



Retroficiency

THE BUILDING EFFICIENCY INTELLIGENCE COMPANY





GREENHOUSE GASES ARE APPROACHING IRREVERSIBLE LEVELS. EXISTING BUILDINGS ARE A HUGE CULPRIT AS THEY ARE RESPONSIBLE FOR 40% OF ALL ENERGY CONSUMED AND 30-50% OF THAT IS ROUTINELY WASTED.



WHILE ENERGY EFFICIENCY IS THE MOST COST EFFECTIVE PATH, WE STILL USE A **BUILDING BY BUILDING MANUAL APPROACH** TO EVALUATE OPPORTUNITIES AND DRIVE SAVINGS

PLATFORM TO TARGET THE BEST PROSPECTS, ENGAGE CUSTOMERS, DELIVER SAVINGS, AND TRACK PROJECTS

BUILDING EFFICIENCY INTELLIGENCE PLATFORM

Generic Utility

Customer Name: [Redacted]
Address 1: [Redacted]
Address 2: [Redacted]
City, State ZIP Code: [Redacted]
Call today to learn more

SAVE UP TO \$56,000 ON YOUR BUILDING'S ANNUAL ELECTRIC BILL

323 First Street, Jackson, Michigan
Analysis: December 2012-December 2013

ANNUAL ELECTRICITY SPEND		ANNUAL SAVINGS POTENTIAL	
CURRENT	\$190,000	30%	OF \$56,000
TARGET	\$134,000		

CURRENT
Based on energy data gathered from your building during the previous 12 months

TARGET
Based on a detailed analysis of your building's optimal energy use

Customer Energy wants to help you save energy and money. Based on utility data from the past year, we have identified savings potential for your building. This report is specific to your building. Our customized analysis takes into account factors such as

CALL OR EMAIL TO START SAVING TODAY

VIRTUAL ENERGY ASSESSMENT

Package Comparison

	Total Annual Savings*	Installed Cost	Simple Payback Period	CO2E Reduction	Annual Energy Savings
Short Term	\$225,840	\$471,096	1.9	18%	21%
Mid Term	\$371,824	\$1,824,864	4.9	36%	29%
Long Term	\$443,216	\$5,815,092	13.1	30%	32%
Additional ECMs**	\$73,958	\$273,097	3.7	1%	1%

*Total savings also includes annual and non-annual O&M.
**Totals represent sum that could be overstated as interactive effects not considered.

Performance Metrics Energy Intensity Cost Energy Star CO2

This is the current and proposed ENERGY STAR ratings for the building. The number shows the % of buildings that it outperforms for energy.

Package ECMs & Performance Summary

Office: Upgrade to new Super T8 fluorescent lighting with electronic ballasts

Decrease heating set points to 70 degrees when occupied and to 62 when unoccupied in accordance with ASHRAE standards

Install occupancy sensors to control lighting in Office

Install air side economizer control with dry bulb chgover control

CO2 Reduction:	1,529 tons	kW Reduction:	19%
Energy Star Increase:	32 points	kWh Reduction:	2,046,164
Cost Reduction:	24%	Therm Reduction:	62,053

Consumption By System % of Total Units

The chart shows the current and proposed energy consumed by the various building systems on an annual basis.

AUTOMATED ENERGY AUDIT

Electricity (kWh)

