innovative

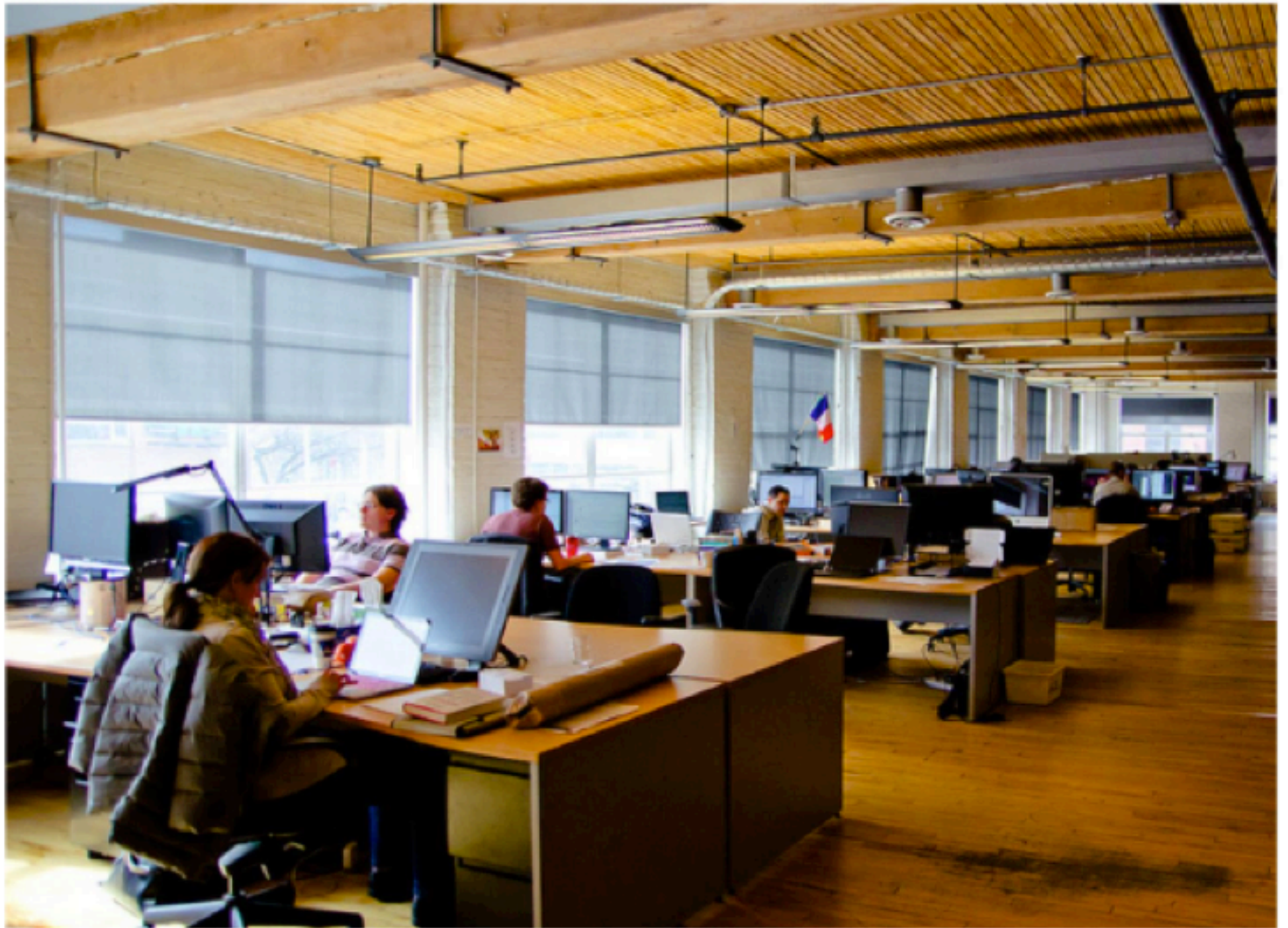














400

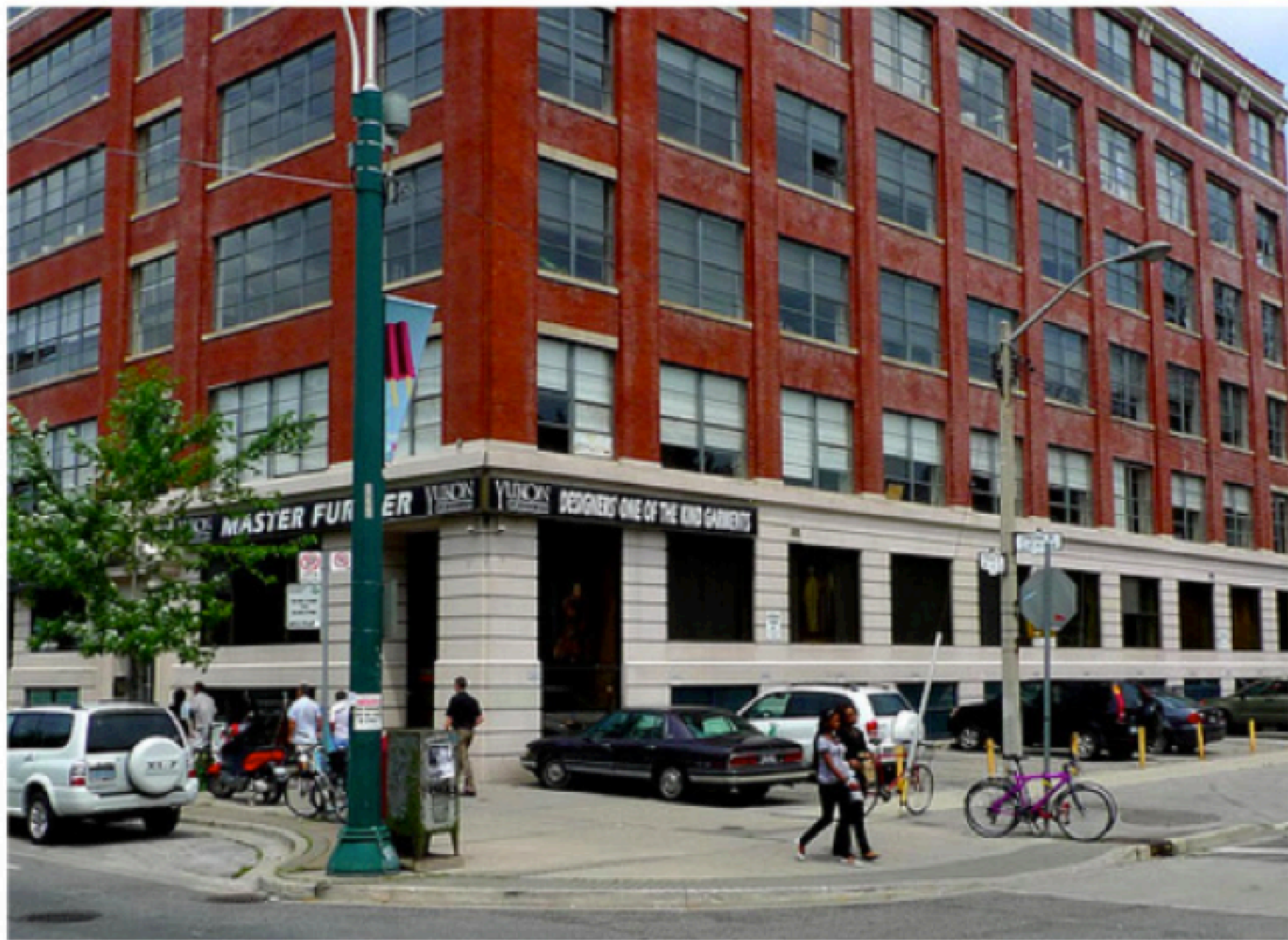
Zerofootprint

501

Bruce Mau Design

Urban Strategies

400







ESPRESSO BAR



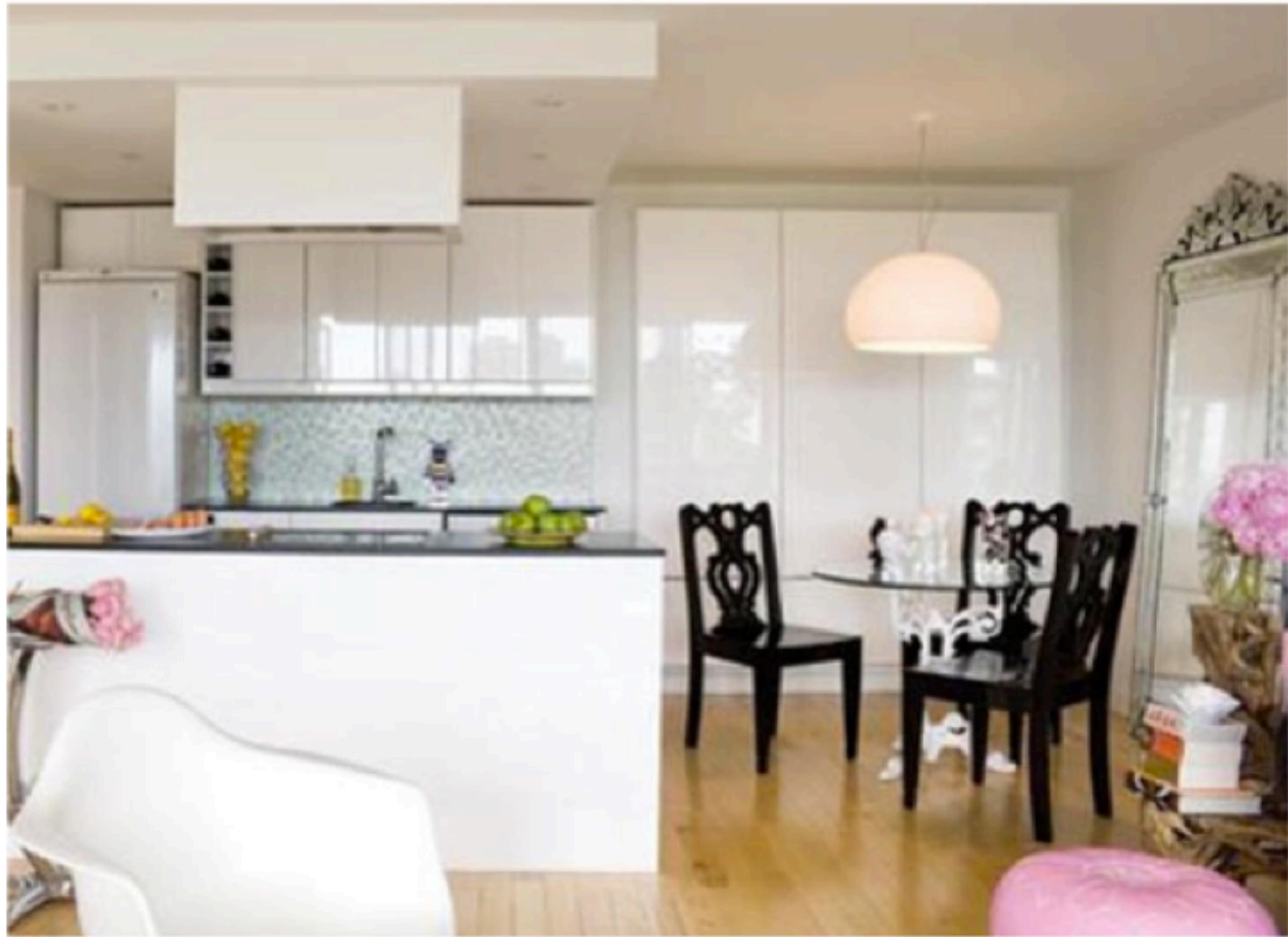




NOT Sustainable
NOT Resilient
Inhuman
NOT Innovative









an untapped resource

We believe that engagement is an untapped resource
We mine this resource to improve ROI
To reduce environmental footprint
To create healthier,
happier citizens

a metaphor

We position ourselves in the **last mile** of big data;
we turn data into **behavioral change**.

When we show people their impact,
a light goes on
then we reward people
for good behavior
and they start to think about
turning one off.

Zerofootprint's advantage

VELO™

a generic, cloud-based platform
for enterprise engagement (EEP)



