

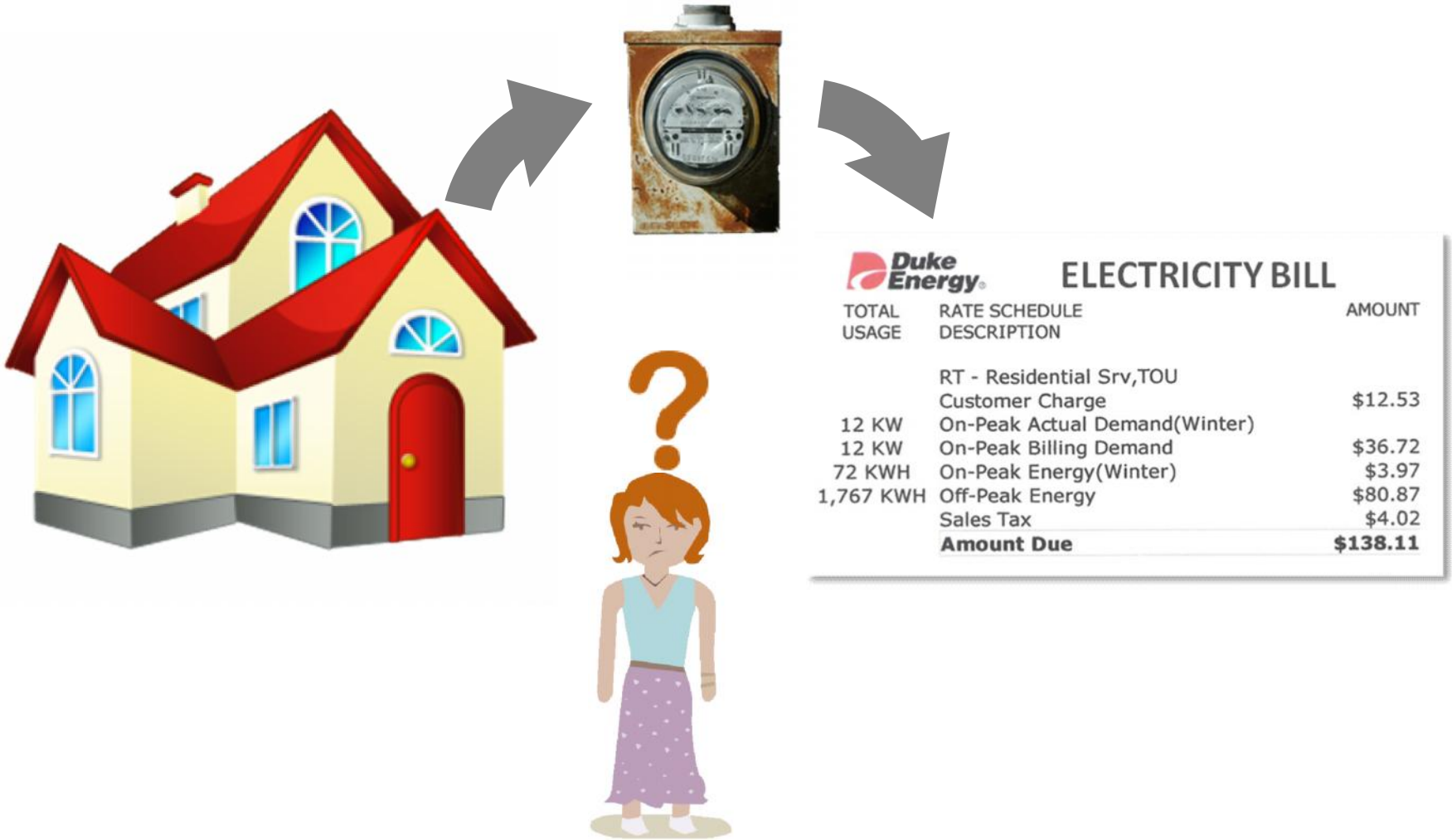


Investor Pitch

Founder / CEO: Luke Fishback
Chief Scientist: John Cunningham
Software Developer: Zachary Dwiell

