

EZ Green

An Innovative Automated Building Energy Management Solution



November 30, 2012

Team

Jason Trager – Mechanical Eng. PhD
Ryan Holtan – Haas MBA
Samir Das – Haas MBA
Tony Le Verger – Haas MBA
Yuri Yakubov – Haas MBA (Team Lead)

Scientist

Jiechao Li

PI

David Culler



FOUNDERS

Founded by two UC Berkeley Alums -
Jiechao Li and Gayathri Raghavendra in 2012

INTELLECTUAL PROPERTY

Currently working on filing a patent

CURRENT STATUS OF BUSINESS

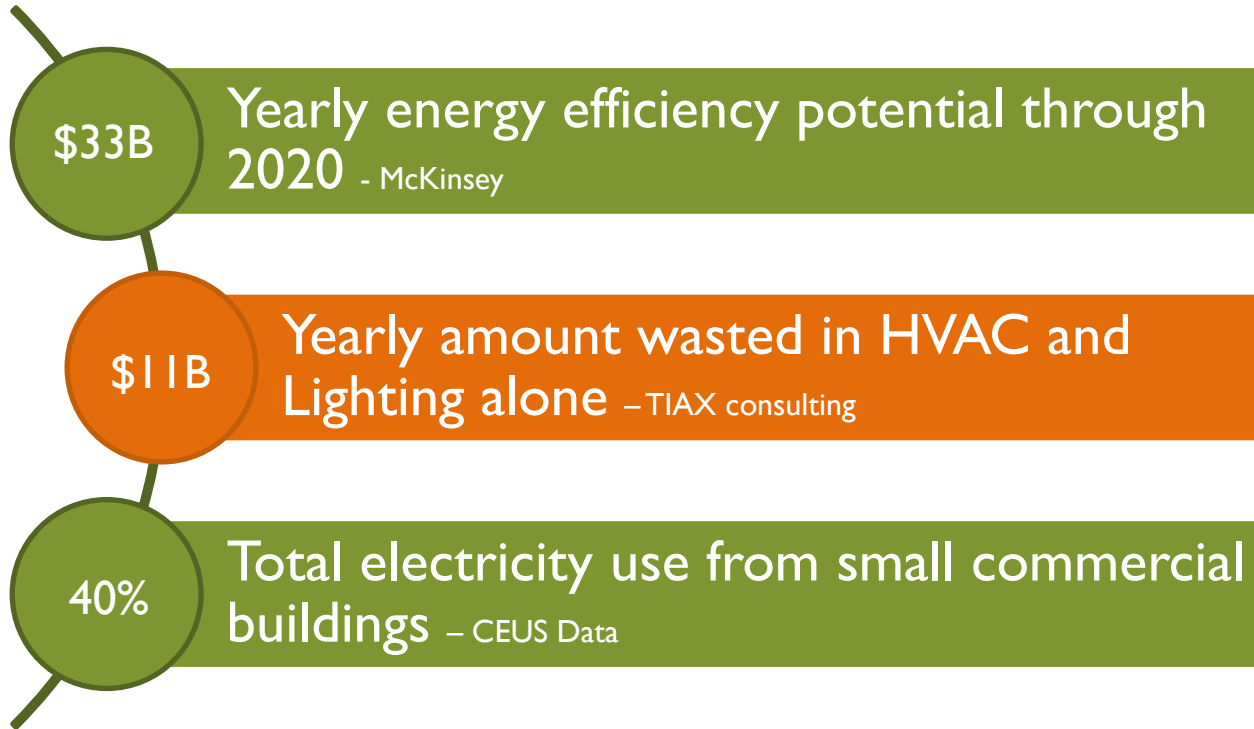
Two pilots in progress

AWARDS

Won the YUM! Global sustainability challenge
and UC Berkeley Big Ideas competition



