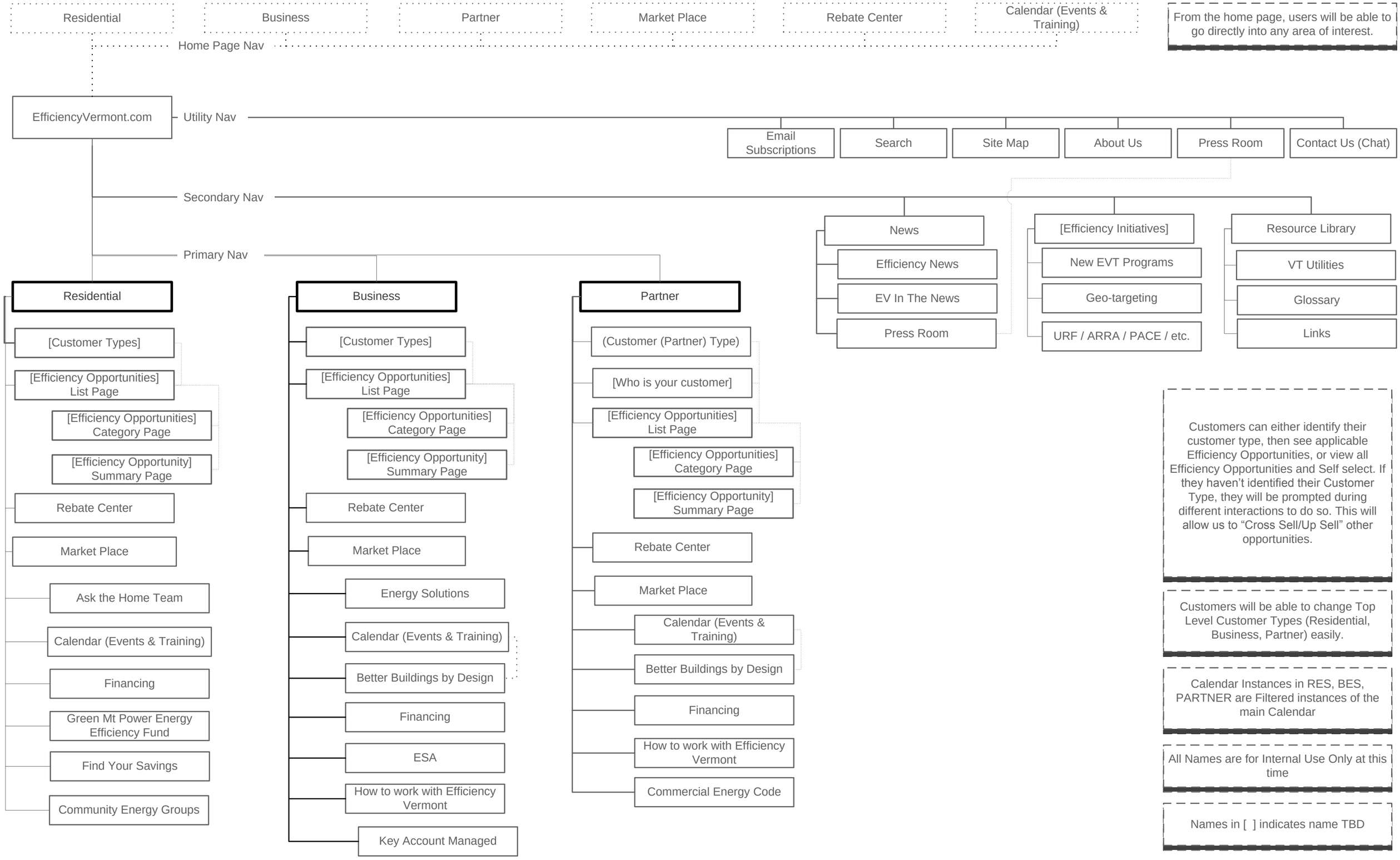

Residential
Business
Partner
Market Place
Rebate Center
Calendar (Events & Training)
From the home page, users will be able to go directly into any area of interest.
Home Page Nav
EfficiencyVermont.com
Utility Nav
Email Subscriptions
Search
Site Map
About Us
Press Room
Contact Us (Chat)
Secondary Nav
News
Efficiency News
EV In The News
Press Room
[Efficiency Initiatives]
New EVT Programs
Geo-targeting
URF / ARRA / PACE / etc.
Resource Library
VT Utilities
Glossary
Links
Primary Nav
Residential
[Customer Types]
[Efficiency Opportunities] List Page
[Efficiency Opportunities] Category Page
[Efficiency Opportunity] Summary Page
Rebate Center
Market Place
Ask the Home Team
Calendar (Events & Training)
Financing
Green Mt Power Energy Efficiency Fund
Find Your Savings
Community Energy Groups
Business
[Customer Types]
[Efficiency Opportunities] List Page
[Efficiency Opportunities] Category Page
[Efficiency Opportunity] Summary Page
Rebate Center
Market Place
Energy Solutions
Calendar (Events & Training)
Better Buildings by Design
Financing
ESA
How to work with Efficiency Vermont
Key Account Managed
Partner
(Customer (Partner) Type)
[Who is your customer]
[Efficiency Opportunities] List Page
[Efficiency Opportunities] Category Page
[Efficiency Opportunity] Summary Page
Rebate Center
Market Place
Calendar (Events & Training)
Better Buildings by Design
Financing
How to work with Efficiency Vermont
Commercial Energy Code
Customers can either identify their customer type, then see applicable Efficiency Opportunities, or view all Efficiency Opportunities and Self select. If they haven't identified their Customer Type, they will be prompted during different interactions to do so. This will allow us to "Cross Sell/Up Sell" other opportunities.
Customers will be able to change Top Level Customer Types (Residential, Business, Partner) easily.
Calendar Instances in RES, BES, PARTNER are Filtered instances of the main Calendar
All Names are for Internal Use Only at this time
Names in [ ] indicates name TBD

[header]

[primary navigation]

[breadcrumb navigation] | [breadcrumb navigation]

[Efficiency Opportunity Category Name here...]

Email This Page

Opportunities in this category:
[Opportunity 01]
[Opportunity 02]
[Opportunity 03]
[Opportunity 04]
[Opportunity 05]
[Opportunity 06]

