

# Start-up > Scale-up

Together, we have the power to make  
energy better for people and planet



# Harry Parkes VP Product OVO

# Staying at agile at scale



**Energy is a long  
game**



**OVO's Mission**

**Powering human  
progress with clean  
affordable energy for  
everyone.**



**Home energy flexibility**

**Home & public EV charging**

**Solar and battery installation**

**ASHP & energy efficiency advice**

**Community generation**

**1 million trees a year**

**Plan Zero**



# 15 years...

'09

Born in a barn

'17

1 million

'20 Jan

4m customers

'20 Mar

Lockdown



*I join  
Sept '21*

31 energy  
suppliers go  
bust between  
Jan '21 & Feb  
'22

'22 Feb

Ukraine 

'22 Aug

Gas peak 

'23 Feb

Charge Anytime



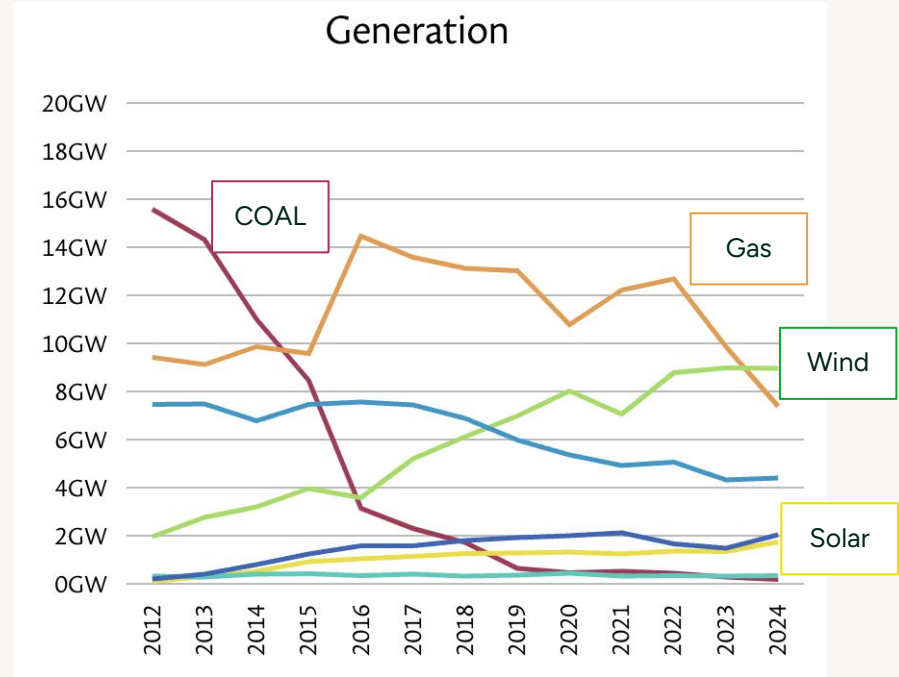
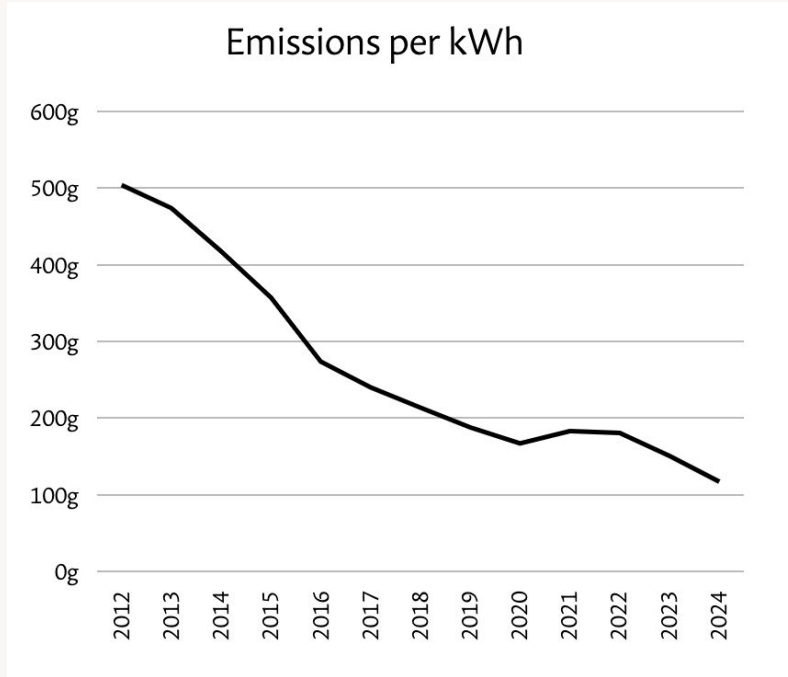
**So how's it going...?**





# A lot of good has happened in 15 years

...reasons to be cheerful



**Smart phones**

**Smart meters**

**EV adoption**

**Solar & battery**

**Half-hourly settlement**

Learn

# How do we tell the story of a connected home energy proposition?

Your partner in home energy and beyond.

