



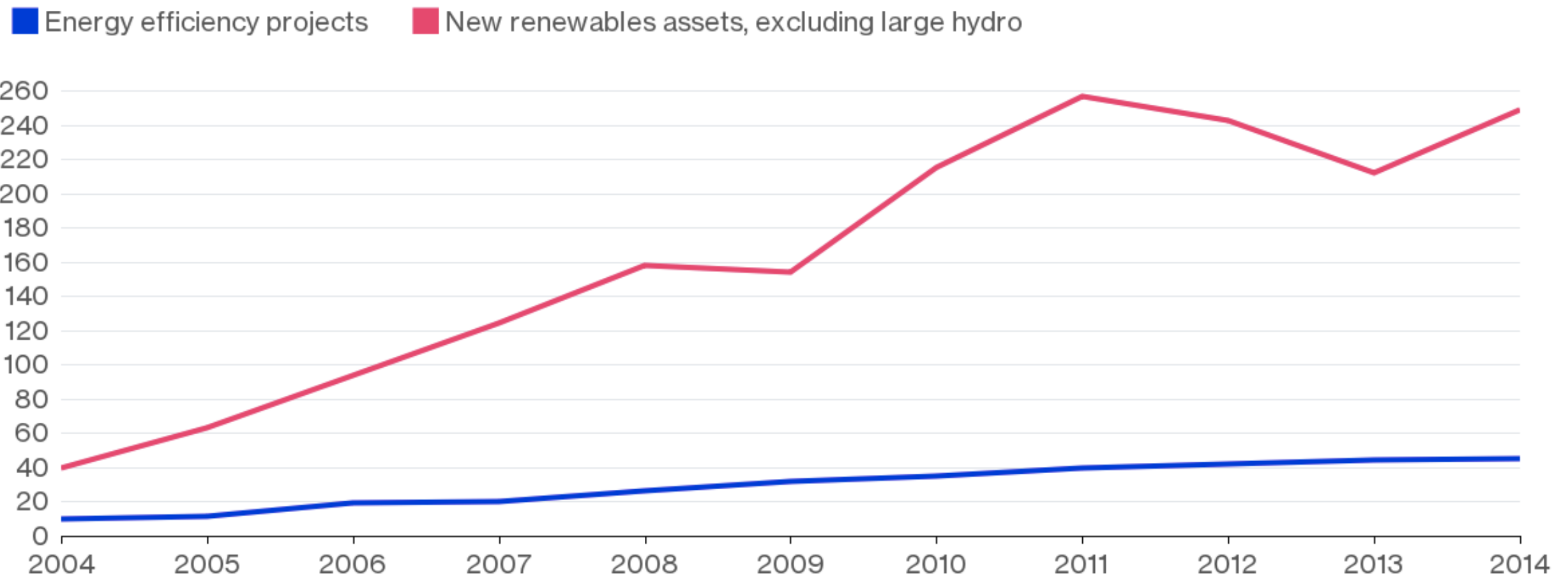
Scaling Home Efficiency: *It's Time to Do the Opposite*

Andy Frank
Founder and CEO
Sealed



We're doing something wrong

Investment Pours into Renewables, Inches Along in Efficiency (\$b)



