



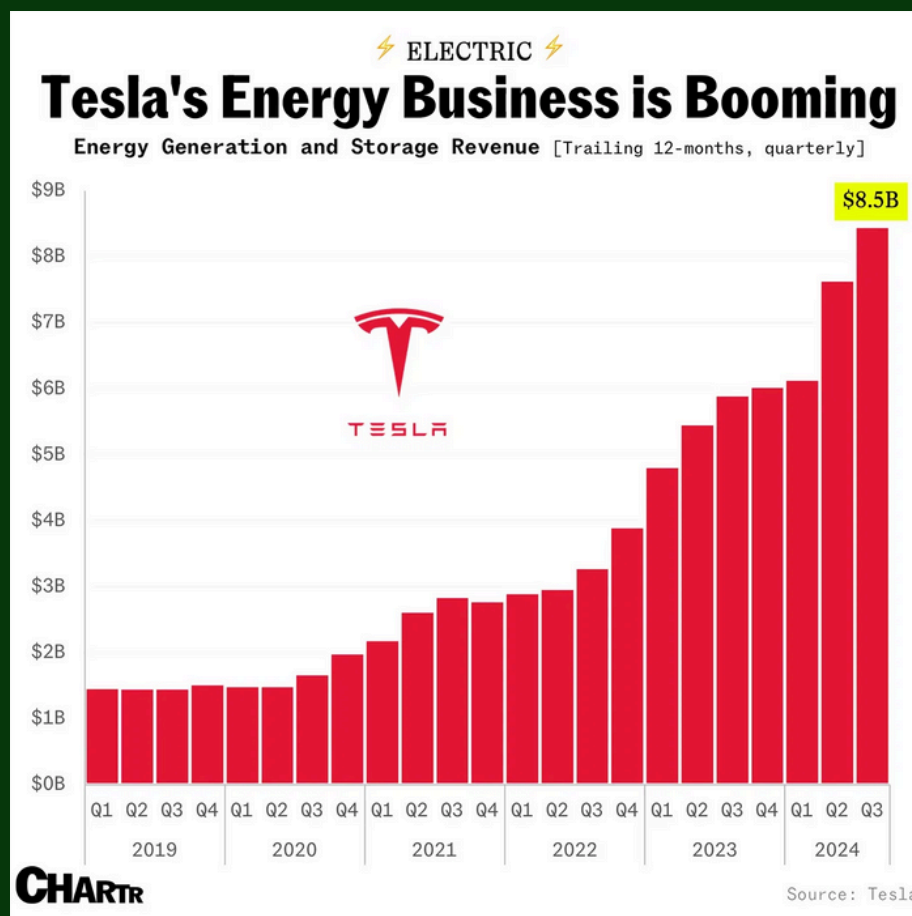
TESLA GRIDHOME

Smarter Home Energy, Smaller Carbon Footprint

New Brand Development



- Tesla GridHome is a novel residential electrical brand that combines the production of solar energy with battery storage, EV-charging optimisation, and automation of home energy into a single platform.
- GridHome is a simplified service package based on Tesla current Powerwall ecosystem and aims to assist households to lower their bill payments, enhance their power resilience and reduce their carbon footprint (Tesla, 2024).



Alignment with Consumer Trends

- The high energy prices at home and the growing popularity of smart-home energy management have led to high demand in integrated solutions. In 2022, the UK electricity prices experienced a sharp increase (Ofgem, 2022).
- Worldwide demand for home energy management is estimated to exceed USD 150 billion by 2030 (Grand View Research, 2022).
- Sustainability, automation and cost-saving technologies are also among the priorities of consumers, all of which are directly fulfilled by GridHome.



Segmentation

Demographic

- Middle and high-income families, mostly homeowners (30-60 years old), EV owners or people with environmental awareness, to invest in long-term savings.

Geographic

- High electricity tariffs in urban and suburban areas in the UK and the EU, and the US and the increasing use of rooftop solar.

Psychographic

- Customers who believe in the technological ease, sustainability, control over energy consumption and long-term price predictability (Energy Policy Journal, 2022).