About this category. The short description of the efficiency opportunity category goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam elit eros, pellentesque et blandit a, viverra fermentum mauris. Integer quis dolor arcu. Vivamus scelerisque rhoncus lectus at tempor. Morbi vel neque a felis mattis mollis eget eu diam. Fusce nulla nunc, accumsan sit amet elementum eu, sodales id sapien. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam ac nulla dui, quis porttitor velit. Donec eu vulputate ipsum. Morbi velit mauris, pretium vel varius eget, tristique non lorem. Integer et mi enim, eget fringilla dui. Donec adipiscing vestibulum malesuada. Vestibulum consequat aliquet enim, ac dapibus risus.

When the user rolls over an opportunity, the summary information is shown. Clicking takes them into that specific opportunity.

Summary

About this opportunity. The short description of the efficiency opportunity goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam elit eros, pellentesque et blandit a, viverra fermentum mauris. Integer quis dolor arcu. Vivamus scelerisque rhoncus lectus at tempor. Morbi vel neque a felis mattis mollis eget eu diam. Fusce nulla nunc, accumsan sit amet elementum eu, sodales id sapien. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam ac nulla dui, quis porttitor velit. Donec eu vulputate ipsum. Morbi velit mauris, pretium vel varius eget, tristique non lorem. Integer et mi enim, eget fringilla dui. Donec adipiscing vestibulum malesuada. Vestibulum consequat aliquet enim, ac dapibus risus. More >

Benefits & Rebates. All applicants must meet eligibility requirements and complete the necessary forms.

- [Benefit 01 here]
- [Benefit 02 here]
- [Rebate 01 here - $xxx]
- [Rebate 02 here - $x,xxx]

[header]

[primary navigation]

[breadcrumb navigation] | [breadcrumb navigation] | [breadcrumb navigation]

[Efficiency Opportunity Name here...]

Specific Tabs to change based on Efficiency Opportunity & Developed Content

Download the PDF Email This Page

Summary | Details | Benefits & Rebates | Testimonials | Financing | Tips & Blogs

About this opportunity. The short description of the efficiency opportunity goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam elit eros, pellentesque et blandit a, viverra fermentum mauris. Integer quis dolor arcu. Vivamus scelerisque rhoncus lectus at tempor. Morbi vel neque a felis mattis mollis eget eu diam. Fusce nulla nunc, accumsan sit amet elementum eu, sodales id sapien. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam ac nulla dui, quis porttitor velit. Donec eu vulputate ipsum. Morbi velit mauris, pretium vel varius eget, tristique non lorem. Integer et mi enim, eget fringilla dui. Donec adipiscing vestibulum malesuada. Vestibulum consequat aliquet enim, ac dapibus risus. More >

Benefits & Rebates.
Full description.

