Transforming home energy efficiency in our community

Current State Analysis

Our Approach

Company

Started in 2008 (by Sloanies!)
Home energy audits and solutions
Step 1: Audit
Step 2: Quick fixes/insulation/sealing/etc
Step 3: HVAC/Solar panels
Over 800 employees

Their Business

The company acts through partnerships in order to get to people’s homes.
For NSL:
Leads generation
Lends legitimacy
High volume exposure
For Partners:
Fundraising
Mission alignment
Brand building
Service to members

Examples: partnerships can be classified in retail (Stop and Shop and Staples), Community (non-profits) and Municipals

The challenge

• Why some partnerships are more successful than others?
• How can we make the most out of the partnerships?
• Is there a systematic process to evaluate and nurture partnerships?

Current Value Creation

Growth Potential

Low
High

High
Low

Stars: Generate large value, great growth potentials
Invest heavily and focus on building a strong long lasting relationships

Question Marks: Great potential of growth, poor current revenue
Investment must be analyzed carefully to move to Stars

Foundation: Stable relations, not a lot of growth, generate a lot of value
Clear and defined relations and roles must not ignore or abuse

Secondary: Low growth potential, poor mission alignment, small market reach.
Careful not to over-invest at the expense of other partners

The Capability trap

Stars: Generate large value, great growth potentials
Invest heavily and focus on building a strong long lasting relationships

Next Steps

In our analysis we identified two more areas to be addressed:

Improve communication policies and standards with partners

Improve standards of quality of service across the value chain and transparency