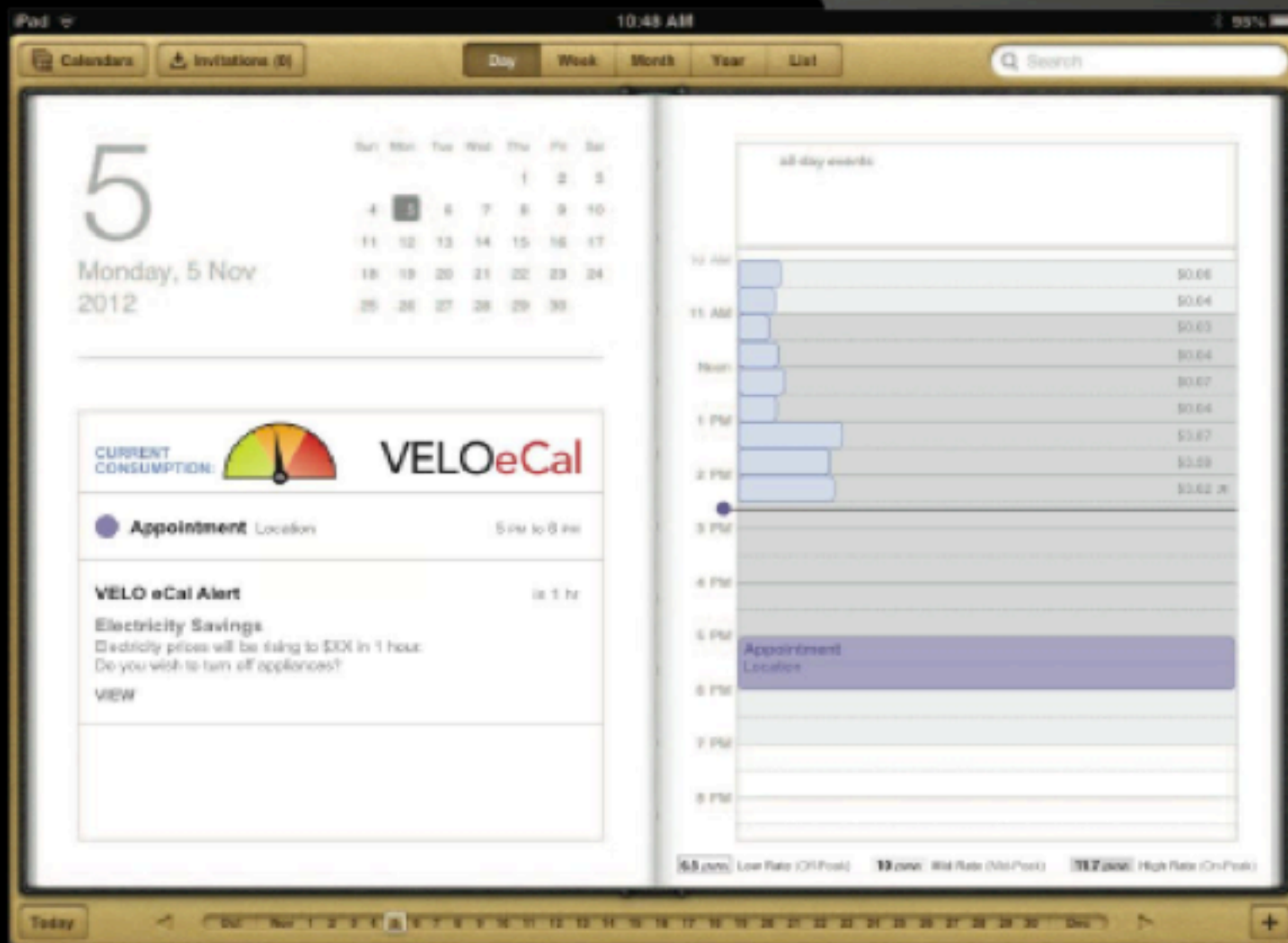
what do end users

see?

make energy an integral part of daily life