A significant market with growing customer needs



Small Business
Key Facts



6-10% of expenses

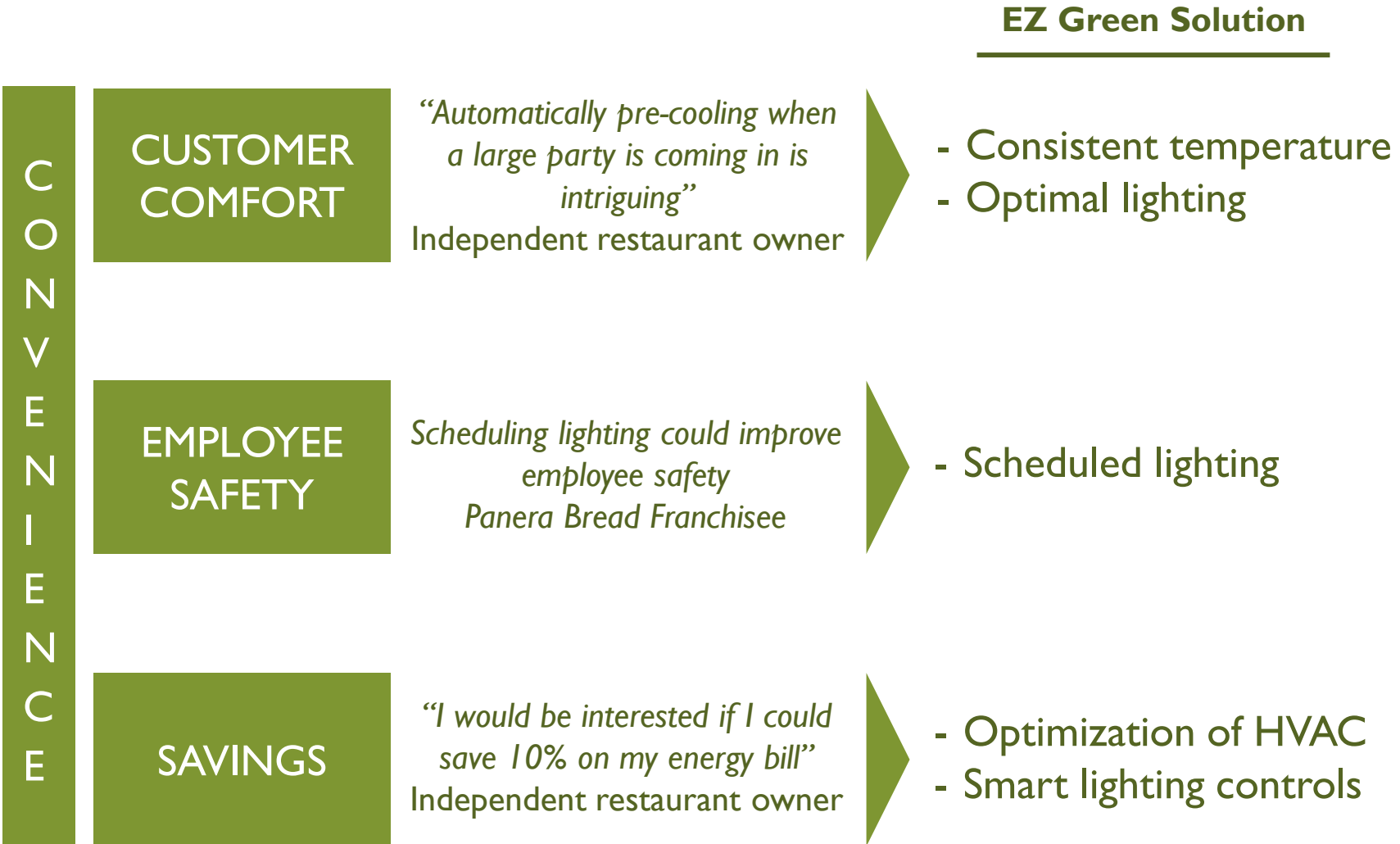
Boost profit margins