# Take charge of your energy story.

House

Flat

Rented



### Solar

Install and manage solar panels to generate your own energy.

[Learn more](#)



### EV Home Charging

Charging tariffs and equipment to make EV ownership easy and affordable

[Learn more](#)



### Home Energy

Greener energy from UK sources.

[Learn more](#)



### Battery

Charging tariffs and equipment to make EV ownership easy and affordable.

[Learn more](#)



### Heat Pump

Replace your boiler with a Heat Pump for greener, cost efficient heating.

[Learn more](#)

Decarbonise your home

# 1. Have a plan



# The Plan.



Learn

**Our proposition will mature in the coming years in 4 key areas .**



## **Price Simplicity**

A single price tailored to you



## **Service Excellence**

Add-ons for 360 peace of mind



## **Greener Energy Efficiency**

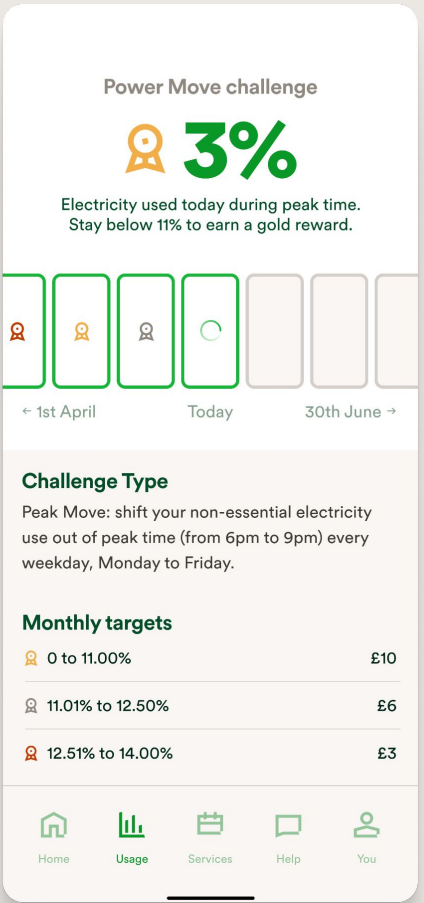
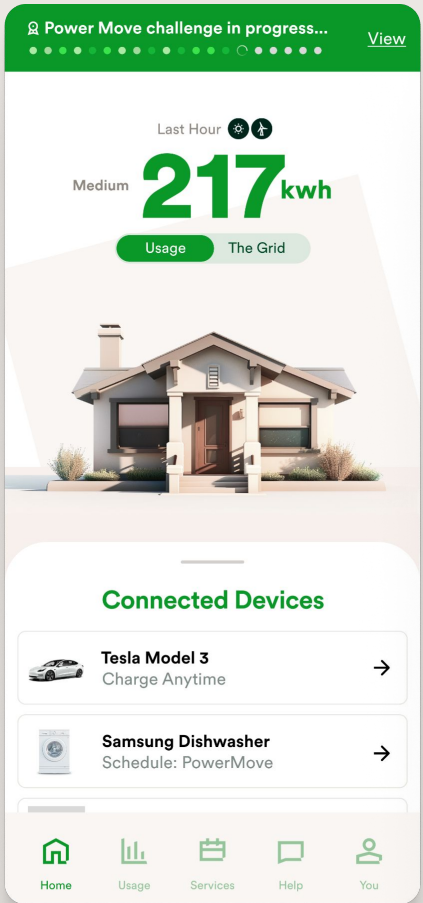
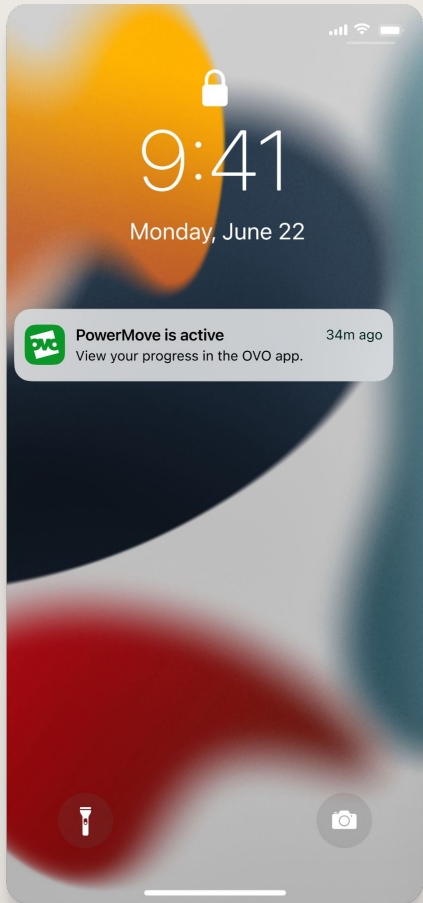
Tools for decarbonisation



