SCALABLE SOLUTION

DECARBONIZE YOUR HOUSE

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OPPORTUNITY

JOHN & MARY'S HOUSE

- 20 year old house
- Committed to remaining in home
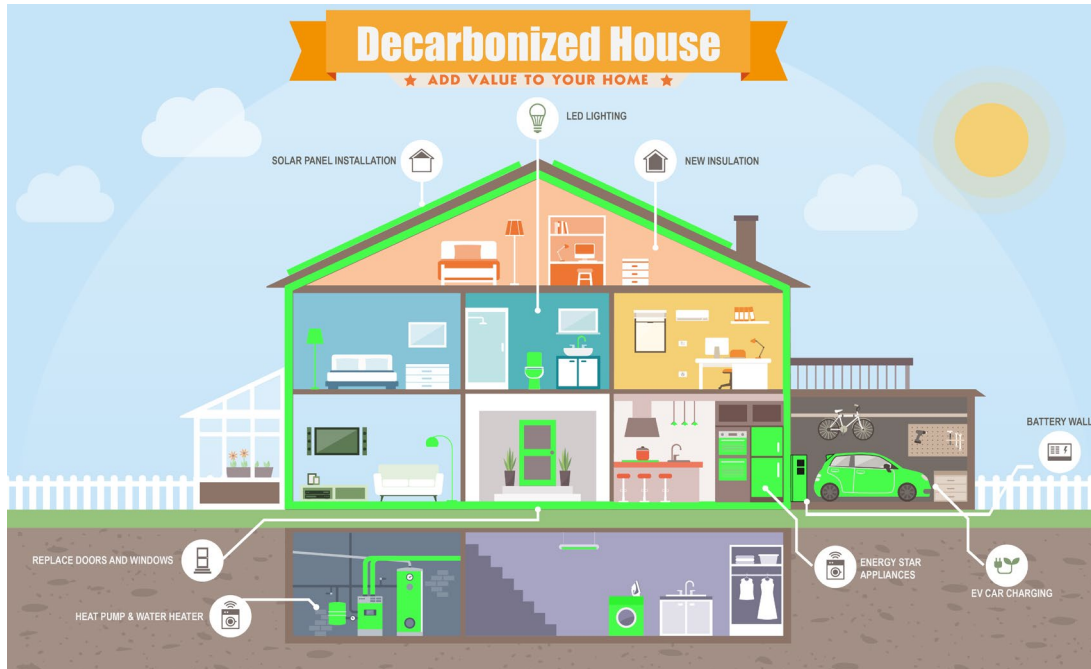- Needs to be updated

HOUSE NEEDS

- Furnace is sputtering
- Appliances are dated
- They have always wanted solar…
- Has new LED lights throughout

CURRENT SITUATION

- Purchased for $350k, now worth $600k
- Can't afford new home but tired of the dated feel
- Confused on best way to renovate

SOLUTION

1 Identify **condition** of John's house and potential **upgrades**

2 Model **interconnections** between upgrades *(sequencing)*

3 Create **renovation proposal**, analyze potential **rebates & incentives**

4 Connect with **financing** packages (HELOC/Loan) and expected **future home value**/energy savings

5 John decides to **improve home** and **benefit**

OUTCOME

30%
Emissions Reduction

50%
Covered by incentives

$118/mo
Payment Cost
$42k, 30-year 8% loan, payment
after utility bill reduction

34m
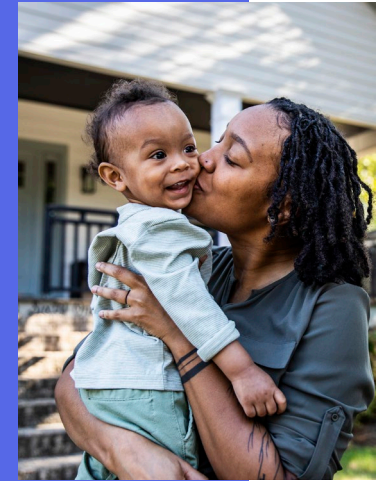Homeowners like John

168m T
Tons of CO_2 reduced (yr)

5%
Home Value Appreciation

SCALING IN ALL MAJOR MARKET

• Target established homeowners

• Build a formulaic process to decarbonize homes

DECARBONIZE HOUSES

STAKEHOLDER VALUE CHAIN

| Stakeholder	Contractors	Supply Chain	Government Incentives	Financing	Homeowners
Role	Perform work	Produce new parts to install in homes	Reward parties for going green	Provide necessary capital	Eco-friendly house w/ modern finishings
What's In It For Them	Paid for labor at the property	Sell more widgets	Create a Green US	Issue more loans, earn interest	Home value increase, utility bill decrease
How we benefit	Commission from contractor for software usage	Small markup on goods provided		Loan origination fee	

GET INVOLVED - $200K SEED

TEST TO SCALE

- Retrofit 5 houses (white glove assistance) to prove concept
- Collect data on each home, refining the process
- Build on information collected about homes (AI training)
- Niche to Mass-Market Implementation
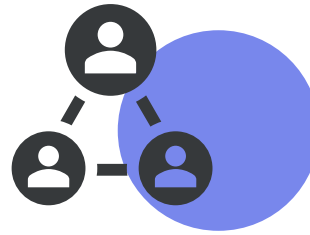
SOFTWARE

- Build software to
  - Sequence and Evaluate
  - Obtain incentives and financing
  - Create Custom Package
    - Homeowner
    - Contractor
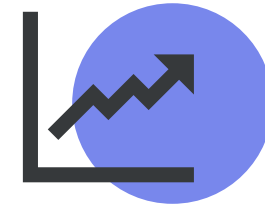
TODAY=GO TIME

- Average homeowner cannot afford to purchase new home
- Average homeowner has $200k in equity
- Cheaper to undertake large renovation than move
- Government is incentivizing decarbonization

QUESTIONS?