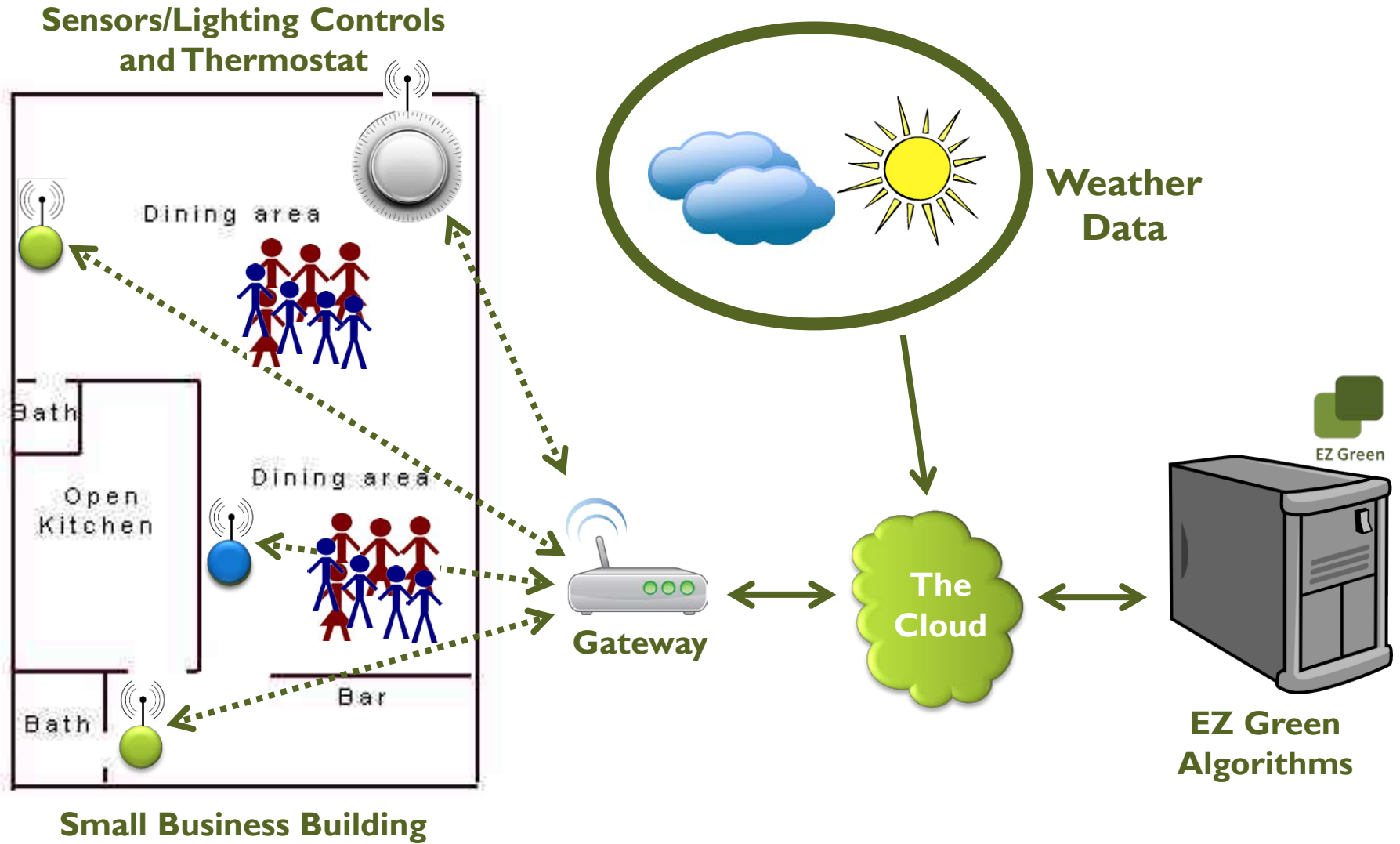
Principle/Agent problem

Need for simple solution

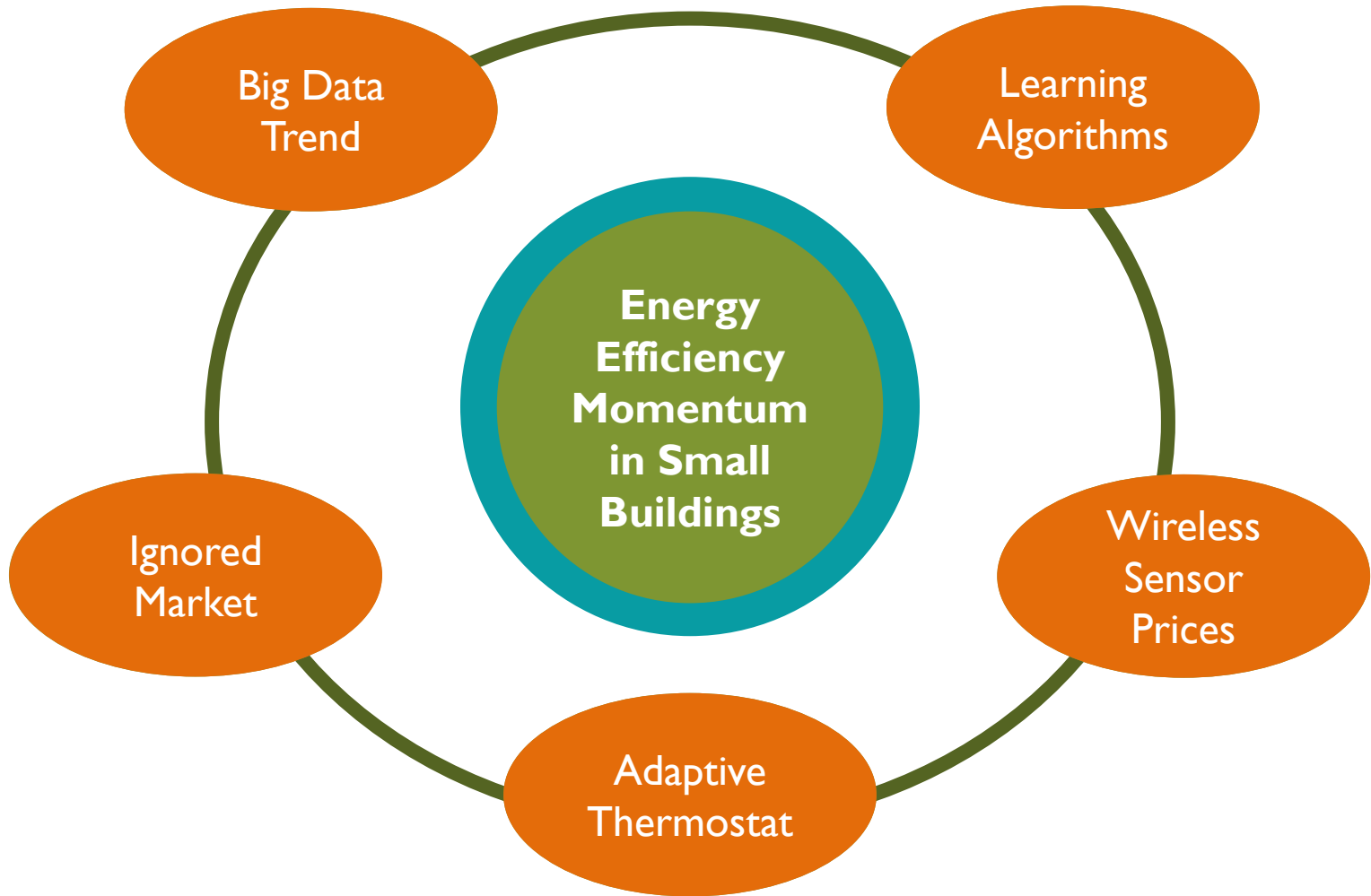


Stakeholders highlight three major concerns





