

# VPA (Virtual Power Agreement) Pitch



## INTRO

Hey, how are you, sir/ma'am?

My name is [Your Name], and I work on the virtual power plant with the utilities. My Job is super simple, I'm supposed to talk to the homeowner about a potential partnership to help out with the grid. Are you the homeowner? Great.

## PROBLEM

I'm sure you've seen what's going on with Rocky Mountain Power and all the problems they have been having?

Basically they are having an issue with power distribution because of the surge in population, age of the grid, and distance from the power plants.

They are investing a ton of money on the grid to help fix this problem. It's also why the rates are going up. Have you noticed that yet?

## SOLUTION

Because of the distribution issues, they want to store power locally to help with outages and strengthen the grid in neighborhoods, but I don't know if your home will work out.

If the partnership works out, they will install the battery backup system at no cost to you. The reason it doesn't cost you anything is that during the peak hours of the day, the utilities can use the batteries to stabilize the grid as needed. Because they do that, you don't have to buy the batteries. You, as the homeowner, get the full benefit of the backup power, so your house will never lose power again. They will also add a couple of panels to charge the batteries, so they don't die, and because you're apart of the VPP, you get the panels for a fraction of the cost, and that gives you a fixed flat rate on your power bill without doubling it, like your neighbors.

## TAKEAWAY

Now we are only trying to work with the homes that are the most valuable to the neighborhood, I have a lot of other homes on the list.

My job is simple. I just get the basic info to create a plan for your home so that the VPP specialist can come back and show you the results. Then they can let you know if the utilities want to partner with you or not.

## TRANSITION

One bit of info we need is to know how much power you use.

Do you get your power bill online, or do you get it on paper?

Great! If you can pull that up, I've got to grab a picture of your meter. Is it over here or over there? (Pointing at either side of the home)

Great! Pull that up and I'll meet you back here in a second!

So yeah like I said, my job is super easy- I'll get this info sent over to the VPP specialist.

PAUSE AND LOOK AT YOUR PHONE looking at schedule.

it looks like they have some time in about hour, does that work for you? No problem, looks like tomorrow he has some time at 6:30pm hows that sound.

[SET A DAY AND TIME]if you don't- it doesn't count as a set for competition.

## INFORMATION TO COLLECT:

1. Full Name
2. Address
3. Full Power Bill
4. Picture of Outside Meter (need the meter number)
5. Phone Number
6. Email
7. Scheduled appointment. Time and Day confirmation. ie: Are mornings or evenings better for you?