## **Rewarded Loyalty**

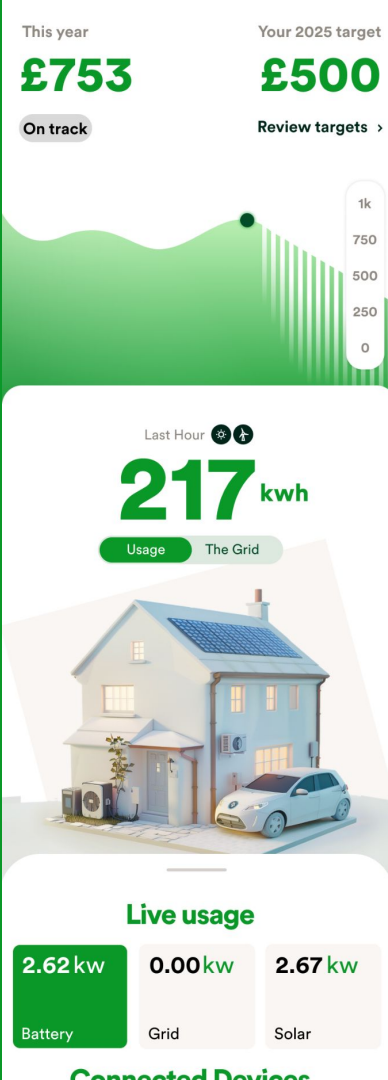
Benefits to drive retention

# How might we support customers in optimising their time of use?



# 2. Invest in systems

Design systems saves time and money.



## On track.

Based on your estimated usage, your payments are set **correctly**.

2 Gas ✓ Electricity ✓ X



### Actions

**80%** **Your home profile** →  
Fill out your profile for better usage predictions.

Home Usage Services Help You

Repayment Length

# 10 Years

panel banked x1 Thank to Solar Saver

**David**  
You should really look at solar if you're planning to be in your house the next 10 years. As we discussed next step will be get to an estimate.

- ✓ Significant roof space
- ✓ Good Roof Orientaton

Est. Savings **£1,300 a year**

0% Finance available From **£100 a month**

**Get your estimate**

Search past conversations

Hi Laura, let me have a look into it.

Your engineer is on their way and will be there in about 25 minutes. Sorry for the wait.

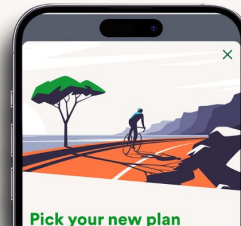
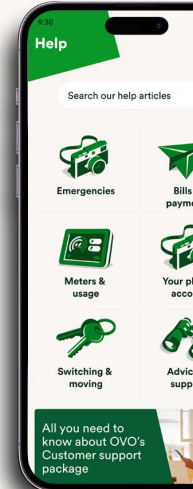
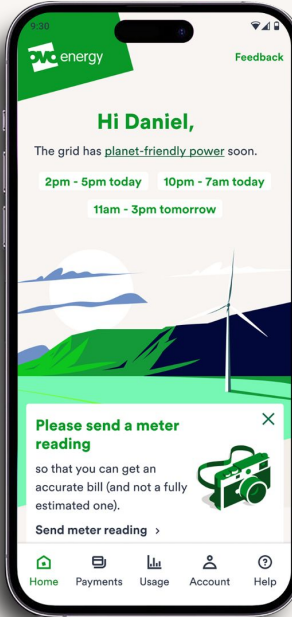
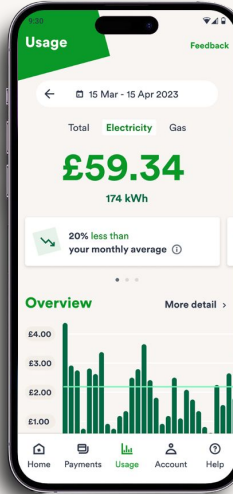
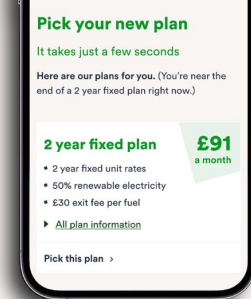
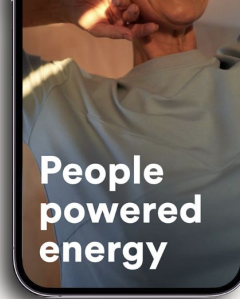
Thanks, that's very helpful.