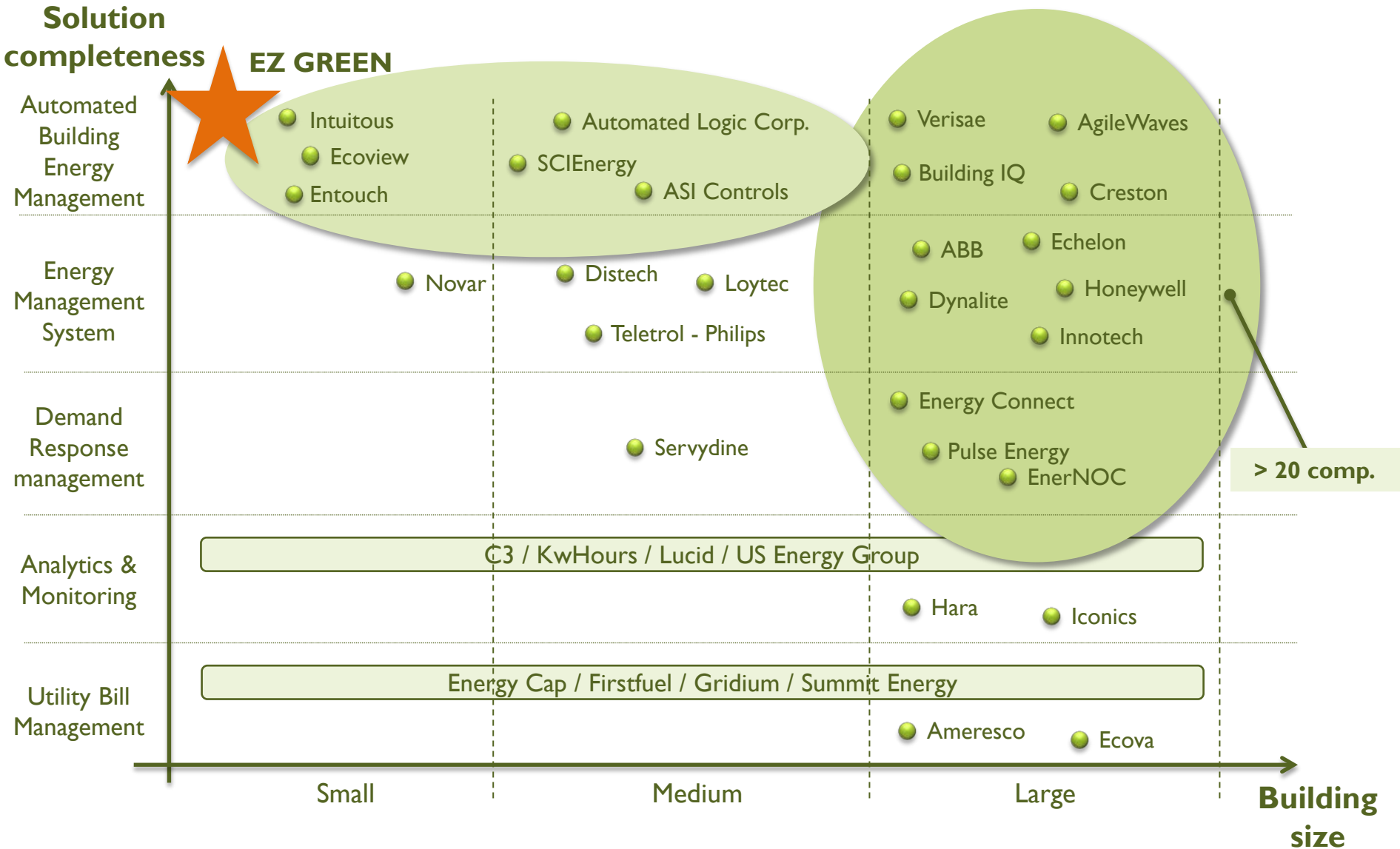
New trends push towards small commercial buildings















