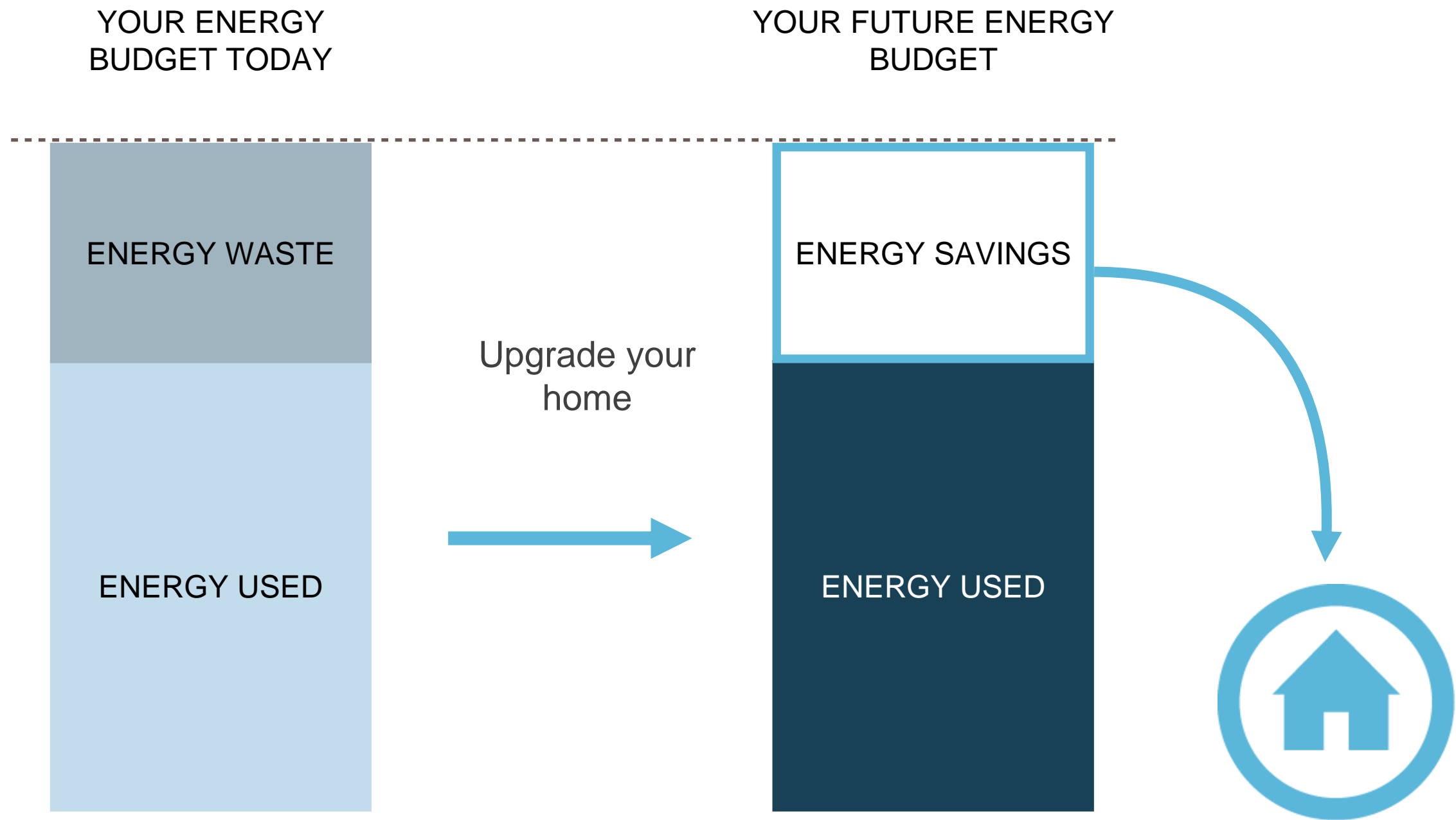


Time to do the opposite



<https://www.youtube.com/watch?v=RerJWv5vwxc>

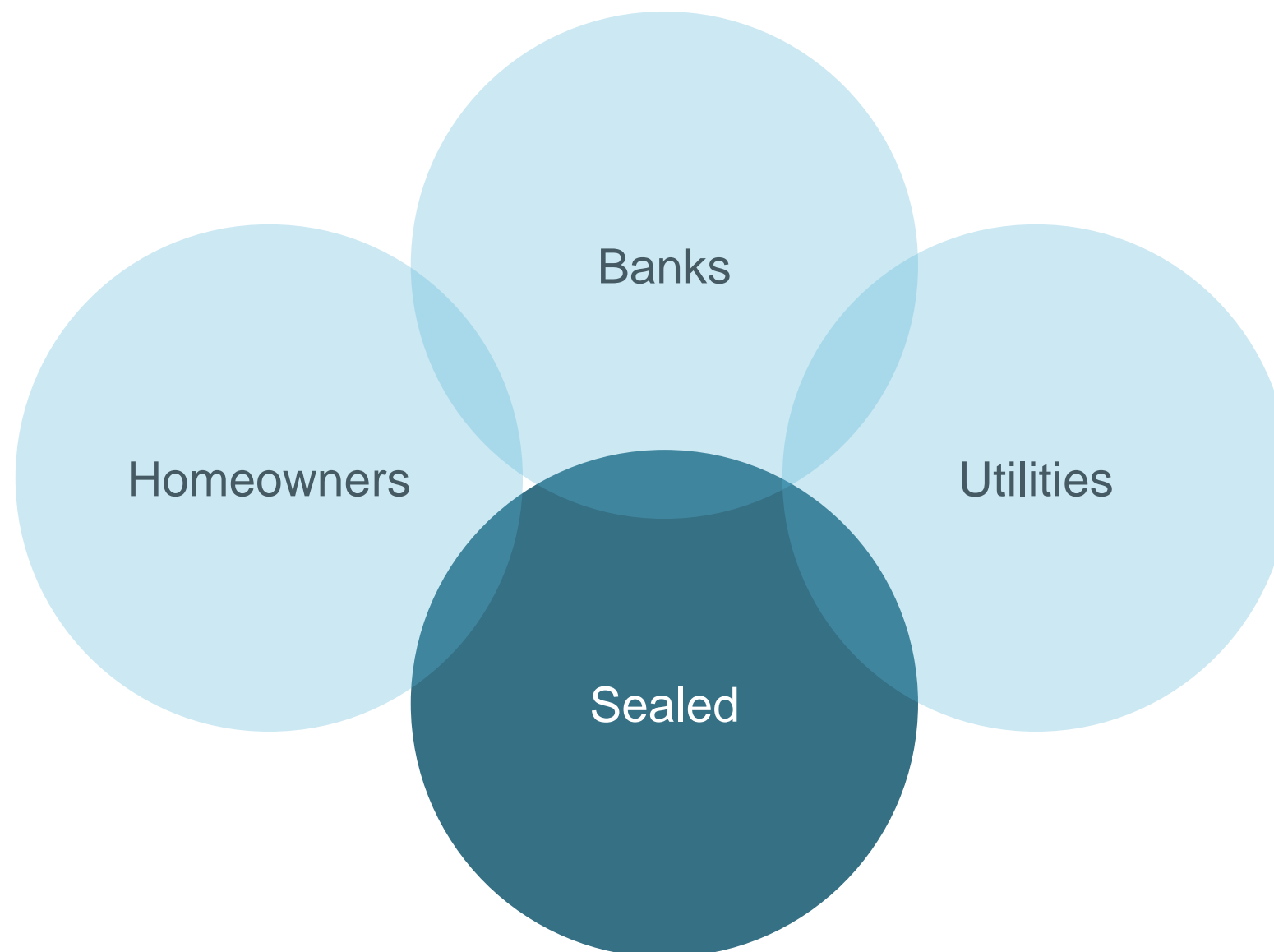
HomeAdvance program





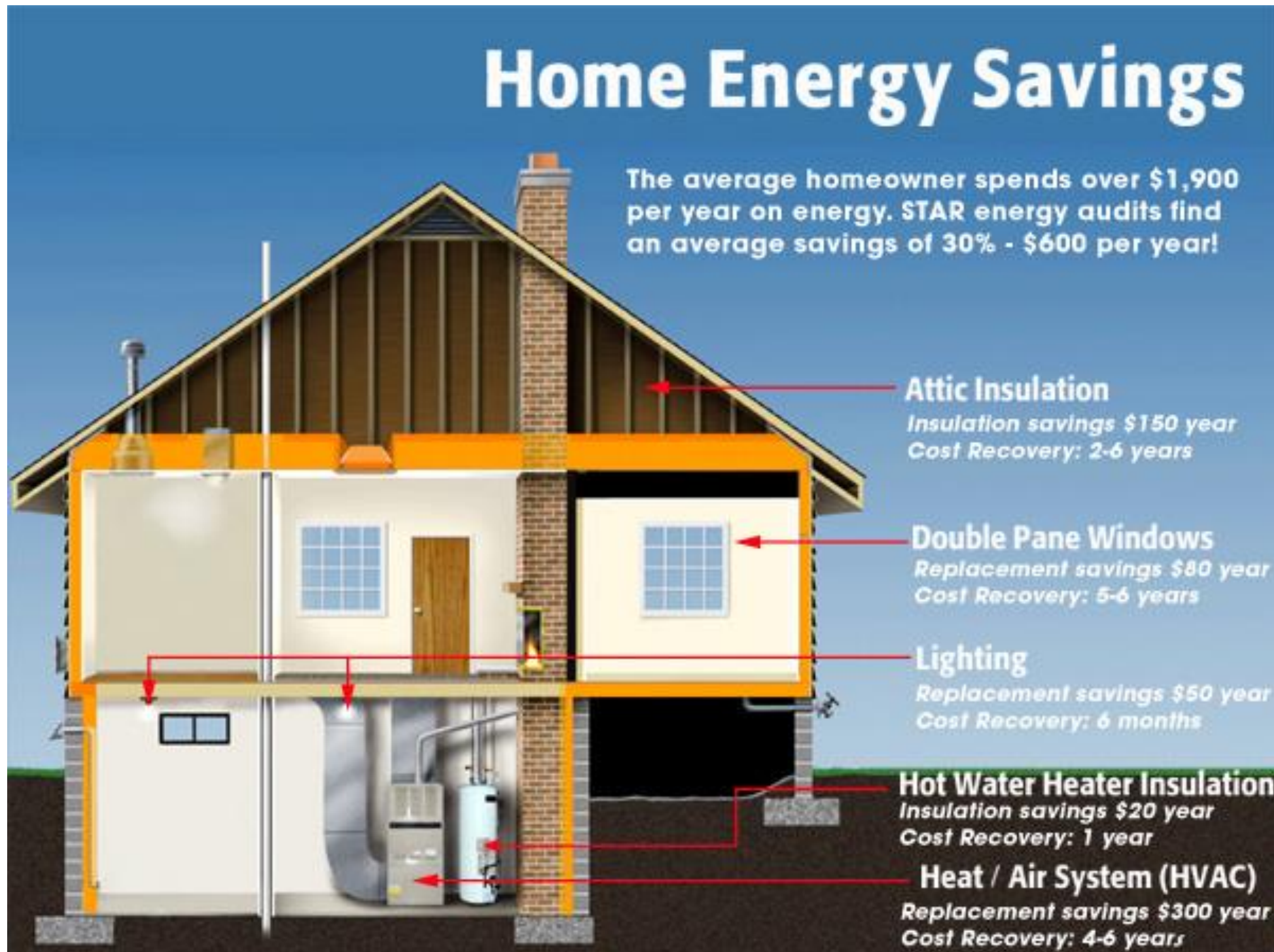
