



FUTURE FOCUS PITCH DAY 2026

REQUEST FOR CONCEPTS

Issued: June 24, 2026

Concept(s) Due: July 24, 2026

Submit to: APTIM Government Solutions, LLC
FOCUS ON ENERGY® Program Administrator

REQUEST FOR CONCEPT (RFC) INFORMATION

FOCUS ON ENERGY[®] issues this Request for Concepts for Future Focus Pitch Day 2026.

Focus on Energy's [Future Focus Initiative](#) reviews new program ideas, measures, and delivery methods and tests participation opportunities for future expansion and inclusion in the Focus on Energy Program portfolio. The initiative looks for the best-of-the-best ideas to review and demonstrate. Focus on Energy has issued this RFC for the selection of energy efficiency pilot program ideas.

Concepts submitted should not duplicate existing Focus offerings or repeat pilot programs previously implemented.

Pitch Day is an opportunity for industry partners and stakeholders to showcase innovative pilot program ideas to a panel of judges in an interactive way. Focus on Energy is seeking well-designed, proven, and implementation-ready pilot programs addressing any of the three concept categories described below. Categories for this RFC were chosen to tap into hard-to-serve markets, identify innovative solutions for supporting Trade Allies, and provide energy efficient products and services to utility customers. The Administrator will select concepts totaling up to \$1,200,000 annually in funding for implementation starting January 1, 2027. Focus on Energy reserves the right to award all or a part of this funding in this cycle. Selected pilot ideas must not exceed twenty-four months in duration. Applicants may submit up to one concept paper per category.

PITCH DAY CONCEPT CATEGORIES

- **Renter-Focused Solutions**

Focus on Energy is seeking innovative concepts aimed at reducing energy usage of residential renters, including those residing in single-family and multifamily (4+ units) properties. Ideas should demonstrate effective approaches to reducing energy consumption through behavioral change or technology adoption not currently offered, or not fully leveraged, by the Focus program. Renter-specific barriers should be addressed, such as split incentives, limited control over property improvements, or access to programs and incentives.

This category will be split into two distinct sub-categories reflecting key renter segments. Pilot ideas can serve one or both segments.

- **Sub-Category One: Limited Income Renters**

This sub-category targets renters who meet income eligibility criteria (<80% AMI). Concepts should focus on affordability, cost savings, and equitable access to programs or resources.

- **Sub-Category Two: Market Rate Renters**

This sub-category focuses on renters paying market-rate rent who do not qualify for income-based assistance. Concepts may explore innovative program offerings, value-adding services, or new incentives or technology.

- **Expanding Service to Communities of Focus**

Focus on Energy is seeking innovative concepts to increase program participation and energy savings within populations included in the [Communities of Focus framework](#). These populations include households and individuals facing higher energy costs or barriers to access, such as those with low or

moderate incomes, Black, Indigenous, and People of Color, individuals with limited English proficiency, and those with limited internet access.

Concepts should consider energy-saving benefits alongside customer-centered outcomes, including improvements in home comfort, indoor air quality, and lower energy costs. Successful proposals should demonstrate a clear path toward scalability and help advance more equitable distribution of program benefits across Wisconsin.

- **Demand Savings and Load Flexibility for Business Customers**

Focus on Energy is seeking innovative concepts to deliver demand savings through technologies and approaches focused on demand reduction and customer-managed load shifting. Concepts should support the adoption of technologies aimed at reducing demand or enabling business customers to actively manage when and how energy is used, shifting consumption from peak to off-peak periods while maintaining operational needs. Approaches may include equipment, controls, or operational practices designed to optimize energy use patterns and reduce peak demand.

Proposed solutions should deliver measurable and reliable peak summer demand reduction, along with clear customer benefits such as lower energy costs, improved operational flexibility, or enhanced control over energy use. Concepts should also highlight potential to support broader system outcomes, including moderating growth in statewide peak demand and contributing to grid reliability and adequacy. Demand response concepts, such as those supporting load shedding, should not be submitted under this topic as demand response remains a utility function.

PITCH DAY SUBMISSION SELECTION CRITERIA

Concepts will be reviewed by the Administrator. The highest scoring concepts will be invited to pitch their idea to a panel of judges on **October 7**. Judges will then meet and agree on which concepts to recommend to the Public Service Commission (PSC) for final approval.

