**Indoor Reality**

**Product**
A fast automated service for (a) energy audit (b) documentation of large commercial buildings.

**Innovation**
A human operator wearing a backpack of sensors walks through buildings capturing data to be automatically processed → energy saving measures.

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**Rapid, Automated Data Collection**

- Optical imagery
- Thermal imagery
- Laser Scans

**Cloud Processing & Energy Analytics**

- Plug loads
- Thermal air flow
- Lighting type and eff.
- Hotspot detection
- Thermal leaks
- Building profile
- Water Intrusion
- Building usage
- Asset information
- Occupancy profile

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**Attribute**

<table>
<thead>
<tr>
<th>Traditional On-site Audit</th>
<th>Indoor Reality Backpack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed</td>
<td>Days to weeks</td>
</tr>
<tr>
<td>Audit details</td>
<td>Low</td>
</tr>
<tr>
<td>Data Accuracy</td>
<td>Estimated</td>
</tr>
<tr>
<td>Repeatability</td>
<td>Low: paperclip</td>
</tr>
<tr>
<td>Skill labor</td>
<td>High</td>
</tr>
<tr>
<td>Cost (per ft²)</td>
<td>$ 0.50</td>
</tr>
</tbody>
</table>

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#FutureEnergy
**Indoor Reality**

**Business Model**
- Phase 1: IR as service provider
- Phase 2: Network of authorized service providers
- Phase 3: Sell backpack units
- Pilot projects in 2015, paid professional services in 2016

**Customers & Prospects**
- Engineering consulting firms ➔ energy audits
- Property owners and facility managers ➔ energy audits & building documentation
- Construction companies ➔ building documentation

**Marketing and Distribution**
**Distribution Strategy** Initially through value added resellers e.g. engineering firms and ESCOs, eventually direct to property managers and owners

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#FutureEnergy
Impact:
- 39% of all energy in the US is used by buildings (AMA & AIA)
- 150 bn square feet US buildings need upgrades to be compliant by 2040 (DOE)
- Retrofits generate > 45% savings in energy (Pike Research & Rockefeller Foundation)
- Retrofitting commercial buildings in US
  - Cuts (a) energy cost by $41 billion/year; (b) U.S. CO2 emissions by 10%
  - Now investing $279 billion over 10 years in energy retrofits ➔ Creates 3.3M job-years

Indoor Reality Mission Statement: Identify, assess & execute energy efficiency opportunities cost-effectively

Total Addressable Market: 35 billion square feet commercial buildings above 50k square ft; Investment grade audit on average every 10 years; $0.10 per square feet ➔ $350m/year