# Codify visual language

We're refreshing our visual language to align with the new brand work and give our experience a new lease of life. This includes:

- Typography
- Colour
- Iconography
- Illustration
- Photography
- Motion



# 3. Speed & scale



### **Modularise**

Keep what's working independent: platforms, services and people.



### **Incremental integration**

Start small, create feedback loops foster interactive development & risk reduction



### **Look for the win**

Find what works and protect it, discard the rest.

# 4. Measure the same things



# Common Metrics

A set of Core and Supporting Metrics that can be used to indicate team health, maturity and efficiency

## Deployment frequency

How often a team successfully releases to production over a 24 hour period

## Mean time to resolve (MTTR)

How long it takes a team to recover from a failure in production, to close a support request or to close an incident

## Lead time for changes

The amount of time it takes a commit to get into production i.e. through the pull request process, testing and deploy

## Cycle time

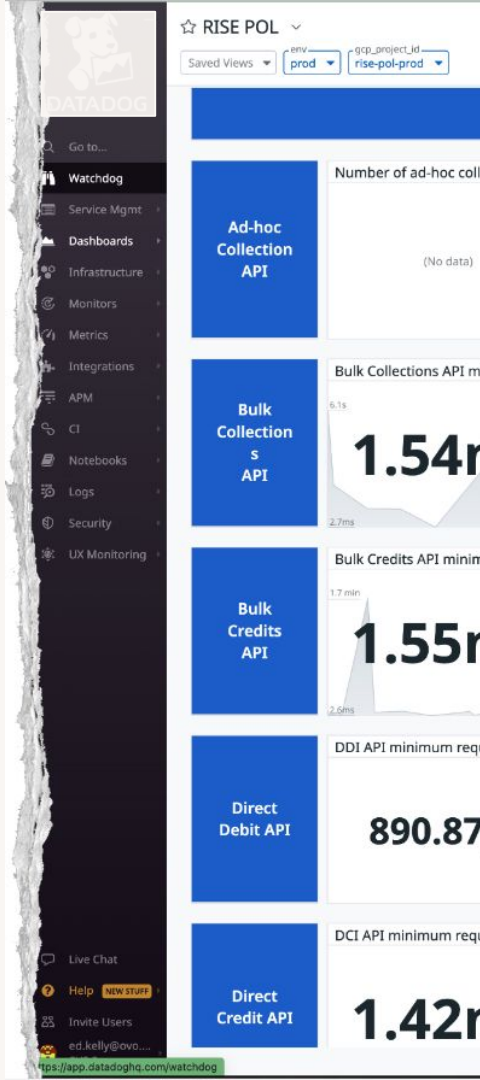
The average time between starting and completing an increment of work (story, defect and/or task)

## Change failure rate

The percentage of deployments causing a failure in production which may elicit a rollback or patch

