

We are **ourpower**

DIE ENERGIE COOPERATIVE



OurPower Energiegenossenschaft SCE

SCE = European Cooperative
based in Vienna, Austria
founded Oct 2018
by 19 entrepreneurs, activists, experts, ...

OurPo

2018 gründeten 1
Bürgerhand, OurP
deinen Strom aus

Sie haben auch die
den EU-Vorgaben e
Energie für alle Eur
erzeugen, ihn teilen

mission: **Citizen Power!**
peer-to-peer market place for RES power
crowdsourcing & crowdfunding
empowerment platform

June 2021: 440 members
120 sellers on the platform -- 600 buyers
Team 7 heads 4 FTE



OurPower market place



We operate a digital platform

small scale producers offer their electricity

consumers choose and click

**OurPower caters for all service in the backend:
terminating old supplier, balancing, securities,
accounting, billing ...**

the infrastructure for citizen energy

easy as 'normal' switching of supplier

OurPower success path



OurPower success path

2019 road show in Upper Austria

5 townhall meetings 40 – 100 visitors

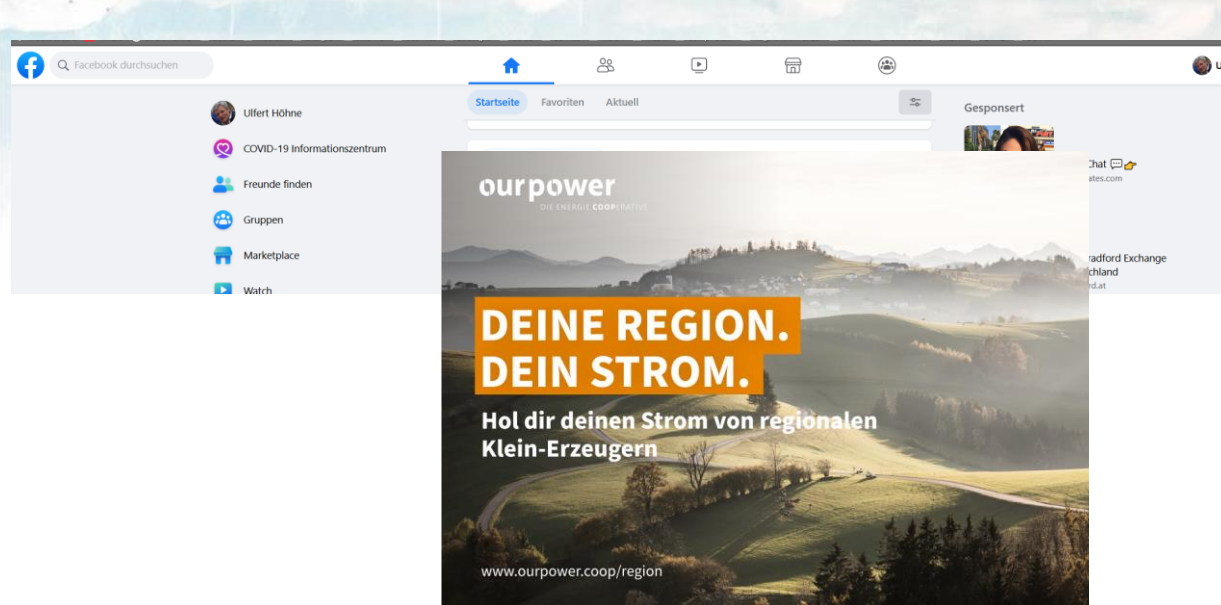
3 small conferences

**15 smaller events with producers
many personal meetings**

**200 new members and users
mainly on paper contracts**



OurPower learnings from Corona 2



social media marketing via
facebook ads and and google ads

steady increase

but: no conversion (and €€€)

some newsletter subscriptions

how to start collective power via
internet?

Challenge No 1: conversion



If you find yourself on a digital platform

- a non-social situation
- you are at home,
- alone ...
- unsecure, doubtful

- most people buy cheap

- or do something more easy then electricity

- ???

Challenge No 1: It's about acquaintance.



involvement - trust - fun

bring in real people

call back service?

start relationship

how to do “soft conversion”?

**easy approach, incentives,
get individual calculation of energy**

invitations to a power parties

How to digitalize acquaintance?



OurPower needs users

What do users need?

How to tailor our approach

& make collective energy easy and normal like gardening.