Zoom: Day Month Year All
From: Sep 13, 2011 To: Apr 12

Legend: Predicted Actual Baseline

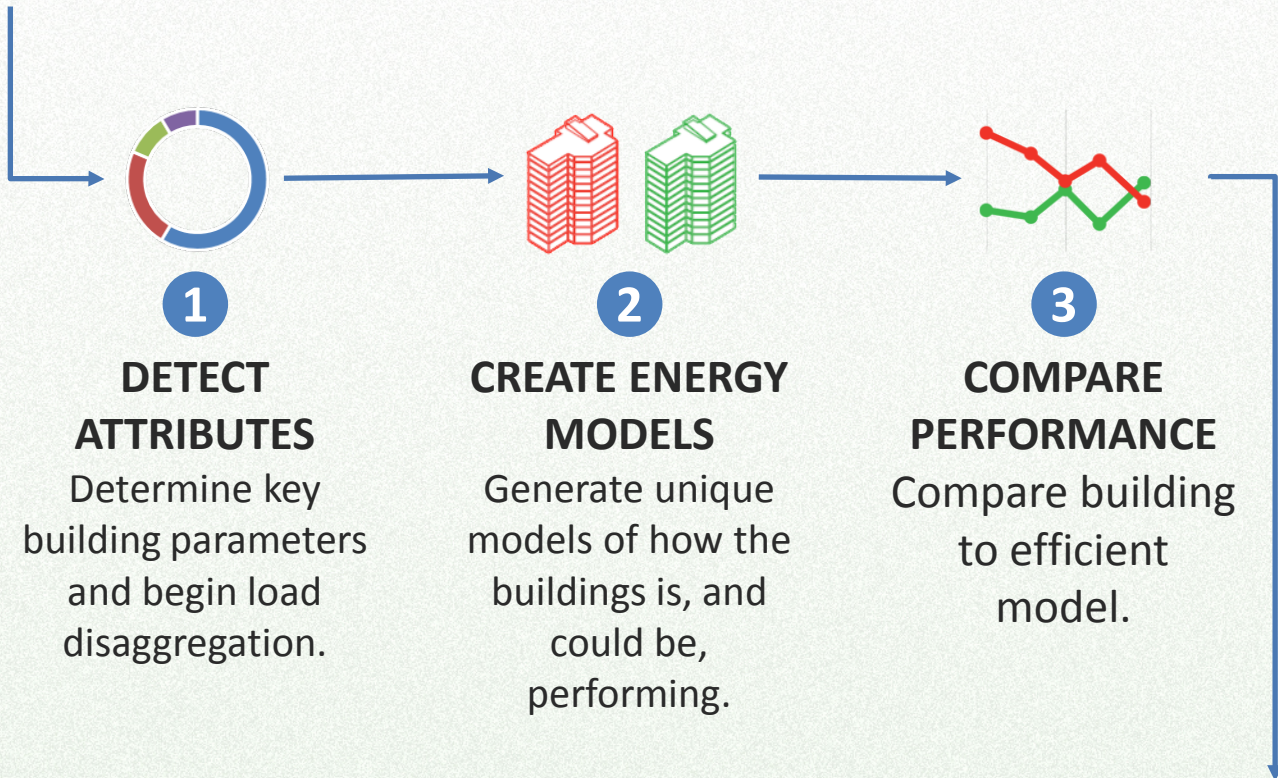
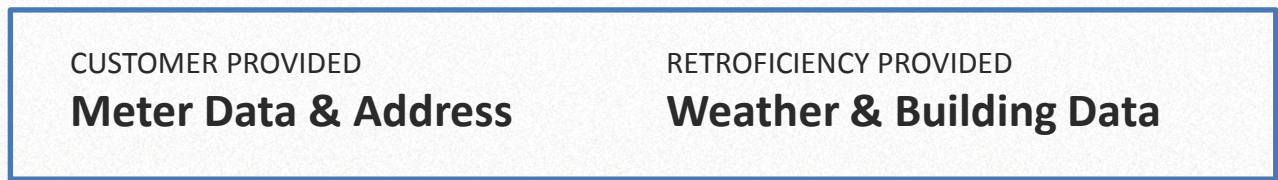
ECMs Adjustments Log Alerts

Description	Savings	Cost	Payback	CO2	Energy
Lights: Upgrade to new 0.35-watt electronic ballast with LED retrofit kits	\$1,810	\$23,413	23.2	0%	0%
Cooling: Upgrade existing air conditioning compressors to variable speed	\$95,802	\$1,346,673	4.1	2%	2%
Heating: Decrease heating set points to 70 degrees when occupied and to 62 when unoccupied in accordance with ASHRAE standards	\$118,392	\$8	0	2%	2%
Hot Water: Replace existing domestic water heater with condensing gas boiler	\$3,882	\$27,531	7.1	0%	0%