make energy an integral part of daily life



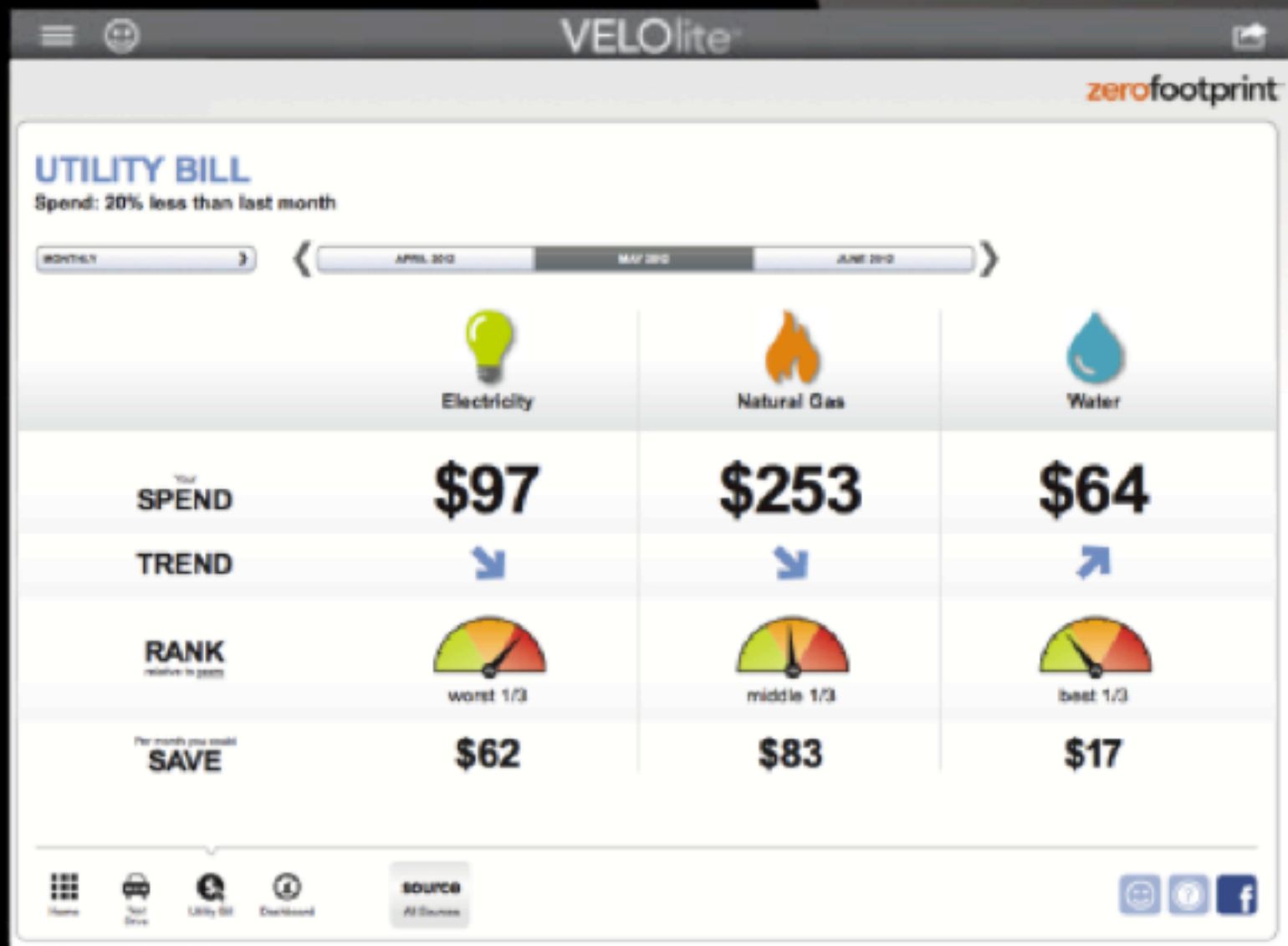
make energy **an integral part of daily life**



