



Otovo USA Launches with \$4+ Million in Funding to Create an AI-Driven Home Energy “Power Partner” for American Homeowners

Led by energy pioneer John Berger, Otovo USA is introducing a better home power service to ensure Americans stay powered efficiently, intelligently and continuously

Houston, TX, September 8, 2025 — Clean-energy innovator William J. “John” Berger today announced the formation of a new U.S. home energy service company, [Otovo USA](#), which successfully raised more than \$4 million in initial funding, led by EIC Rose Rock. As founding Chief Executive Officer, Berger is introducing a simple, customer-first home power offering that brings together three essential energy services – retail, service, and trading – into one integrated solution for homeowners. Otovo USA is partnering with Otovo, a European leader in residential power.

Otovo USA’s service offering is now available in the Texas market and will soon expand across America. Otovo’s services will incorporate solar systems, batteries, standby generators, EV chargers, load managers, and other power generation and management systems.

“Otovo USA is here to help the millions of Americans with home energy services that are fed up with the complexities of warranties, juggling multiple vendors, and long repair times,” said John Berger, CEO of Otovo USA. “Otovo is a European leader in residential power and we’re combining its deep operating expertise with a new AI-based platform to deliver one simple, always-on service that optimizes the equipment customers already own. With millions of U.S. home solar systems, batteries, and EV chargers, there is a vast market of home energy consumers that need better service. Otovo USA is bringing customers what they really need: reliable power and a single partner accountable for keeping it up and running. It’s your power, backed by ours.”

Endurance™, a proprietary cutting-edge AI platform, is the backbone of a unique optimization and rapid-response service system that actively supports and provides Otovo’s services. Endurance continuously monitors, maintains, and optimizes every behind-the-meter power asset a homeowner already owns – including rooftop solar, batteries, standby generators, and EV chargers – so the home runs on the cleanest, most reliable, and most cost-effective power available. Endurance automates diagnostics, schedules maintenance, and optimizes when homes produce, store, or draw power – boosting uptime and reducing bills.



Otovo USA's service offering is now available in the Texas market

“For nearly a decade we’ve helped homeowners across 13 European countries go solar through Otovo’s marketplace model,” said Andreas Thorsheim, Founder of Otovo. “Endurance™ delivers AI-driven care, debuting in the Texas market, home to 3.9 million credit-qualified single-family homes. Soon we will scale up to service the 26 million homes with power generation and management assets already in place across the United States and Europe.”

“Otovo USA’s innovative AI-based service model will transform and greatly improve the residential solar and home power services industry by providing exceptional service and value at a lower cost,” said George Coyle, a Managing Partner at Energy Innovation Capital (EIC). “We are excited to support growth at Otovo as they build out the business across the United States.”

William “John” Berger has spent his career founding and building companies in the electric power industry, with a particular emphasis on supporting competitive markets to drive the future of energy. In 2006, John founded solar contractor Standard Renewable Energy, one of the first companies to bring solar technology to American homes and businesses. John then went on to found SunCap Financial, a residential solar service company. In 2012, John founded Sunnova

Energy International and created one of the world's largest behind-the-meter energy services companies across the Americas.

Otovo USA offers a membership model that simplifies procurement and support, provides proactive maintenance, and uses trading capabilities to align household consumption and storage with market conditions.

About Otovo USA

Otovo USA is building the backbone of a resilient energy future. We make home energy systems work by closing the reliability gap – combining real-time equipment monitoring, rapid repairs, dependable power supply, and grid rewards into a single, seamless service. Our all-in-one power partner model unites retail electricity, energy service (O&M), and grid trading through a cloud-connected Virtual Power Plant, giving customers power they can count on and service they can trust – “Your Power, Backed by Ours.” Visit us at <https://otovo.ai/>.

#

Media Contact

Matt Dallas
917-363-1333
matt.dallas@icrinc.com