EFFICIENCY TRACK



BIG DATA
+
PROPRIETARY ANALYTICS
=
MASS DISRUPTION



ENERGY EFFICIENCY INTELLIGENCE AT A SPEED, ACCURACY, AND LOW COST NEVER BEFORE ACHIEVABLE

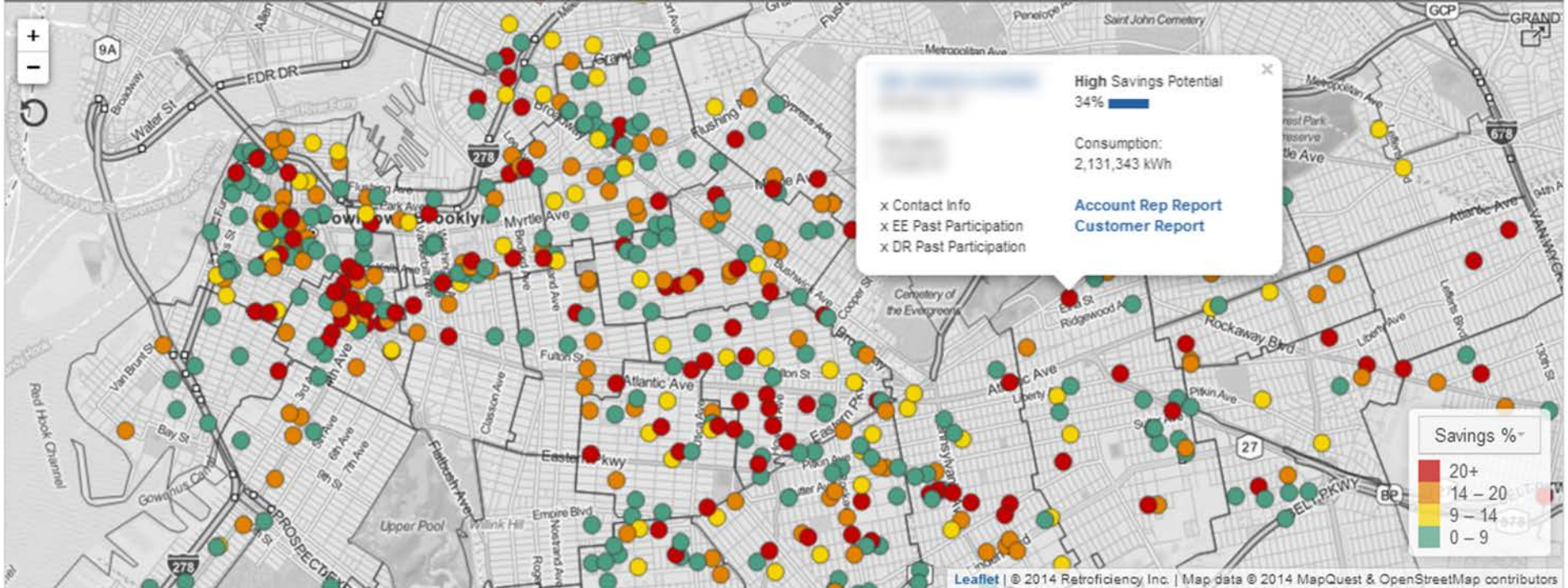
Target Buildings

Map List Stats

FILTER PORTFOLIO ▾

Bookmarked Filters ▾

	Buildings (Analyzed / Total)	Average Consumption	Average Savings
Full Portfolio	890 / 1,092	1,510,488 kWh	Medium
Currently Viewing	595 / 595	1,528,096 kWh	Medium



YOU COULD SPEND 27% LESS ON YOUR ENERGY BILL.

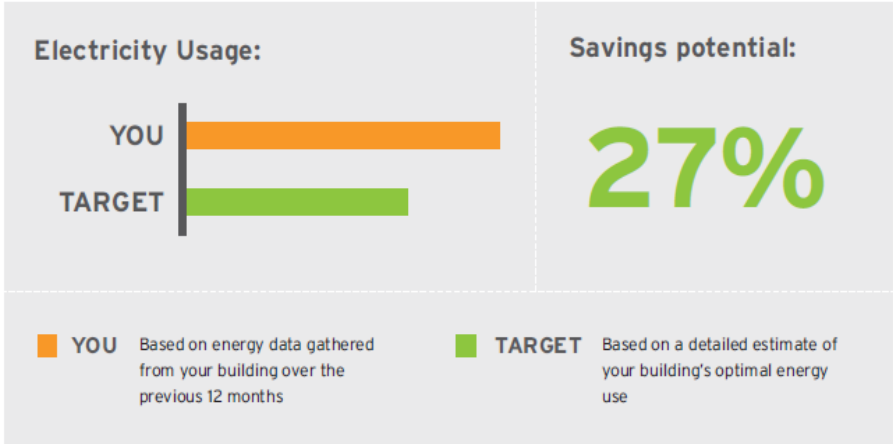
We want to help you save energy and money. Based on utility data from the past year, we have identified strong savings potential for your business. This report is specific to your business: Our calculations take into account your electricity usage, business size, and location.