make energy **an integral part of daily life**

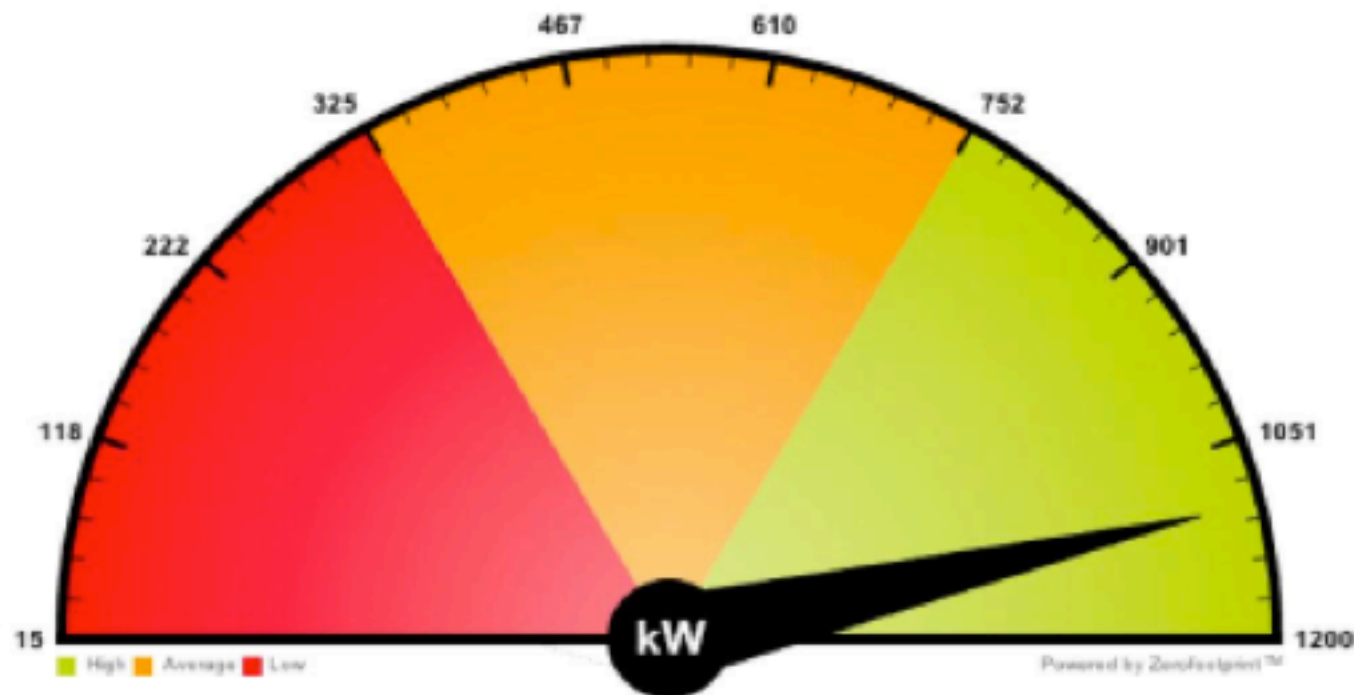


make energy an integral part of daily life



NICHOLAS NEGAWATTS GENERATED

You created more Negawatts than two-thirds of 52 locations Jan 2011 to Dec 2013 (in kWh)


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[Dashboard](#)

[Goals](#)

[All So...](#)

[Nicholas Negawa...](#)
[source](#)
[norm](#)
[units](#)
[Total Consum...](#)