EZ Green

Fragmented competition and crowded mature markets

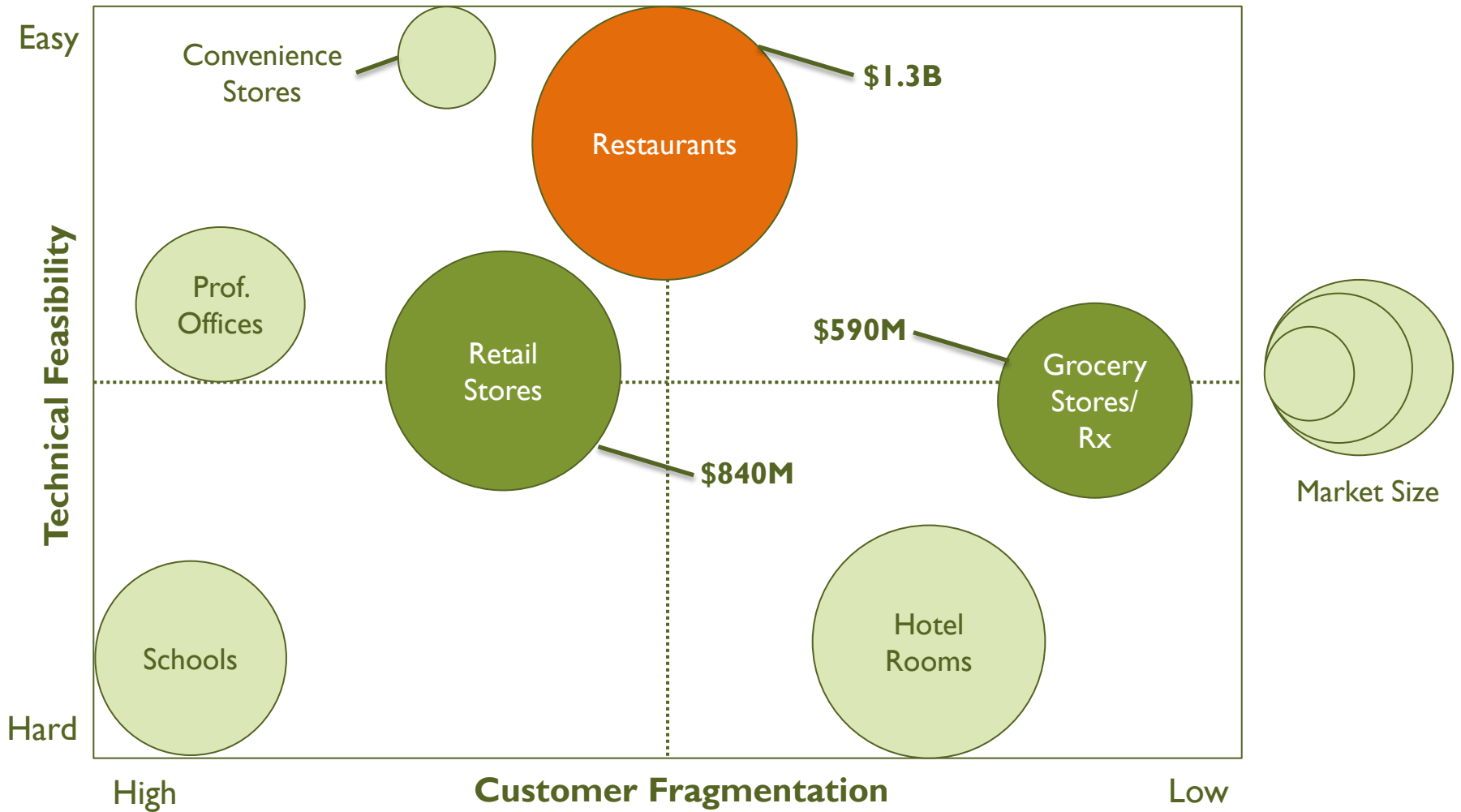


EZ Green offers technological differentiators

	 EZ Green	 EcoView™ Wallcovering	 ENTOUCH CONTROLS	 intuitious ENERGY CONSERVATION	 novar®	 Smart Therm.*
Lighting						
BMS Integration						
Multisite Capability						
Real Time Optimization						
Wireless						
Remote Management						

(*) includes companies such as Nest, Ecobee, Tendril

Three significant sub-markets are the initial targets



Taco Bell franchise group: a case study



Background:

- The group owns 13 West Coast stores
- Avg. revenue per store is \$1 million
- Energy bill is 3rd biggest cost at **8% of sales or \$80,000 per store**

Predicted Results:

- Reducing energy use by 15% results in a **\$12,000 per store annual savings**
- The franchise group **saves \$156,000 a year on energy** by using our system
- System **payback in as little as 4 months**

Across all Taco Bell Stores in the US = **\$70 million/year**

What it means for EZ Green: unit economics



EZG Economics Per Taco Bell Store:

Revenue	
Equipment Sales	\$2,500
Energy Savings Share	\$3,600
Year 1 Revenue	\$6,100
Year 2+ Revenue	\$3,600
Costs	
Equipment/Installation	\$2,000
Acquisition Costs	\$3,010
IT and Maintenance	\$290
Year 1 Cost	\$5,300
Year 2+ Cost	\$290
Gross Profit	
Year 1 Profit	\$800
Year 2+ Profit	\$3,310