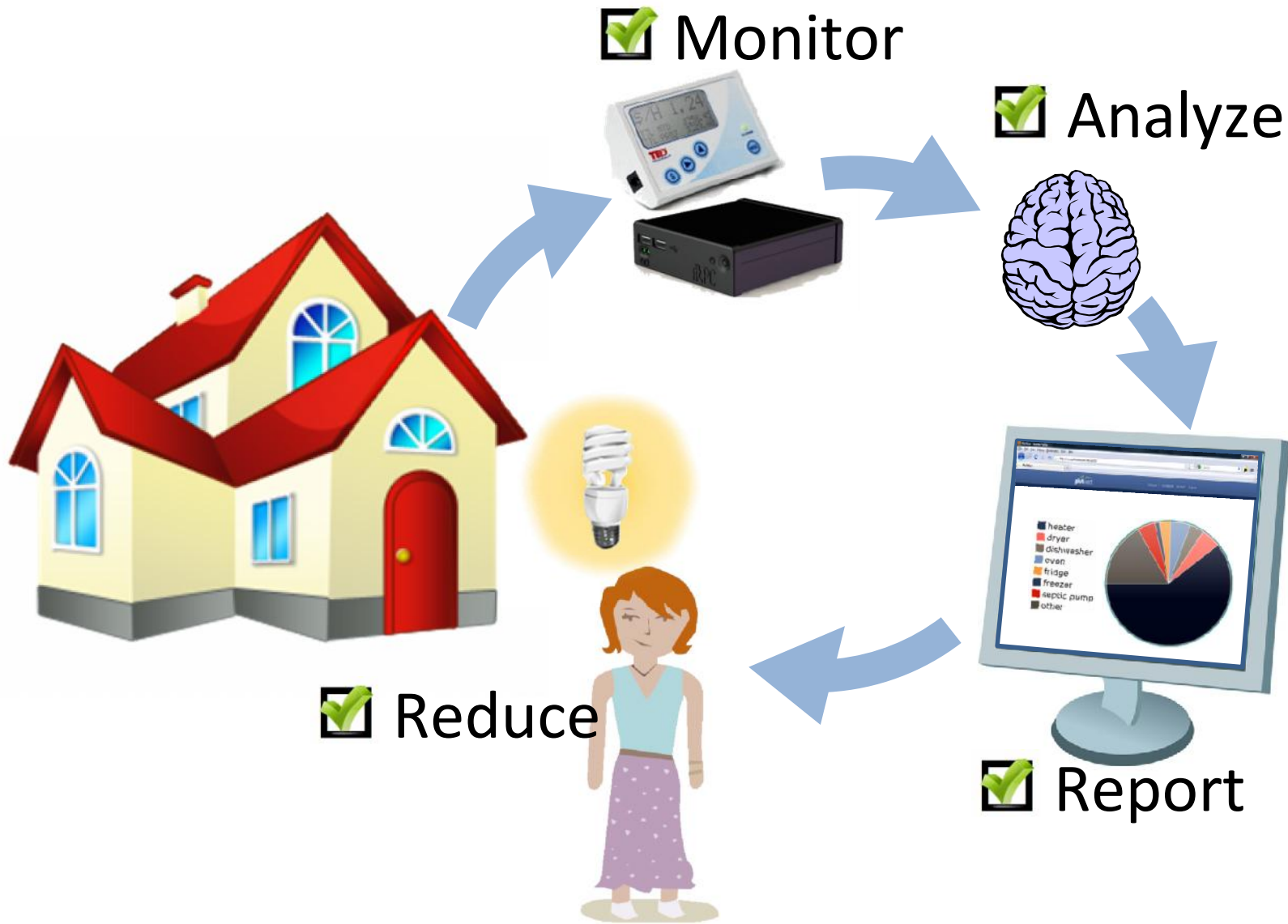


Americans want to use less energy, but monthly electric bills provide inadequate guidance.