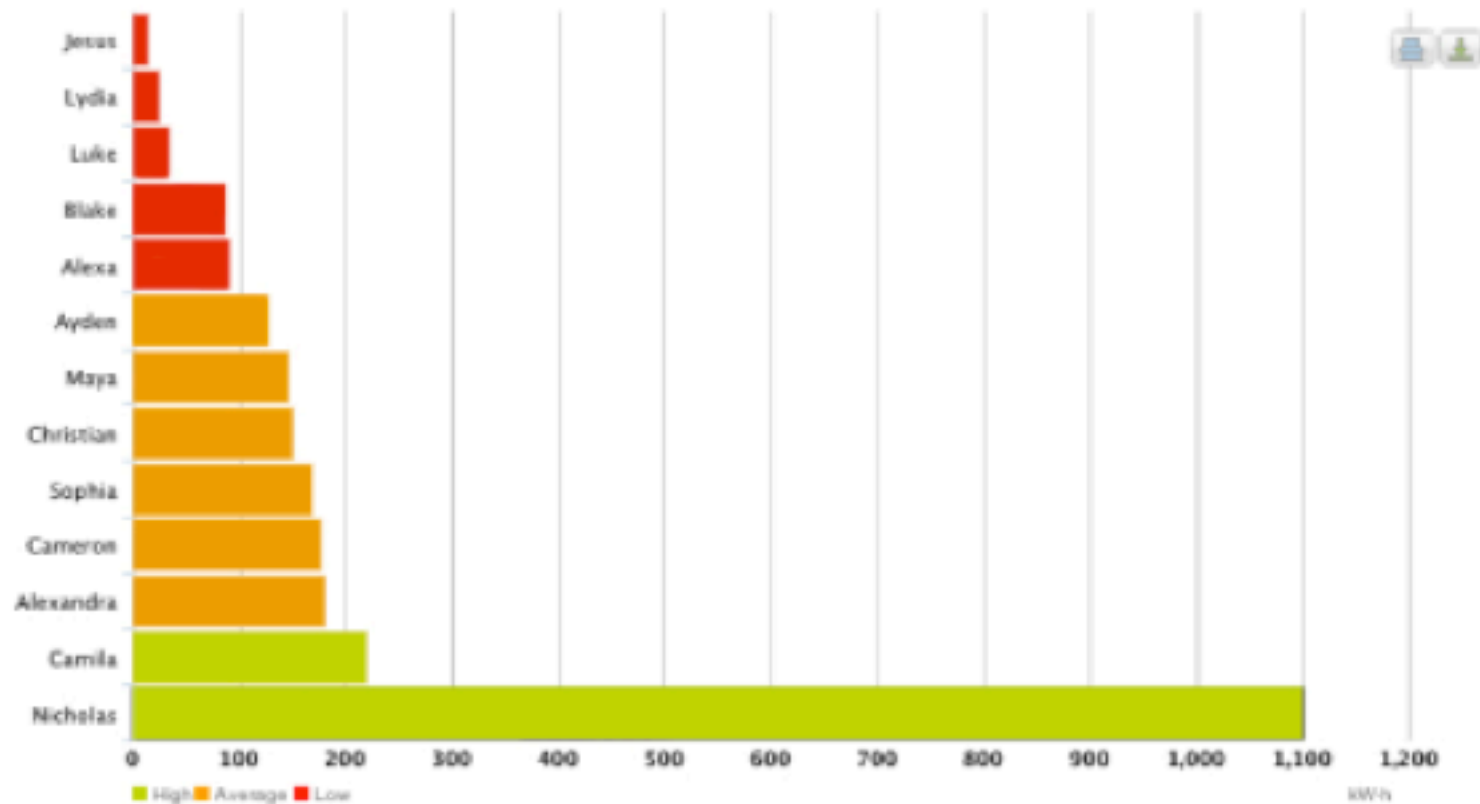
[Gauge](#)

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[Map](#)


NICHOLAS NEGAWATTS GENERATED

You created more Negawatts than two-thirds of 52 locations Jan 2011 to Dec 2013 (in kWh)


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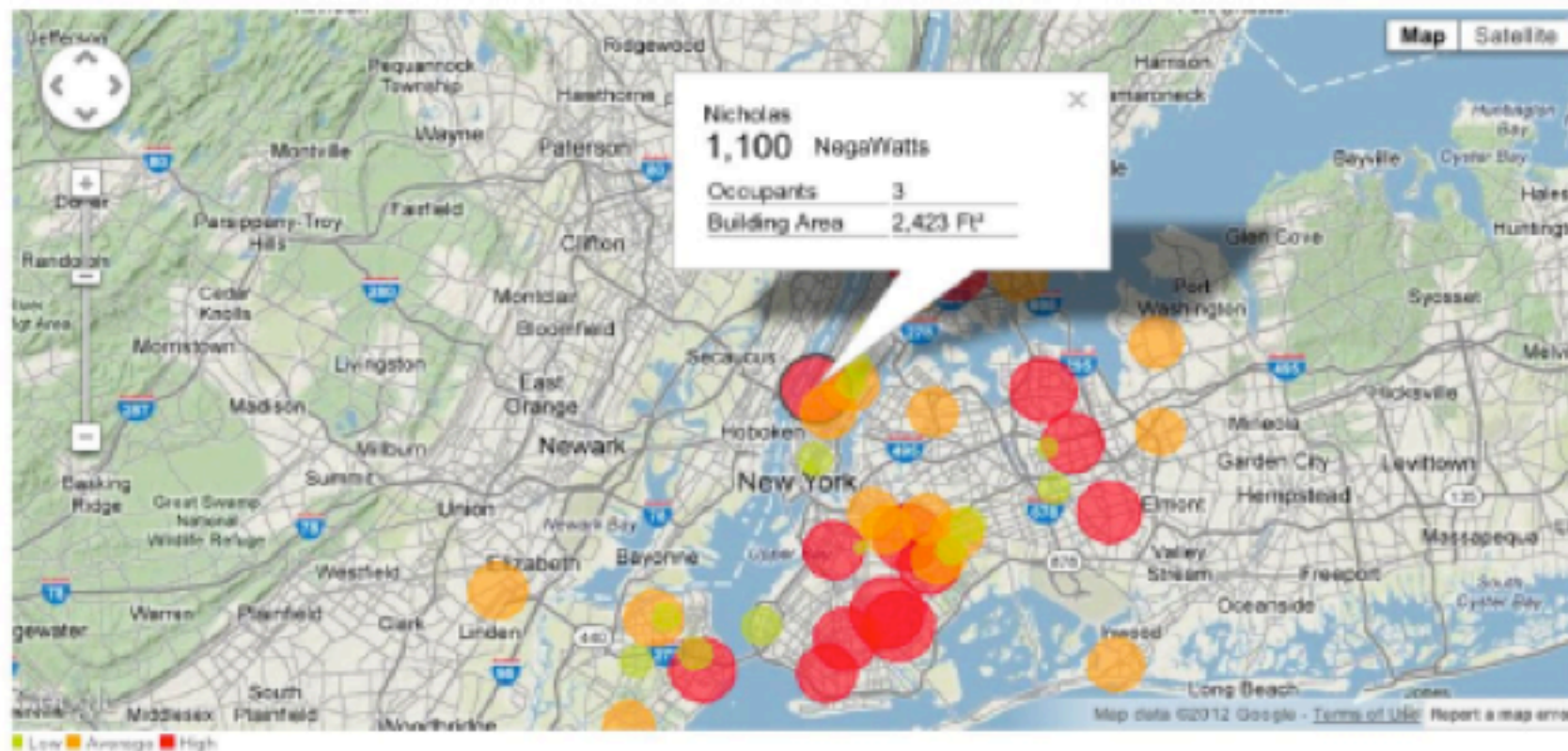
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[Map](#)