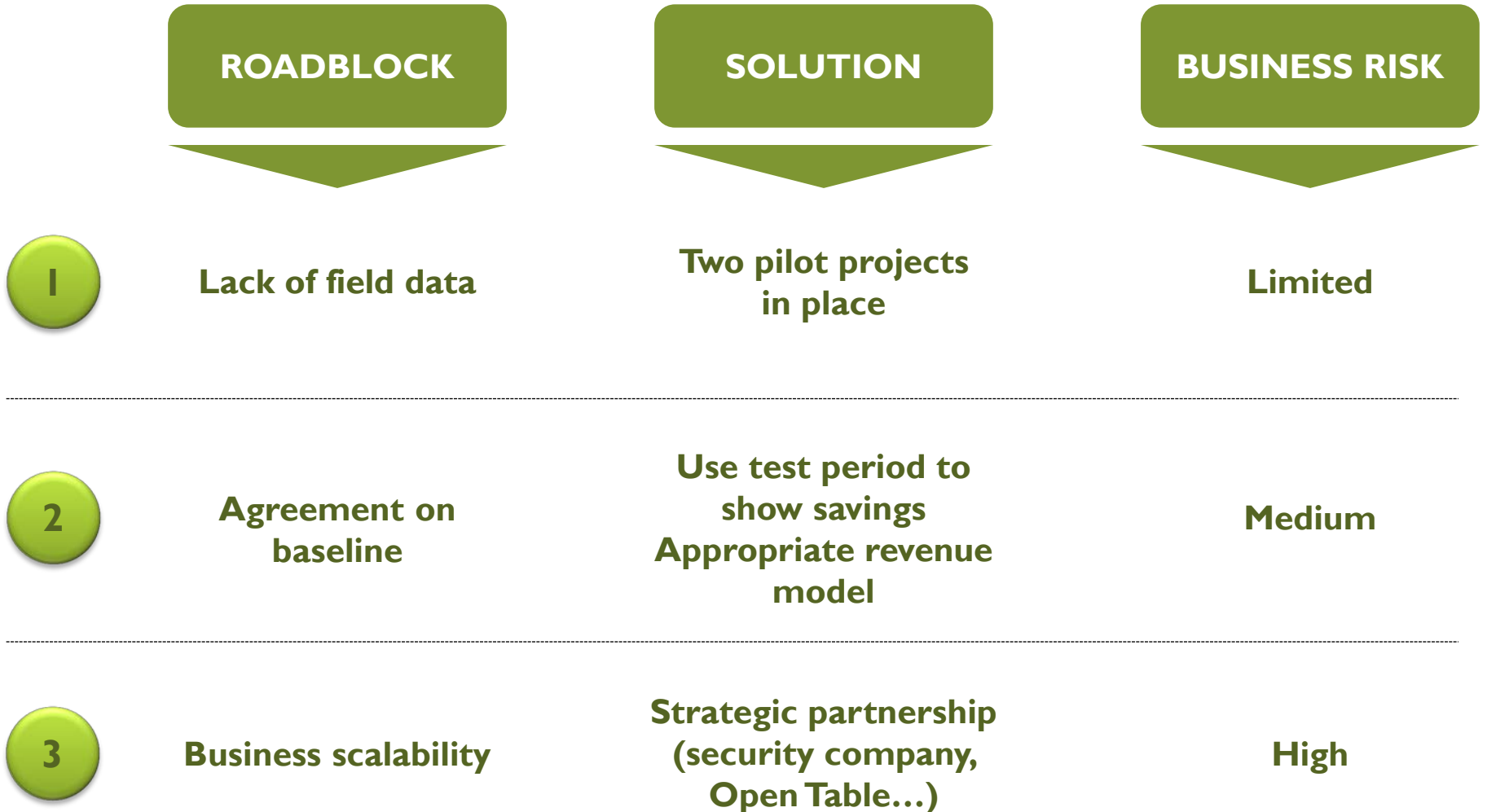
13 stores

EZG Economics for Franchise:

Revenue	
Year 1 Revenue	\$79,300
Year 2+ Revenue	\$46,800
Costs	
Year 1 Cost	\$60,970
Year 2+ Cost	\$3,770
Gross Profit	
Year 1 Profit	\$18,330
Year 2+ Profit	\$43,030

* Assumes EZ Green captures 30% of savings

Challenges must be overcome to reach full scalability



A 3-year go-to-market strategy to a leading position

6 -12 months

1 – 3 years

3+ years

TARGET

Independent
restaurants

Franchise
Restaurants

Expand to retail
and grocery stores

GEOGRAPHY

California

High \$/kWh US
States

US and potentially
abroad

REVENUE MODEL

Free up-front to
customer,
Monthly fee

Full up-front costs,
Monthly fee

Bundling service with
partners

ADDITIONAL FEATURES

User friendly
interface

Multisite
capability

Enhanced features (DR,
BMS integration)

BUSINESS OBJECTIVES

Validate repeatability
of business model

Acquire significant
customers

Scale up business

Customer reach

Opportunity

Market Specific



Network of 26,000 restaurants

Access to real time occupancy can improve EE and comfort

HVAC Service Companies



Have contracts with restaurants and retail stores and 2,000+ service professionals

