TENDRIL EXPLAINER VIDEO

Version 02

SCRIPT 1

As an energy service provider,

ACTION
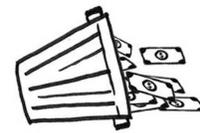
Building enters frame.

SCRIPT 2

you are wasting valuable time, money and data

ACTION

Trash can fills with cash, clocks and 1's and 0's.

SCRIPT 3

that could be used to create new revenue streams.

ACTION

Trash can tips over spilling everything inside.

SCRIPT 4

You know the power of data.

ACTION

A bicep flexes showing a rising bar graph.

SCRIPT 5

But your focus has been on providing a mission critical commodity. Times are changing.

ACTION

Building enters frame.

SCRIPT 6

Instead of sending customers general offers for products and services,

ACTION

Paper mailers fly from the building to homes nearby.

SCRIPT   7

what if you had an edge?

ACTION

Typography animates.

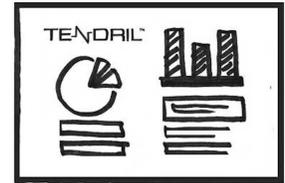SCRIPT   8

That's where Tendril comes in.
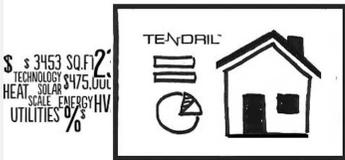
ACTION

Reveal logo.

SCRIPT   9

Our Energy Services
Management Platform delivers
tools to address the changing
needs of today's energy
consumers.

ACTION

A graph with a stylized user
interface appears.

SCRIPT   10

Our home simulation model
collects and interprets data –
including information you
don't have,

ACTION

Data collects into the user
interface from the left.

SCRIPT   11

like the size and

ACTION

A community of homes
appears in neat order.

SCRIPT   12

age of a house or existence of
energy efficient upgrades.

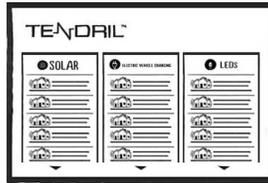ACTION

Specific houses begin to raise.

SCRIPT 13

With this data, you can target and segment your customer base to offer personalized recommendations.

ACTION

The raised houses are neatly organized into a paper highlight solar services.

SCRIPT 14

From improving traditional programs, to offering new products like solar panels, electric vehicle charging infrastructure, and LEDs...the possibilities are endless.

ACTION

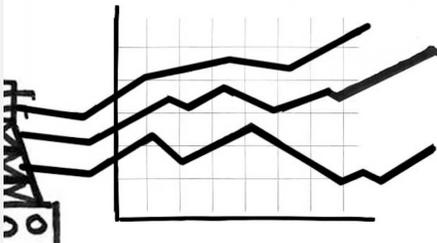The rest are organized into other service categories.

SCRIPT 15

With the Tendril ESM Platform, you will create new revenue streams,

ACTION

Lines emit from the electric tower of the building.
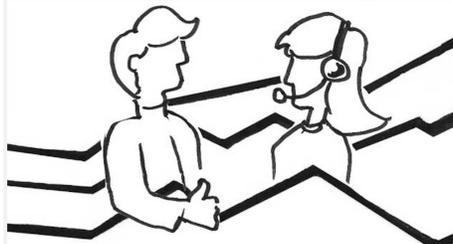

SCRIPT 16

improve existing program results,

ACTION

The lines become part of a line graph trending upwards.

SCRIPT 17

and create more engaged customers.

ACTION

The camera follows to reveal a customer speaking with support and giving a thumbs up.

SCRIPT 18

Become a true energy service provider with Tendril.

ACTION

Logo reveal.