



Living  
Lab



# The Living Lab of connected homes is open for innovation trials this winter.

Energy Systems Catapult, supported by the Department for Business, Energy and Industrial Strategy, is opening its Living Lab up for businesses to trial new heat products and services this winter.

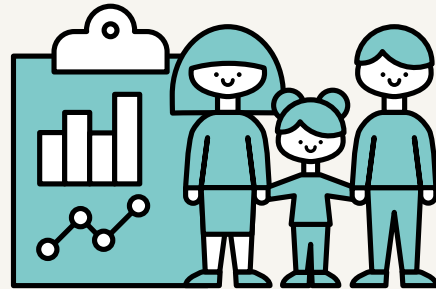
We have upgraded 100 real-world homes with room-by-room sensors and smart heating controls to form the Living Lab. Producing a wealth of data, Catapult experts help innovators rapidly design, market-test and launch smart energy products and services.

Our Winter trial programme is filling up but there's still time to be involved.

## How can the Living Lab help you?

There are several benefits to trialling in the Living Lab:

- **better understand** - how people use your product/service and how well it works
- **improve** - your offer using feedback from real consumers
- **save time** - our 100 homes are ready to go
- **value for money** - you don't need to build a lab of your own.



## What is the Living Lab?

The Living Lab is made up of 100 homes spread across Newcastle, Manchester, South Wales and the West Midlands. They are all owner-occupied with a range of building types and occupancy. Homes have been equipped with a range of sensors and controls, connected to a cloud-based digital platform, to help you better understand how people use energy and their preferences for services and products. Some homes have air source heat pumps installed alongside gas boilers, the rest have gas boilers. We also have smart meter integration.

Uniquely, you can market-test smart energy services through our digital, online marketplace. As these are real homes, we will offer your service or product to residents in a market trial - a great way to find out if people like your offer and what they might be willing to pay for it.

## What can you trial?

You can trial how to sell energy as a service with real consumers. Industry has been talking about energy as a service for years, but few companies have developed a market proposition - the Living Lab changes that. Supported by our experts you can quickly test different propositions in real homes.

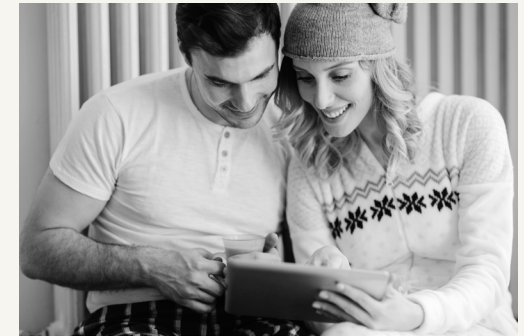
### You will learn:

- who buys your service offering and why (and who doesn't and why not) including consumer demographics
- how much consumers are willing to pay for your service and how they use it, and
- what it costs you to serve them.

If you are developing or selling products, we can offer them to real homes and learn about how consumers use them.

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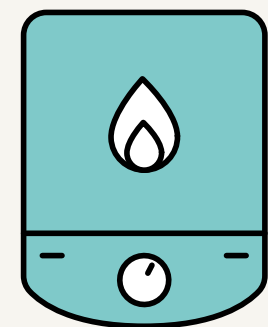
- what consumers like about your product and how much they are willing to pay
- insights into how consumers use your product
- how your product performs in a real-world home environment (eg. how fast does it warm rooms up, is it cheaper/better with your product than before, what is the overall impact on homes and consumers).



## What else can we help with?

We want to accelerate your innovation from idea to impact with the least effort. To help you we have a range of additional services, such as:

- online market research
- energy service design
- data exploration and analysis
- data science support/algorithm development
- policy and regulatory advice.



We are looking to finalise our programme of innovation trials for this winter by the end of November for the winter heating season.

Unleashing innovation  
and opening new markets  
to capture the clean growth  
opportunity.

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Energy Systems Catapult was set up to accelerate the transformation of the UK's energy system and ensure UK businesses and consumers capture the opportunities of clean growth. The Catapult is an independent, not-for-profit centre of excellence that bridges the gap between industry, government, academia and research. We take a whole systems view of the energy sector, helping us to identify and address innovation priorities and market barriers to decarbonise the energy system at least cost.