NICHOLAS NEGAWATTS GENERATED

You consume less energy than 66% of 52 locations Jan 2011 to Dec 2013 (in kWh)





zerofootprint



MY WALK TODAY

MY ACTUAL

0017

minutes walked

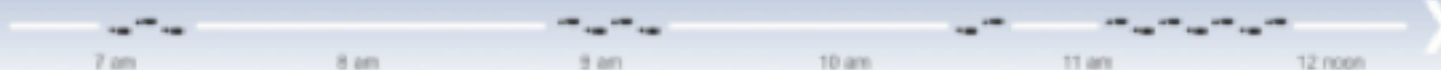
TIME REMAINING:



TARGET

0031

minutes walked



Home



Goals



Dashboard



Me



My Group

VELOpowered



MY PROGRESS

In Walk for Cancer

MY TARGET

1200

total minutes walked

TIME REMAINING:



ACTUAL

0500

minutes walked

You are falling behind! To be eligible for the prize you must average 32 minutes of walking per day.



Home



Goals



Dashboard



Me



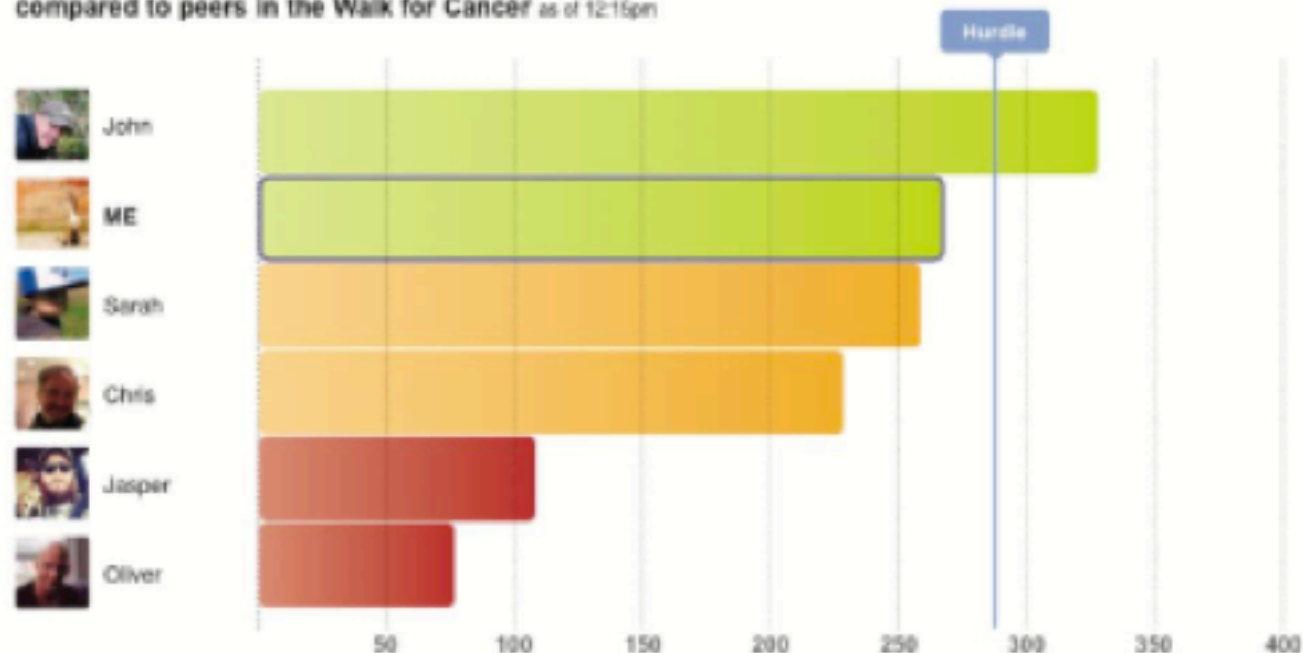
My Group

VELOpowered



ME AND THE TOP 5