- [Benefit 01 here]
- [Benefit 02 here]
- [Rebate 01 here - $xxx]
- [Rebate 02 here - $x,xxx]

Steps to Success (Call to Action)

Information to help the customer get started with their project

[pre-entered customer type here] V

[pre-entered opportunity here] V

[pre-entered sub-specialty here] V

enter zip

Show Partners

would show right in this page

Help. Should you have any questions or issues regarding this opportuni
always reach us here:
- Live Chat
- 888.777.6666 Customer Assi

Partner List:
[Partner Name 01] 999-888-7777
[Partner Name 02] 999-888-7777
[Partner Name n] 999-888-7777

List additional Efficiency Opportunities applicable to customer type.
- [Efficiency Opportunity 01]
- [Efficiency Opportunity 02]

Find Your Savings:
Graphic Interface to suggest other opportunities.

If a customer has identified their Customer Type, the Cross Sell/Up Sell functionality will display other opportunities linked to their customer type.

If the customer has not identified their customer type they will be prompted in this area – then allowing us to display relevant efficiency opportunities.

The Call to Action area is a dynamic content section that will change based on the action items of each efficiency opportunity.

Some calls to action may be driving to the marketplace (automatically displayed) some may drive customers to the Business Pipeline Primer, etc.

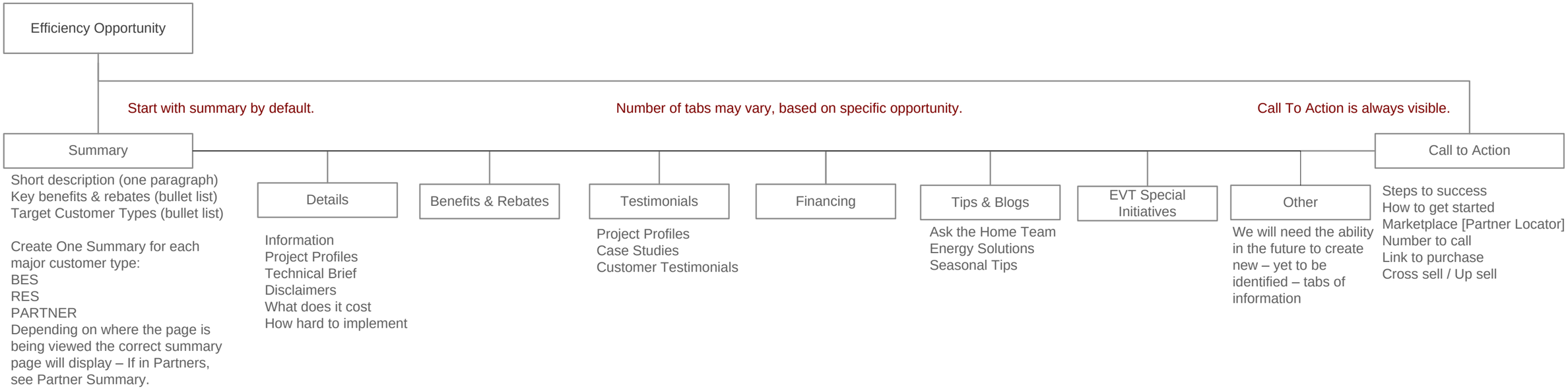
Alternate version based on opportunity being displayed

How to Begin (Business Pipeline Primer)

Getting started. Here are the eligibility requirements and forms necessary to apply for this opportunity.

- [Eligibility doc01.pdf]
- [Eligibility doc02.pdf]
- [Application Form.pdf]

[footer]


Efficiency Opportunity
Start with summary by default.
Number of tabs may vary, based on specific opportunity.
Call To Action is always visible.
Summary
Short description (one paragraph)
Key benefits & rebates (bullet list)
Target Customer Types (bullet list)
Create One Summary for each major customer type:
BES
RES
PARTNER
Depending on where the page is being viewed the correct summary page will display – If in Partners, see Partner Summary.
Details
Information
Project Profiles
Technical Brief
Disclaimers
What does it cost
How hard to implement
Benefits & Rebates
Testimonials
Project Profiles
Case Studies
Customer Testimonials
Financing
Tips & Blogs
Ask the Home Team
Energy Solutions
Seasonal Tips
EVT Special Initiatives
Other
We will need the ability in the future to create new – yet to be identified – tabs of information
Call to Action
Steps to success
How to get started
Marketplace [Partner Locator]
Number to call
Link to purchase
Cross sell / Up sell