The diagram illustrates the flow of information from a house to an electric meter, and then to a woman who is confused by her electricity bill. The woman has a large question mark above her head, indicating her lack of understanding of the bill's details.

Duke Energy		ELECTRICITY BILL	
TOTAL USAGE	RATE SCHEDULE DESCRIPTION		AMOUNT
	RT - Residential Srv,TOU		
	Customer Charge		\$12.53
12 KW	On-Peak Actual Demand(Winter)		
12 KW	On-Peak Billing Demand		\$36.72
72 KWH	On-Peak Energy(Winter)		\$3.97
1,767 KWH	Off-Peak Energy		\$80.87
	Sales Tax		\$4.02
	Amount Due		\$138.11



0.98 kw

Last read: Thursday 11:44am

Energy Usage at a Glance

Current view: Daily

Last login: 2010-01-20 17:35:45 -0500

GETTING STARTED

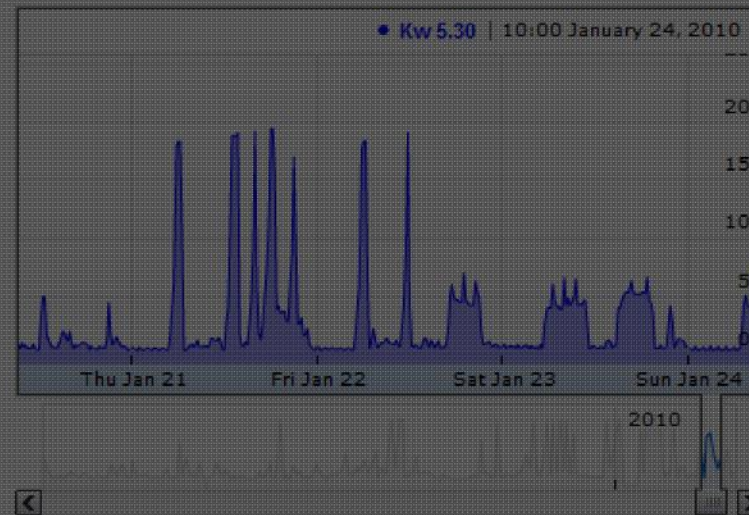
Dragging the slider at the bottom of the Energy Timeline allows you to look at energy usage from other time periods.

[read more](#)

Energy Cost

Always On	\$3.14
Refrigeration	\$1.58
Dishwasher	\$1.87
Dryer	\$2.32
Heating	\$15.66
Oven	\$0.86
Total	\$25.43

Energy Timeline [download selected data](#)