Marketing Mix

Product:

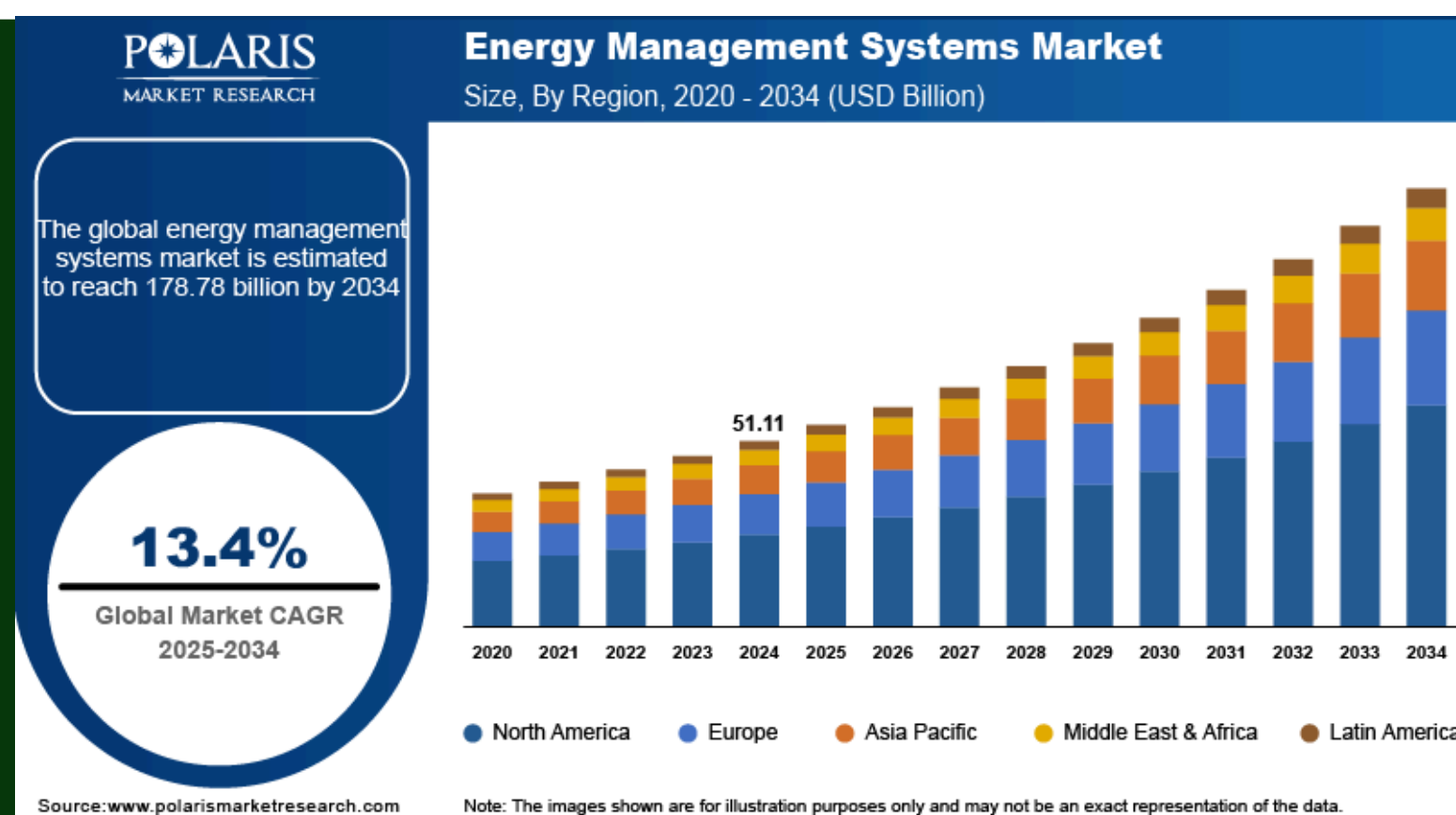
- GridHome package that includes an addition of Powerwall-compatible storage, solar control functionality, EV-charging optimisation, smart meter integration, and monitoring and automation using one mobile interface.

Promotion:

- Advertising will be done based on financial-saving evidence (e.g., actual-bill savings), customer reviews, outage-insurance storeys, and sustainability communications using digital advertising, Tesla app, and utility-partner distribution.

Conclusion

GridHome is a timely solution to the escalating energy issues and rising move towards smart-home and renewable technologies. The idea further consolidates the presence of Tesla in the residential energy industry by offering homes an affordable, smart, and reliable system for regulating power consumption.



Global Energy Management Systems Market Forecast (2022-2032) Polaris Market Research (2025)

References

1. **Grand View Research (2022)** *Energy Management Systems Market Size Report 2022-2030*. Grand View Research, San Francisco.
2. **Ofgem (2022)** *Energy Price Cap - April 2022 Update*. Office of Gas and Electricity Markets, UK Government.
3. **Tesla (2024)** *Energy Generation and Storage: Q2 2024 Update Report*. Tesla Inc.
4. **IEA (2023)** *Europe's Energy Crisis Review*. International Energy Agency.
5. **Polaris Market Research (2025)** *Global Energy Management Systems Market Forecast 2022-2032*. Polaris Market Research.
6. **Energy Policy Journal (2022)** 'Consumer adoption behaviour of home energy management systems', *Energy Policy*, 165, pp. 1-12.