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Acceleration Program 2026



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AREA: Retail & Energy Services

CHALLENGE: Customer-controlled residential microflexibility

How could we activate **residential microflexibility** at scale, in **households without EVs or heat pumps** (and with electric DHW often not controllable), to **reduce costs**, improve the customer experience, and prepare for **future flexibility markets**—frictionlessly and with customer control/consent?

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RESIDENTIAL MICROFLEXIBILITY

Why this challenge matters

Activating residential flexibility at scale in Spain faces a clear limitation: many households still do not have controllable “premium” assets such as electric vehicles or heat pumps, and while electric water heaters are common, they are often not connected or easy to control without adding cost and friction. Even so, there is an opportunity if we approach microflexibility as a scalable, low-friction digital service: using consumption data, we can identify real flexibility potential per household and trigger simple, safe actions (with minimal automation where feasible).

Current context

The challenge is that the unit value per household may be modest, so the solution must be viable at scale by combining: smart segmentation (not all customers have the same potential), a frictionless user experience (non-intrusive, with consent and control), and pragmatic M&V that proves real impact without excessive complexity. Today, many approaches rely on generic recommendations or manual actions that don't scale and drive low engagement; therefore, trust enablers are essential: data governance, privacy, transparency of recommendations, and the customer's ability to pause or limit the service. For the energy retailer, solving this can create a differentiated value proposition (savings and control), improve retention and satisfaction, and prepare the customer base to capture more value as electrification grows. And while the individual impact may be limited, at scale it can deliver measurable aggregated flexibility (smoothing peaks, reducing costs, and improving portfolio performance).





RESIDENTIAL MICROFLEXIBILITY

What are we looking for?

To identify and validate a residential microflexibility service that works at scale in households without EVs or heat pumps (and with DHW often not controllable), capable of:

- Segmenting customers and identifying where real flexibility potential exists (consumption patterns, peaks, habits).
- Generating actionable, low-friction interventions (recommendations and, where ROI justifies it, minimal automation).
- Demonstrating “portfolio-level” value: aggregated impact by cohort and across the portfolio (shifted kWh, peak reduction, € saved/avoided) and how this translates into energy and operational cost impacts for the retailer.
- Delivering measurable impact (shifted kWh, peak reduction and/or € savings).
- Ensuring customer control and consent (preferences, limits, pause/opt-out).
- Being future-ready to incorporate EVs/heat pumps as penetration grows.

We are looking for startups with strong potential impact in digital energy products and residential microflexibility, capable of co-developing and validating a solution with real customers during the program..