compared to peers in the Walk for Cancer as of 12:15pm



You can do better...



Home



Goals



Dashboard



Me



My Group

VELOpowered

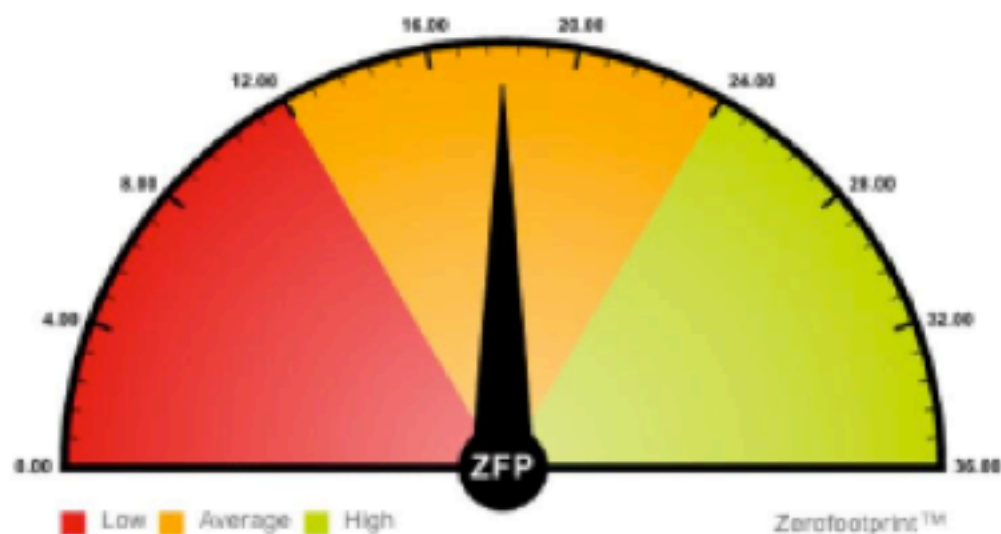


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ME VS. EVERYONE IN WALK FOR WELLNESS

as of 11:43 am



TIME REMAINING:



Not bad, but you can do better. You are in the middle third.



Home



Goals



Dashboard



Me



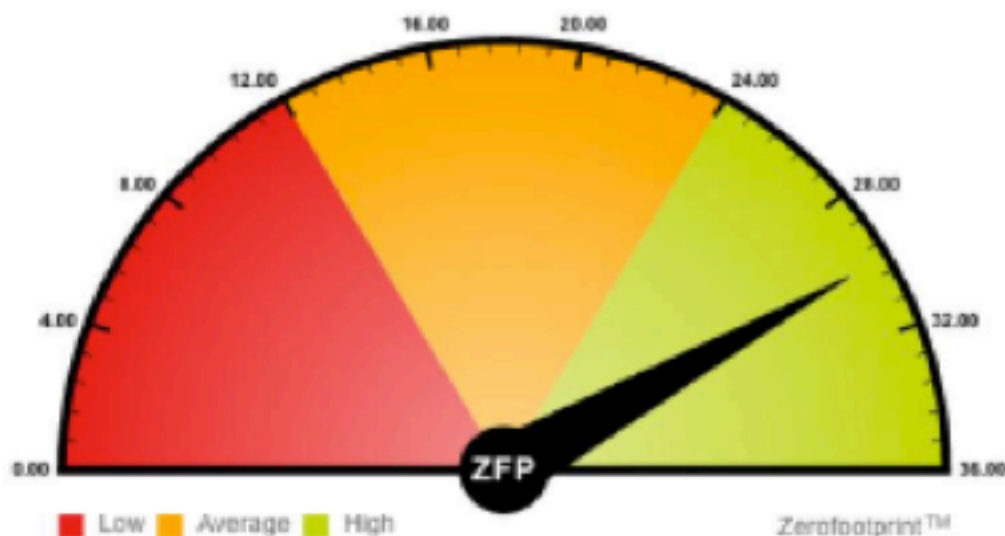
My Group

VELOpowered



ME VS. FRIENDS IN WALK FOR CANCER

as of 11:45 am



TIME REMAINING:



Congratulations! You are in the top third!



Home



Goals



Dashboard



Me



My Group

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