Low Hanging Fruit

THERMOSTAT

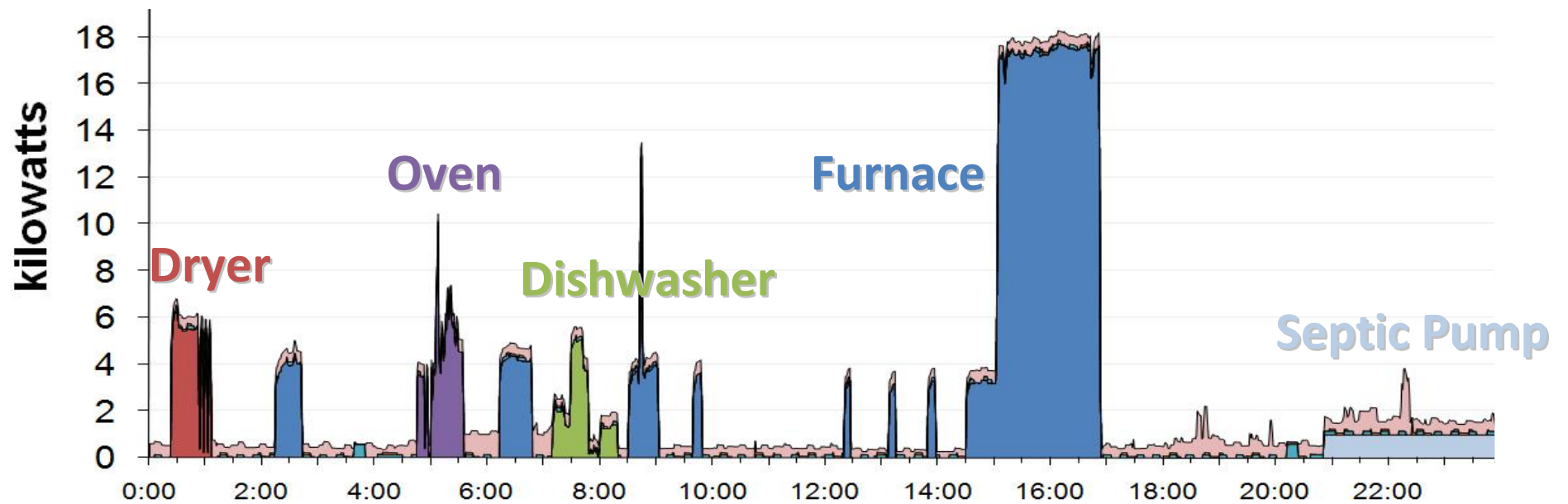
Tuning down your thermostat by 1 degree will save you \$1.20 tomorrow and approximately \$40 over the next month.

BASELOAD

Your baseload (always-on appliances) has