PRESS PACK

HUGO
Energy App

Unlock the power of your Smart Meter

Launch Date	1st December 2021
HQ	London
Team	10
Fundraising	Owner Funded
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About **HUGO**

Hugo is an animated character with his own backstory. Hugo is an alien from the Planet Torch. His planet was destroyed by climate change and he escaped to Earth with a mission to educate and ensure our planet does not make the same mistakes his planet did.

About the app

Currently, the UK has installed **20 million** smart meters – yet the customer engagement with smart meters is limited to poor.

Purpose: Unlock the power of your smart meter with the HUGO ENERGY APP

The UK's drive for smart meter adoption is logical and potentially hugely positive in making UK households engage with their CO₂, energy usage and energy costs.

However, the smart meter rollout has a fundamental flaw. The rollout relies on the uptake of IHD (In Home Displays), which are now a 20 year old redundant technology. They regularly fail, are not portable/mobile, have supplier integration issues and data they can offer. Perhaps the biggest flaw is that they fail to provide accurate electricity and gas cost data –as

they often only display the costs based on your first ever tariff when you installed the smart meter. As you change tariff the IHD often fails to update and the costs displayed will be your original tariff, not your new tariff.

HUGO benefits

- No compatibility issues
- Supplier independent
- No reliance on supplier for tariff information – creating budget/cost projection accuracy
- Not reliant on meter telecommunication (HUGO is cloud based) – so energy data can be accessed anywhere on the planet
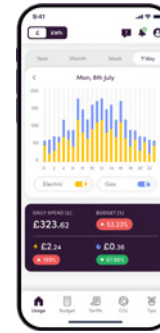- Adapts to single rate and day/night rate tariffs

Customer engagement with smart meters is very low and smart metering complaints are at a record high[i]. In a recent survey of 100 smart meter users over 60%[ii] of users reported that they had either:

1. Disconnected the display;
2. Lost or misplaced the display;
3. Reported that the display had stopped working;

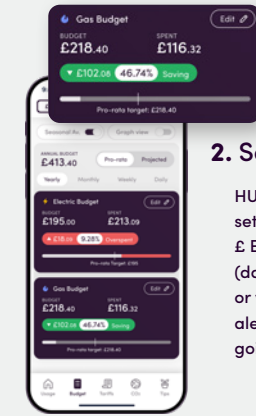The HUGO ENERGY APP removes the need for IHD's.

By signing up the smart meter customer can download their electricity and gas data onto the app and view their data in an engaging and interactive manner via their smart phone/device.
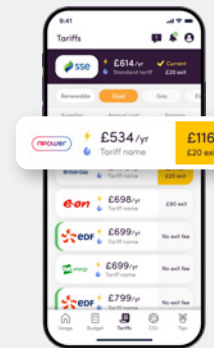
HUGO key features

1. Usage/£spend view

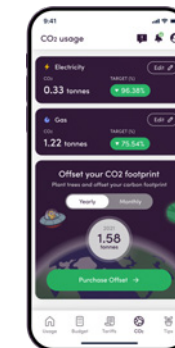View electricity and gas Usage/£Spend by DAY, WEEK, MONTH and YEAR.

2. Set budgets

HUGO allows you to set a target £ Gas and £ Electricity budget (daily, weekly, monthly or yearly) – HUGO alerts you when you're going over BUDGET.
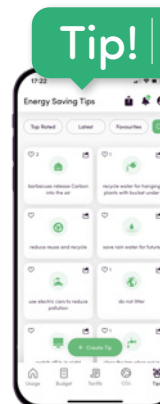
3. View & change tariffs

HUGO allows you to see your tariff 24/7 and set an alert for when your tariff ends. You can change tariffs with one click [easiest switching process on the market] and HUGO defaults to only showing you the cheapest renewable tariffs.

4. View & offset your CO₂ footprint

See (monthly/yearly) CO₂ output based on gas/electricity usage. Users can then offset their CO₂ output within the app by purchasing offset credits.

5. Create & share energy tips

HUGO allows users to create and share energy saving tips and ideas. Creating a community of energy saving ideas, which users can share and like.

6. Other features

Users can add multiple household meters and manage their tenanted properties or monitor their elderly parents household usage and tariffs.

About the founder

Ben Dhesi – Founder & CEO

Ben founded HUGO is 2019. Ben qualified as a Solicitor in 2003 and left a career in law to found Pulse Business Energy Ltd in 2009. Ben sold Pulse in 2018 in a multi-million sale to Arrow Business Communications Ltd. Pulse is a leader in the B2B energy broker and B2B energy software solution services. During Ben's tenure Pulse won Energy Buyer of the Year (2015 & 2017) and Energy Technology of the Year (2016) at the prestigious Energy Awards.

Ben recognized the flaw in the smart meter roll out was the use of IHDs. It is Ben's belief that the right platform for engaging with smart data is via an app on a smart device (iPad or smartphone). App technology allows for creativity, updates and can continually improve the customer user experience and lead to better engagement.

Get smart, Go Green, With **HUGO**

Press assets

Access visuals of the app, our logo and other useful assets. Simply scan the QR code. Or click here.