So, what's the next step? Sign up for a free on-site visit from an energy expert, and we'll give you recommendations for cost-effective energy-saving upgrades, plus details on available incentives and financing options.

FIND OUT HOW:
 Call or email to schedule your free on-site visit today.
1-800-555-1234
SAVE@UTILITY.COM

123 First Street, Boston, Massachusetts

Analysis: June 2012-June 2013



UPGRADE AND SAVE:

(Only top opportunities shown)

PLUG LOADS (copiers, computers, & other office equipment)

Install tools that turn off equipment when it's not in use	You could save: 12%	Incentive: <input checked="" type="checkbox"/>
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HVAC (space conditioning systems, pumps, fans, & controls)

Optimize HVAC settings and/or upgrade equipment	You could save: 9%	Incentive: <input checked="" type="checkbox"/>
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LIGHTING (lights, fixtures, & controls)

Install more energy-efficient lights and/or improve lighting controls	You could save: 6%	Incentive: <input checked="" type="checkbox"/>
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ACT NOW:

1-800-555-1234
SAVE@UTILITY.COM

Call or email to schedule your free on-site visit today.

Package ECMs

Demand controlled ventilation

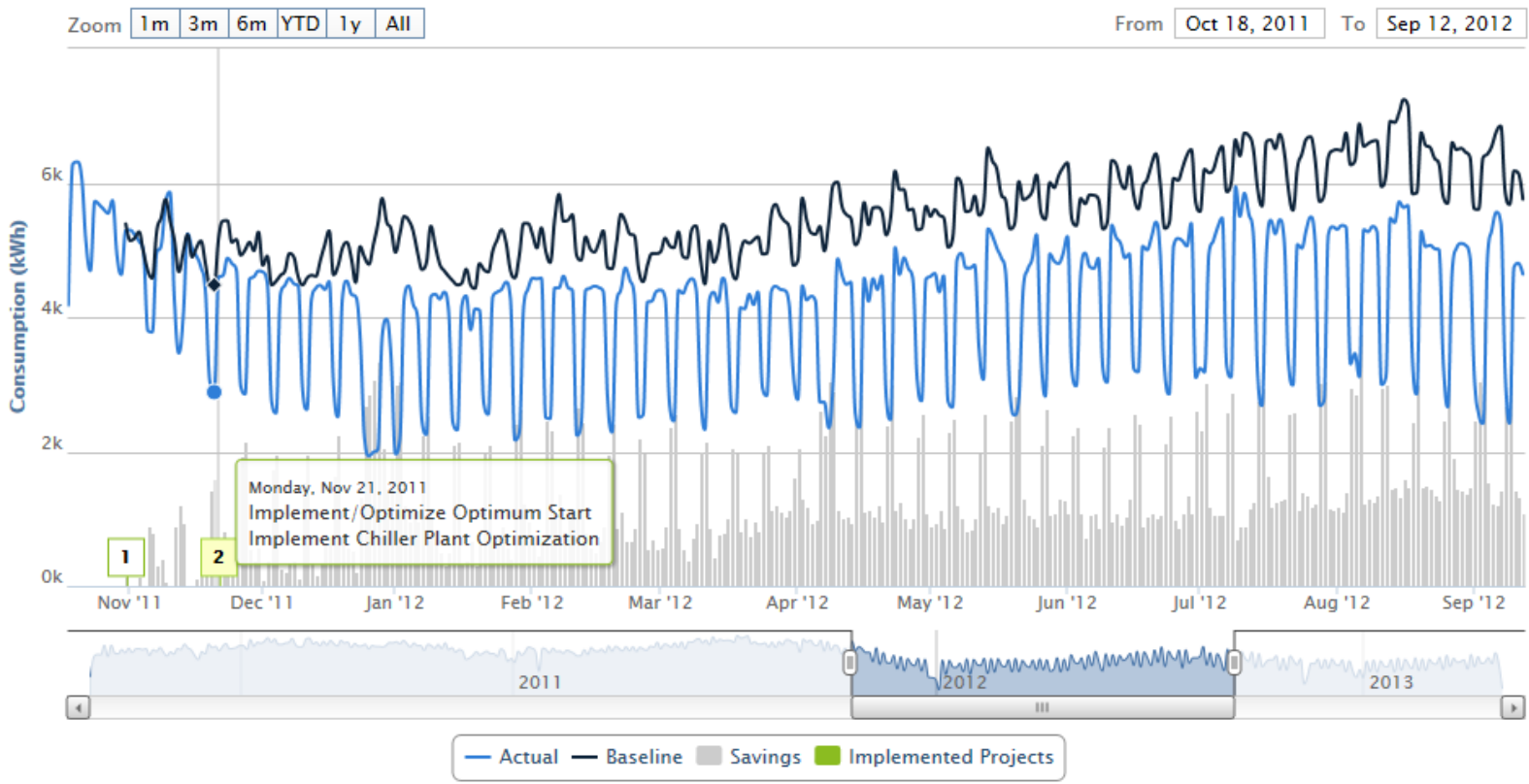
Install Cost: \$74,815.00
 Annual Savings: \$15,213.00
 Simple Payback Period: 4.9 years
 CO2 Reduction: 2%
 Energy Reduction: 3%