risen over the last few days. If unchanged, this will add \$15 per month to your electricity bill.

[learn more](#)


1. Disaggregation of smart meter data




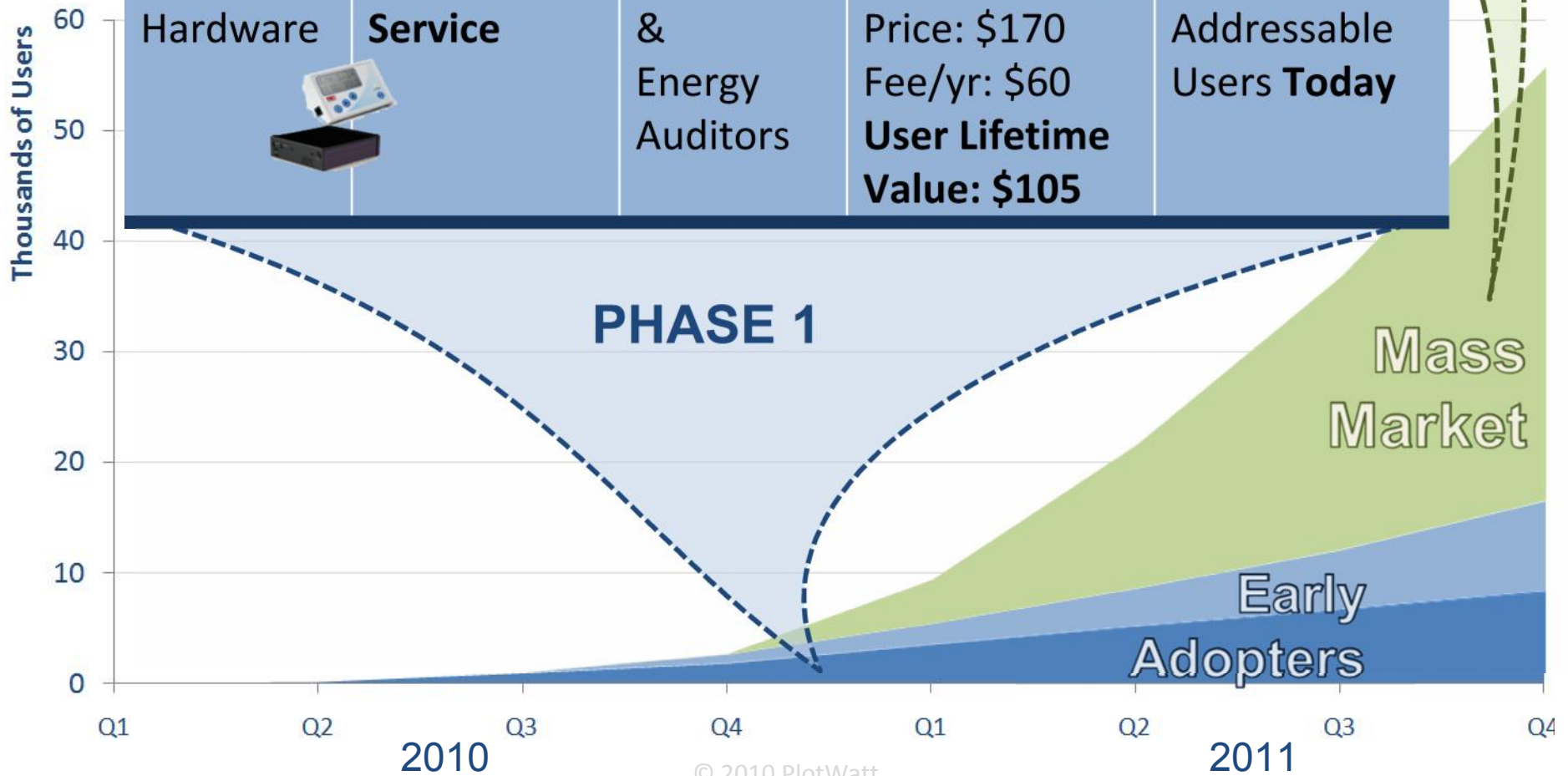
2. Platform (Hardware and Software)