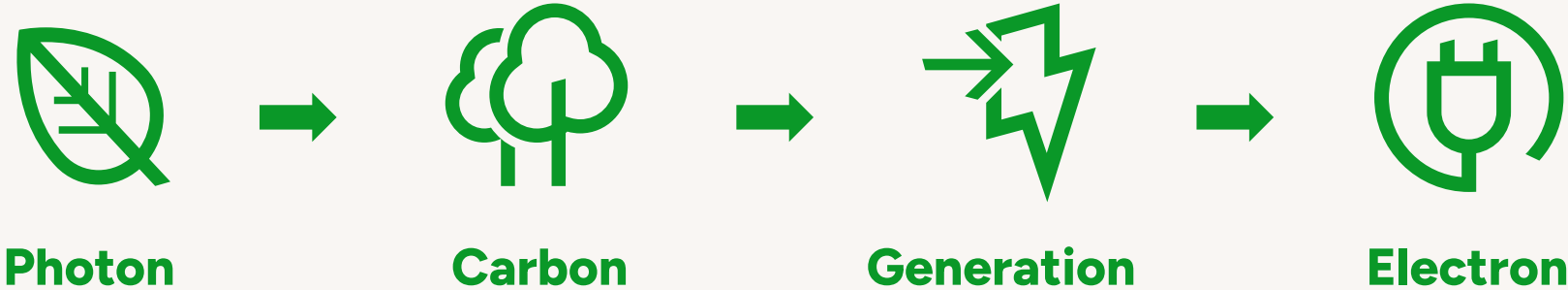
## Critical vulnerabilities

The number of critically-rated vulnerabilities as reported by actively scanning security tooling



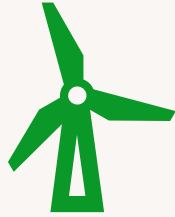
# 5. Watch for traps

# Avoid the 'Biomass' delusion



**1% efficiency**

# Shorten the cycle from idea to production



**Generation**



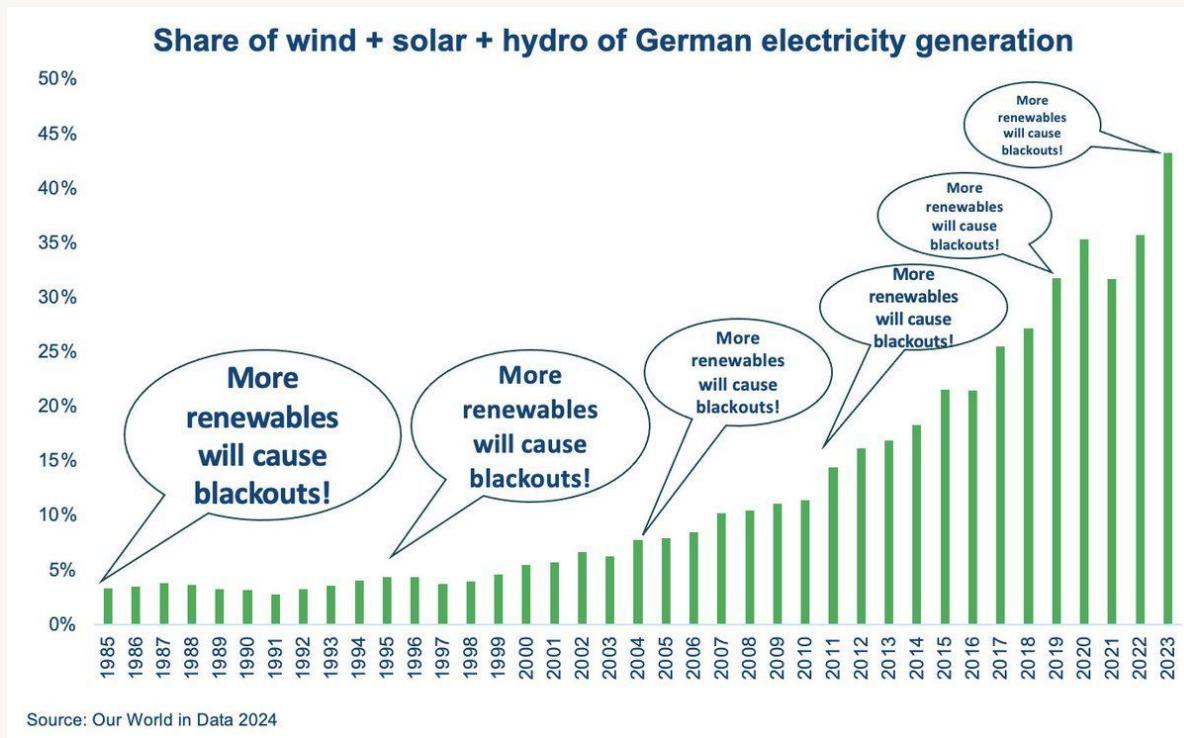
**Electron**

**40% efficiency**

*Mind the gap!*



**Pessimism  
sounds smart,  
but in the  
long term  
optimism  
wins**



**Have a plan**

**Invest in systems**

**Speed & scale**

**Measure the same things**

**Watch for traps**

**Stay optimistic!**



**Thank you.**

