

EIPGRID'S ENERGY INTELLIGENCE MASCOT

Meet mOOm

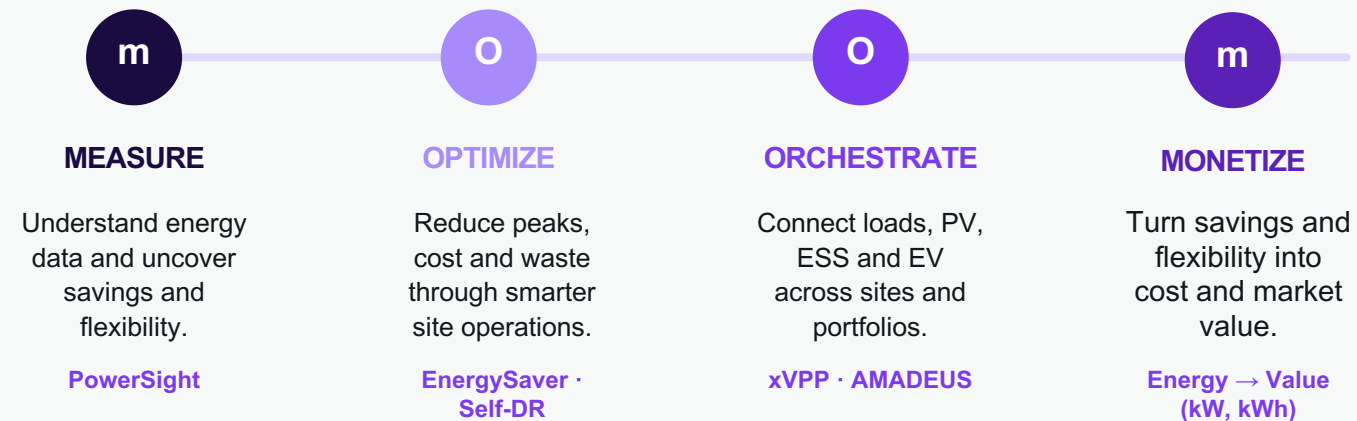
Pronounced "moom" /mu:m/

**Smarter Energy,
Woven Together.**

MORE THAN A MASCOT

One character. One integrated energy story.

mOOm gives a friendly face to EIPGrid's journey—from understanding energy data to optimizing operations, connecting distributed resources, and creating measurable economic value.



THE mOOm STORY

From one site to communities, VPPs and the grid.

Like a spider weaving from point to point, mOOm connects energy resources into one flexible network—turning insight into action, and flexibility into value.

mOOm weaves energy into value.

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