**For \$5/month, we will show you
how to cut your electric bill in half.**

Data	Product	Customer	Economics	Market
"Smart Grid" Partners 	Subscription Service	Advanced Metered Homes	COGS: (\$30) Fee/yr: \$60 User Lifetime Value: \$85	10MM Addressable Users in 5 years

PlotWatt Hardware 	Hardware & Service	Ecogeeks & Energy Auditors	COGS: (\$180) Price: \$170 Fee/yr: \$60 User Lifetime Value: \$105	500K Addressable Users Today
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System Engineer / CEO – Luke Fishback

- Leadership Development Program – Lockheed Space Systems
- MEM, BSME, BA - Dartmouth

Web Developer / CTO – Zach Dwiell

- Inventor of the EnerJar, an award-winning DIY energy monitor
- BS CS – Washington University

Algorithm Developer – John Cunningham

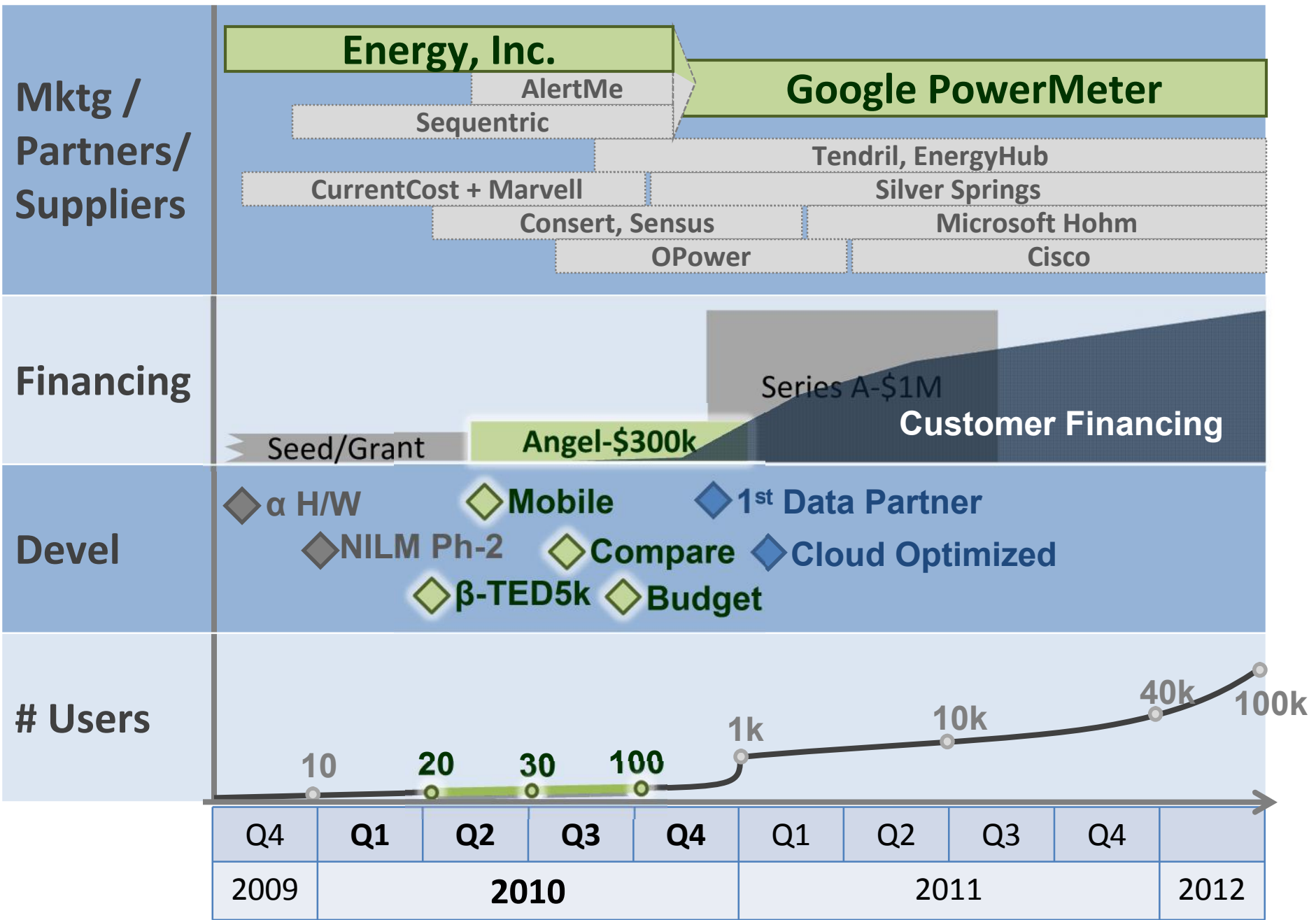
- Stanford EE PhD in machine learning, signal processing
- Former Morgan Stanley Tech M&A Banker

Rest of the Team

- Googler, Duke MBA – Web Marketing
- Kauffman Foundation VP of Entrepreneurship

- GA Tech CS PhD – Social Networking
- California Center for Sustainable Energy Director





Already Viewed

Americans want to use less energy, but monthly electric bills provide inadequate guidance.

1. Disaggregation of smart meter data

2. Platform (Hardware and Software)

Data	Product	Customer	Economics	Market
Star Grid Partner	Advanced Meter	Residential	Cost: \$140 Furnace: \$40 User Lifetime Value: \$65	EVSE Addressable Users: 5 years
Hardware	Hardware Service	Energy Auditors	Price: \$170 Furnace: \$60 User Lifetime Value: \$85	EVSE Addressable Users Today

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Additional Material

Technology
Today
Approach
Pie Comparison

Market
Partnership
Opportunities
Competition
Market Research
Big Early Market

Economics
Projections
Unit Economics
Other
Who Cares?