Ability to sell products through trusted advisors

Home Security Companies



Millions of residential and small business customers

Ability to build on to existing services

OPPORTUNITY

Large addressable market
with consumer needs

SOLUTION

Easy to implement solution
with short payback period

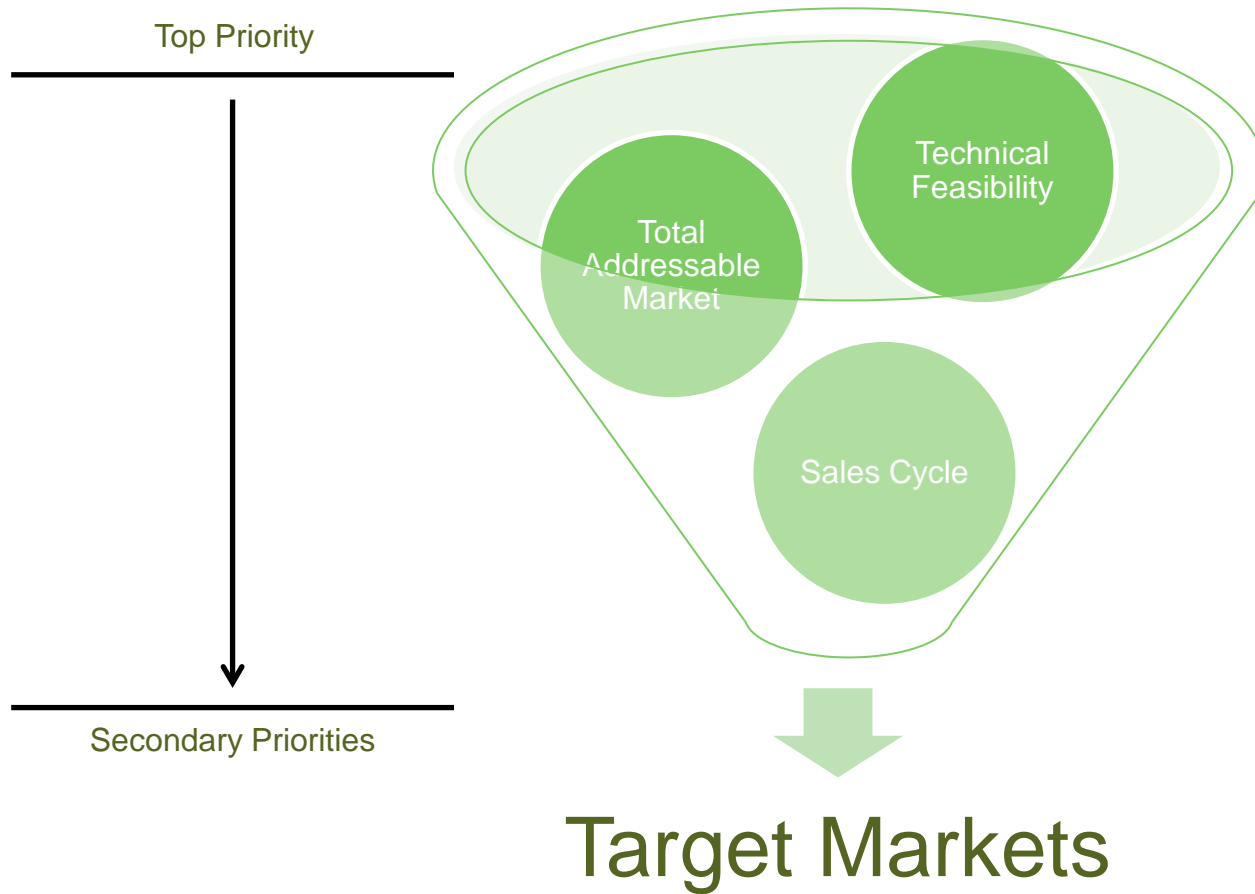
**BUSINESS
MODEL**

