

Invent a New Energy Product

DO YOU LIKE TO COME UP WITH NEW IDEAS?

Utilities, like most companies, are always looking for new products and services that will help their customers use energy better.



Imagine that you have your own energy company. Form a team with other students. Then work together to invent a new energy product that many customers will use, and “pitch” your idea to the class for approval.

1. What do your customers need?

Begin by choosing a group of customers. Hold a brainstorming session. Consider questions like these:

- How do these customers use energy?
- How might they use energy more efficiently?
- How might they conserve energy better?
- How might they improve the environment?

Look at your list of customer needs. If some are similar, you can combine them into one need. Choose several customer needs for the next step.

2. How can you help?

For each of your customer needs, brainstorm how your energy company can do something differently that will help these customers (or you could make an idea map* of ideas).

Think about the many steps involved in providing these customers with energy – generation, distribution, customer service, billing, conservation, repair, the appliances people use in their homes, etc.

Use your imagination to think of new, different ideas.

3. Choose your idea.

From your product ideas, select one idea to develop. Perhaps you can combine similar ideas into one product. Remember that your new product or service should help your customers solve a problem or improve their lives.

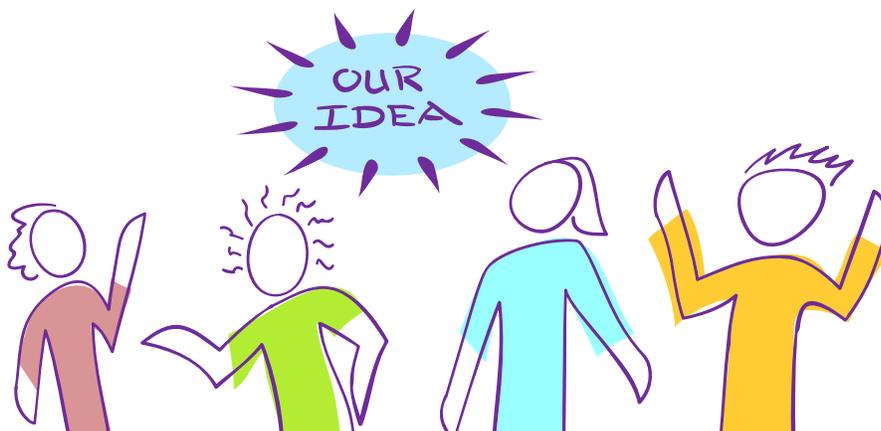
Decide how it will work. Draw how it will look. Decide how customers will use it.

4. Pitch your idea.

Just like professional marketers, you will need to “pitch” your product to get approval to go ahead. Create a presentation to show the rest of the class. You might create posters, other visuals, a skit, video or other tools to use in your pitch to the class.

The whole class can vote on the ideas they think are:

- the most useful
- the most imaginative
- the easiest to use



* Note: Information about “brainstorming” and “idea mapping” is in the Teachers / Answers section of Energy Classroom.