



## **Product Manager**

Location: LA, NYC or Remote

### Who we are

The mission of Greenbanc LLC, a Certified B Corporation, is to catalyze investments in energy efficiency and renewable energy at residential buildings. There are approximately 100 million single-family houses in the United States and they represent 20% of total carbon emissions in the United States. The lowest cost way to reduce emissions is to reduce energy waste. Investments in energy efficiency benefit homeowners by increasing comfort, lowering energy bills and increasing home values. Energy efficiency improvements are also a prerequisite to electrification of building equipment, and switching to 100% clean power.

Historically, the market stakeholders have been limited to non-profits, government entities, and local contracting businesses, in a low velocity environment, however, the time has come for change and disruption by a private, digital company. California is at a tipping point with recent bans on gas in new buildings, and strengthened support for retrofits coming in 2020, as well as strong interest in off-grid solutions, driven by recent fires, the Public Safety Power Shutoff, and increased uncertainty of supply. Additionally, the damages caused by fires will inevitably raise prices for grid-connected customers. More fires → higher prices → more incentive to pursue energy independence.

### Product vision

After 4 years of customer and market research as a top provider of the Department of Energy's Home Energy Score in both Vermont and California, Greenbanc has a next generation app under development. The concept, ELECTRICASA, won a top 3 place at the Suncode hackathon in 2019. In brief, it is a web app for homeowners that simplifies research by using uploaded photos to provide a home energy efficiency rating, the age of existing equipment, and electrification options, with actionable quotes from qualified installers of renewable thermal technologies. It enables ongoing communications regarding optimal replacement dates, changes in rebates and special marketing offers from contractors to achieve cost-effective electrification. There is currently a first draft design on Figma and a demo built primarily with React, Javascript, and MongoDB.

### The work

- Market segmentation, customer engagement and outcomes
- User journey and gap analysis
- Design principles and differentiation
- Sustainable growth and healthy monetization strategies
- Development plan for MVP
- Coordination with designers and engineers

### Who you are

- Experienced in the ways of the web
- Resourceful in getting a lot done under constraints
- A people person and strong communicator
- Organized, flexible and pragmatic
- Aware of the challenges and inertia in the energy industry and committed to the long haul

### How to Apply

Send your resume to [nlennox@greenbanc.com](mailto:nlennox@greenbanc.com)