Focus on franchise restaurants and
channel partnerships





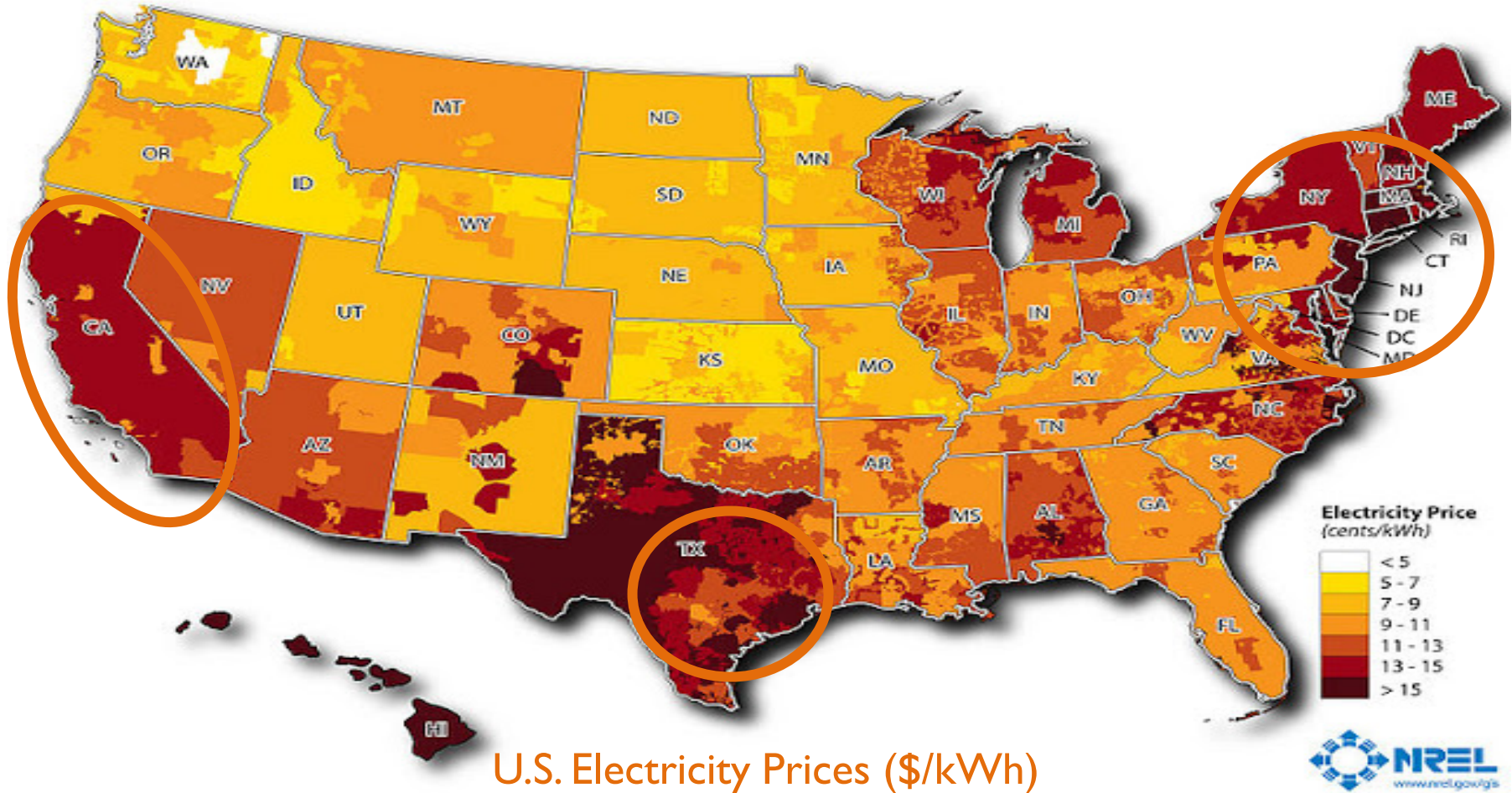
EZ Green

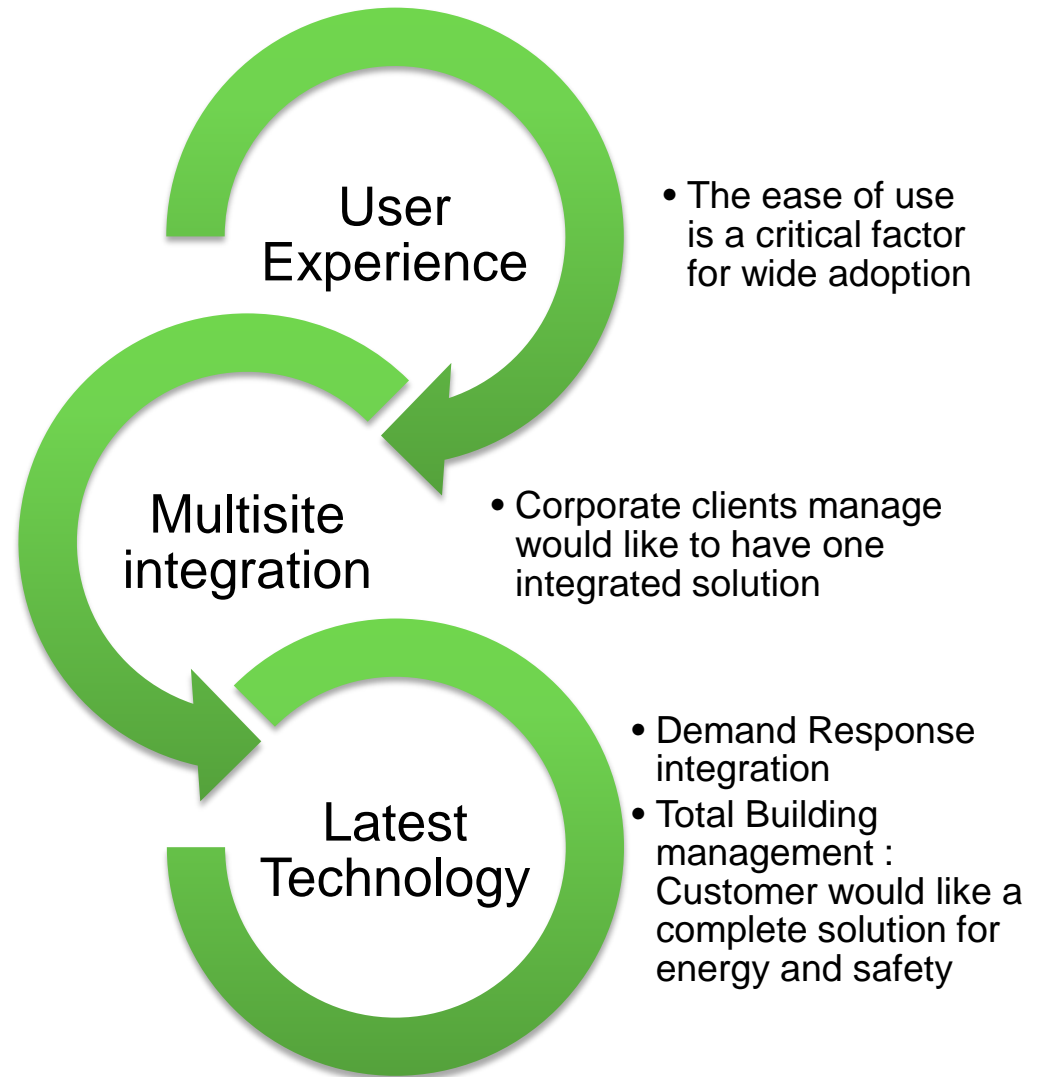


In total we used 8 different market screens

Geographical targeting must be considered for the go-to-market strategy

Criteria: (1) Rates (2) Climate (3) Population





Sustainable growth for the first 3 years before scaling up