Concept submissions will be assessed using various metrics, including, but not limited to:

- **Strategic Alignment and Innovation:** evaluate the alignment of the project with Focus on Energy's strategic goals and its innovative potential.
- **Energy, Environmental, and Community Value:** assess the value of the project and its benefits to the community and utility planning to ensure the project incorporates equity and meaningful engagement with stakeholders and communities.
- **Quality of Idea and Feasibility:** evaluate the clarity, uniqueness, feasibility, and strategic insight of project proposals, ensuring they meet the necessary criteria for successful execution and adoption.
- **Expertise and Qualifications:** evaluate the team's capability to successfully carry out the project as described.

PITCH DAY SUBMISSION FORMAT

Concept papers must follow the format in Appendix A below and not exceed seven pages in length. The submission shall include a cover page with the details below, concept description, scope of work, budget and timeline, and staffing plan. The Additional Submission Information listed below will not count towards the page limit. Each concept submission must use the submission template in Appendix A.

ADDITIONAL SUBMISSION INFORMATION

- Applicants may submit multiple concepts for Pitch Day, but only one submission per concept category is allowed.
- Concepts can include the following in a proposal addendum which will not be considered as part of the seven-page maximum.
 - **Qualifications (1 page).** Includes a description of qualifications and experience. Describe the qualifications and experience of the Applicant(s) and key project personnel as they apply to the research proposed.
- **Insurance.** If selected for funding, Applicant must be able to provide evidence of insurance, including:
 - Workers' Compensation \$1 million/accident \$1 million/employee.
 - Commercial General Liability \$1 million/occurrence \$2 million aggregate.
 - Automobile \$1 million/ accident. (if required by project scope)
 - Professional Liability \$2 million/claim. May be required if selected Applicant's role will be more of an implementer role.
 - Crime & Fidelity \$1 million/occurrence. May be required if selected Applicant's role will be more of an implementer role.

- Cyber \$5 million/claim. Will be required if selected Applicant's role will be more of an implementer role and if Applicant will have access to Database and/or handle confidential Customer information or data.
- Audited Financials. At the Administrator's discretion, the selected Applicant may be asked to provide audited financial statements so the Administrator can evaluate the financial soundness of the selected Applicant.

SUBMISSION DEADLINES

Final concepts must be submitted by 5:00 PM CDT on Friday, July 24, 2026, via the [Future Focus Request for Concept Submission Form](#). Applicants will receive email confirmation their concepts have been received. Applicants will be notified by Friday, August 28 if their concept is invited to Pitch Day 2026.

If you have questions related to the RFC or concept categories, email futurefocus@focusonenergy.com by June 29 with the subject line Pitch Day 2026 Question. Responses to questions received will be posted to [Focus on Energy's website](#) by July 1.

Key Events	Key Dates
Request for Concepts Issued	June 24
Applicant Questions due	June 29 by 11:59 PM CT
Applicant Q&A Response Document Posted	July 1
Concepts Due	July 24 by 5:00 PM CT
Notification of invitation to Pitch Day 2026	August 28
Pitch Day 2026	October 7
Notification of Successful Applicant	By October 16
Applicant(s) Accepts	By October 23

APPENDICES

Appendix A: Submission Format

Cover Page (1 page): A cover page must include the following details:

Pitch Day 2026 Concept Details
Contact Person (Include name, title, phone number, e-mail address)
Concept Title
Name of the proposing organization(s)
Concept Category (and sub-category if relevant) Addressed
Market Sector (Business, residential, other)
Proposed Budget
Proposed Timeline
Potential Energy Savings (if applicable)

Concept Description (3 pages): The concept description must include the following information:

Pitch Day 2026 Concept Description	
Summary	Provide a summary of concept objectives and anticipated results. Describe what makes the concept innovative.
Value and Benefits	Explain how the idea brings value to Focus on Energy’s portfolio of offerings and what makes it innovative. Detail benefits to utility customers and stakeholders.
Sectors Impacted	Indicate all market sectors and customer segments impacted.
Stakeholder and Customer Engagement	Describe how stakeholders, Trade Allies, and targeted customer segments will be involved with concept activities.
Feasibility and Scalability	Detail market factors supporting successful implementation of the concept. Detail risks with implementation of the concept and how they will be managed. Detail how the concept can scale once the pilot phase is completed.

Scope of Work (SOW) (1 page): A draft SOW including a statement of work, proposed deliverables and key milestones, implementation tasks, stakeholder engagement, and high-level outreach and marketing plans must be included.

Budget and Timeline (1 page): A proposed budget and timeline for project delivery that details incentive and non-incentive budgets and, if applicable, outside funding being leveraged must be included.

APPENDICES

Staffing plan (1 page) detailing how the project will be staffed and note any potential subcontractors or project partners. Note, a staffing rate table is not required at the time of submission.

Appendix B: [Sample Implementation Contract Template](#)

Appendix C: [Policy Manual](#)