

ET Summit 2019

Presented by



A perspective on ET from



Chris Vallis

COO and Co-Founder

Livingstone Consulting

emerging

[ih-mur-jing]

adjective (before noun)

1. starting to exist, grow, or become known
2. just beginning to exist or be noticed
3. coming into view or notice
4. *Evolution.* displaying emergence

Creativity is thinking up new things.

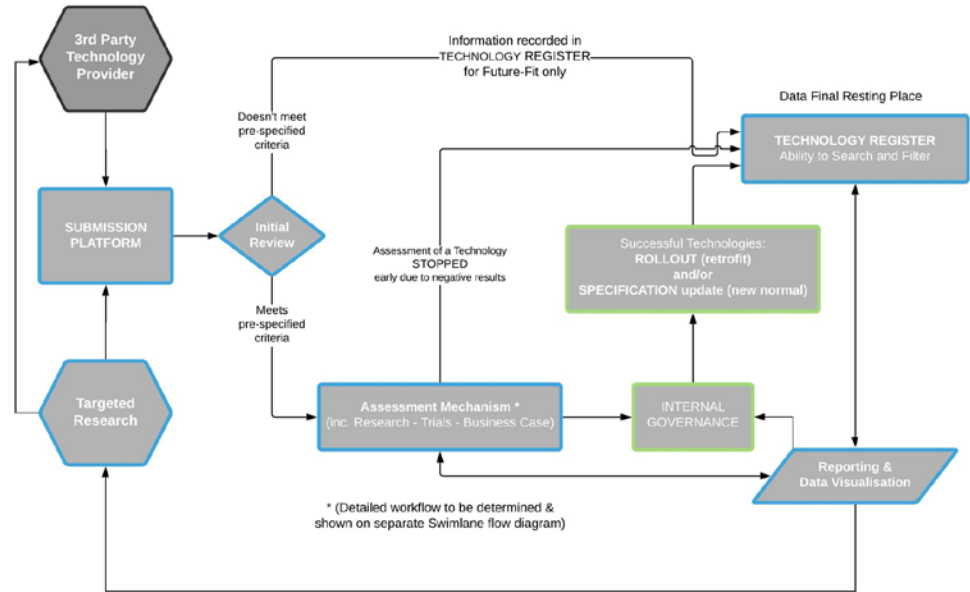
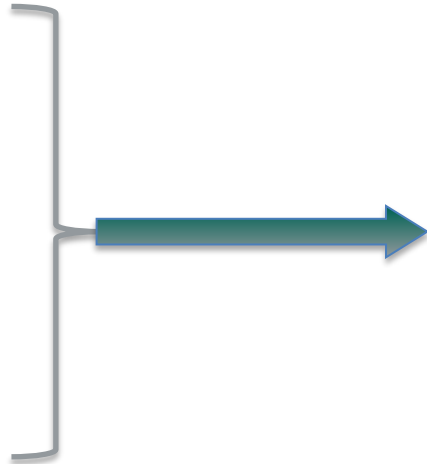
Innovation is doing new things.

[Theodore Levitt]

Creativity Innovation

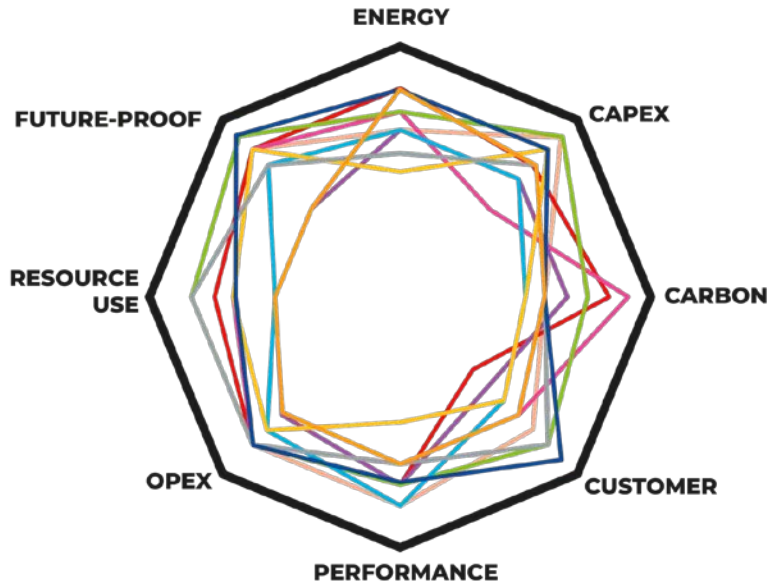
(thinking) (doing)

- Disrupters
- Scientists
- Inventors
- Big Business
- Accelerators
- Incubators
- Software
- Start-ups
- + more...



Polygon Scorecard

Example of Retailer Octogen



SOME POTENTIAL TALKING POINTS:

- **Payback thresholds;** level of ambition with lessening low-hanging-fruit.
- **Accelerating 'Emerging' to 'in-use';** Quick pilots & rapid analysis vs Rigor.
- **The real-world factor;** Impact, Implementation & Whole-Building.
- **EE vs GHG reduction;** should carbon be the primary driver?

Chris Vallis

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chris.vallis@livingstone-consulting.com

www.livingstone-consulting.com