



Electrify Wisconsin! Public Engagement & Market Development

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June 27, 2019

Slipstream

- Nonprofit founded in 1980
- Mission to champion and deliver innovative energy initiatives that produce enduring economic and environmental benefits for all
- How we deliver on mission
 - Research
 - Energy efficiency programs
 - Clean energy financing
 - Technical training and certifications
 - Marketing, planning, and support services



Everything Old Is New Again

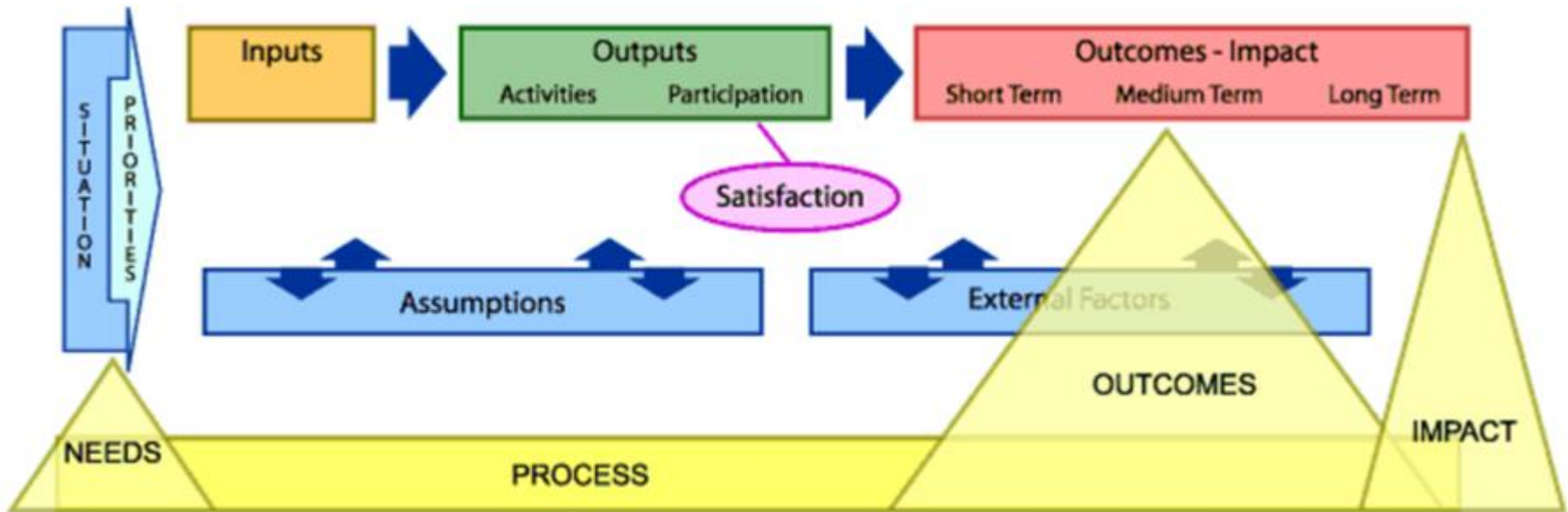
OUR manager is young
enough to have fresh
new ideas

And I'm old enough
To have seen them all
before

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Program Logic



Source: UW Extension



Wisconsin Emissions by Sector

Sector	Million Metric Tons of Carbon Dioxide	Percent
Commercial	6	6.2
Electric Power	39	40.3
Residential	9	9.1
Industrial	13	13.6
Transportation	29	30.8
Total	96	100

Source: EIA, 2016



MtCO₂ Emissions by Energy End Use United States, 2018

Sector	End Use	CO ₂ Emissions	Sector	End Use	CO ₂ Emissions
Transportation	Light-Duty Vehicles	1017.9	Commercial	Refrigeration	87.5
Transportation	Freight Trucks	394.2	Industrial	Agriculture	84.0
Residential	Space Heating	337.5	Industrial	Food Products	82.9
Commercial	Other Uses	284.9	Biogenic	Ethanol	81.2
Industrial	Bulk Chemicals	284.1	Commercial	Space Cooling	76.2
Industrial	Total Nonmanufacturing	270.2	Industrial	Construction	76.1
Industrial	Refining	260.7	Biogenic	Biofuels Heat and Coproducts	73.4
Residential	Other Uses	228.1	Transportation	Shipping	73.0
Biogenic	Biomass	213.1	Commercial	Ventilation	68.7
Transportation	Air	180.3	Commercial	Lighting	64.7
Residential	Water Heating	140.6	Transportation	Commercial Light Trucks	60.2
Commercial	Space Heating	131.5	Industrial	Paper Products	53.4
Industrial	Iron and Steel	113.4	Commercial	Office Equipment	51.8
Industrial	Balance of Manufacturing	113.1	Commercial	Computing	45.3
Industrial	Mining	110.0	Residential	Lighting	41.9
Residential	Space Cooling	101.6	Residential	Refrigeration	40.0
Industrial	Discrepancy	89.4	Transportation	Military Use	39.5

Source: EIA, AEO



Induction Cooking

- Instant heat
- Greater efficiency
- Easy clean up
- Safety
- Looks
- Extraordinary CR ratings (3 models 99/100)



Ultrasonic Clothes Drying



- Revolutionizes laundry
 - Halves drying time
- Saves energy by 70%
 - Reduces lint
 - Less fade/wear

