

# Case Study: Edison International Growth & Innovation

**Context:** Edison International, with \$13B in revenues and 12,500 employees, is the holding company for Southern California Edison, one of the largest U.S. investor-owned utilities, and non-regulated Edison Energy. Facing rapid change of its core business, the company looked to establish a function to identify opportunities for growth, add value to the core business and provide insights on technology and business model innovation

## Approach

- Clareo advised Edison's on organization design, governance, funding and process for the new function and included applying FastPath as G&I's approach
- Clareo led Insight Programs for both Transportation Electrification and Wildfire Mitigation, gathering industry and technology experts to identify new opportunities for growth and new ideas for the core utility
- Clareo advised Edison on development of new growth concepts for Transportation Electrification and the strategy and approach for minority investments in energy tech startups
- Clareo was an external advisor to the Growth & Innovation Board – included the CEO and other ELT members from EIX and SCE



## Results

- The Insight Program for Transportation Electrification and Wildfires led to a portfolio of high value opportunities that were pursued and investigated and resulted in several minority investments that's support key opportunities
- MVP on ways to help consumers with EVs resulted in e.g. <https://cars.sce.com/>