Demand controlled ventilation is a ventilation control strategy that varies the amount of outside air delivered to a space based on input from carbon dioxide sensors. This will provide an appropriate amount of outside air based on occupancy rather than a constant amount based on design conditions. Verify savings opportunities by measuring carbon dioxide levels over time.

Increase cooling set points to 74 degrees when occupied and to 78 when unoccupied in accordance with ASHRAE standards

Install Cost: \$0.00
 Annual Savings: \$13,799.00
 Simple Payback Period: 0.0 years
 CO2 Reduction: 1%



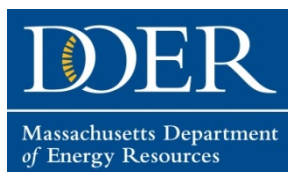


1,753,852kWh
Total Consumption

▲ 438,820kWh
Total Reduction

20%
Percent Reduction

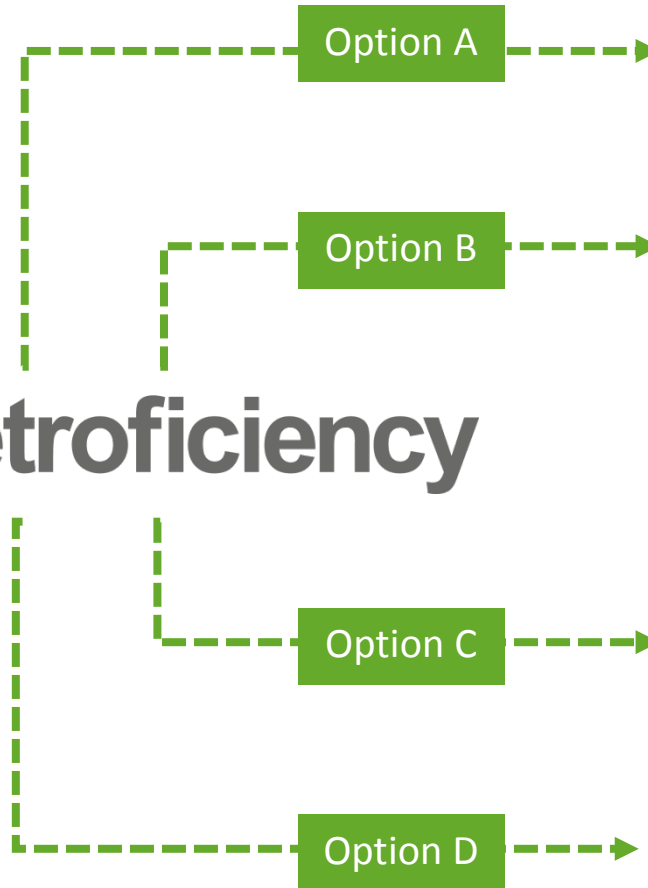
▲ 58kW
Average Reduction



Evaluated more than 2 billion square feet of space since March 2011



Retroficiency



Connect the Commercial Value Chain

Expand to Non-Commercial Segments

Layer on Distributed Energy Resource Analytics

Enable other Utility Grid Applications



One of America's Most Promising Social Entrepreneurs



America's Most Promising Companies



Utility Technology Challenge Winner



"Analogous to giving a miner a GPS and the coordinates of a gold vein"



Best Green Invention



MassTLC Innovative Energy Product of the Year



Smart Grid Startup to Watch



"Represents an innovative new entrant in the energy efficiency space"



Retroficiency's Rich Huntley named as one of the 50 Smart Grid Pioneers



Utility Technology Challenge – Pilot Program Winner



SUSTAINIA 100 Winner



American Technology Awards - Clean Tech / Green Tech Product of the Year

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