Three key stakeholders

Sealed takes a different approach to homeowners, banks, and utilities than the traditional industry strategies





Homeowners - Focus on Energy Savings





Opposite: Focus on anything but energy savings



Are You Losing Your Cool?

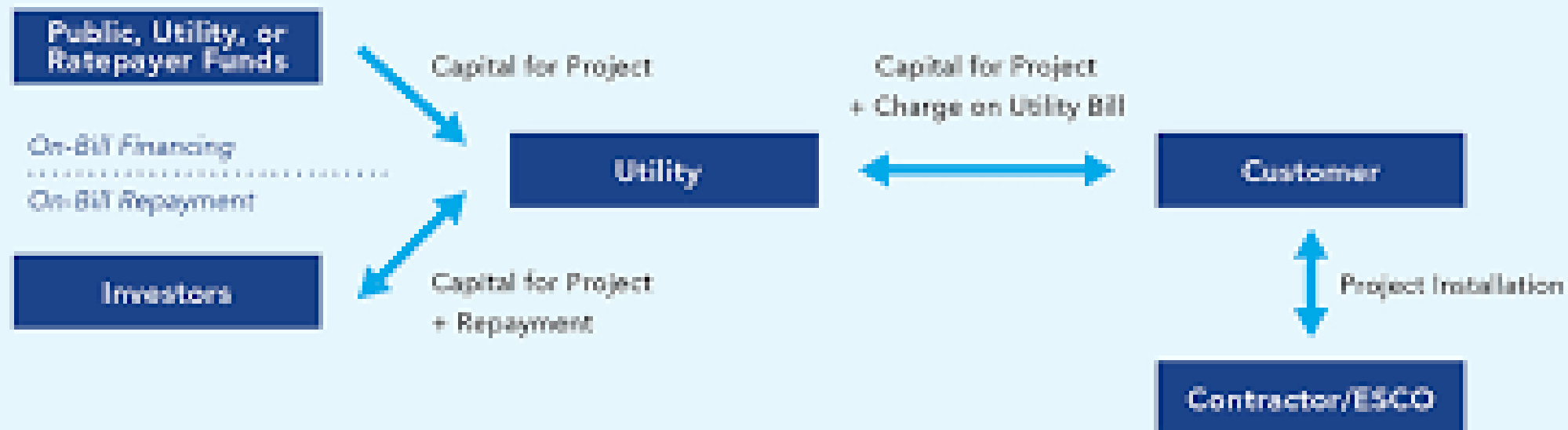
Is your house hot and stuffy despite the A/C running all day? Does it seem like pollen and dust are following you inside?



Banks: Goal is credit enhancement

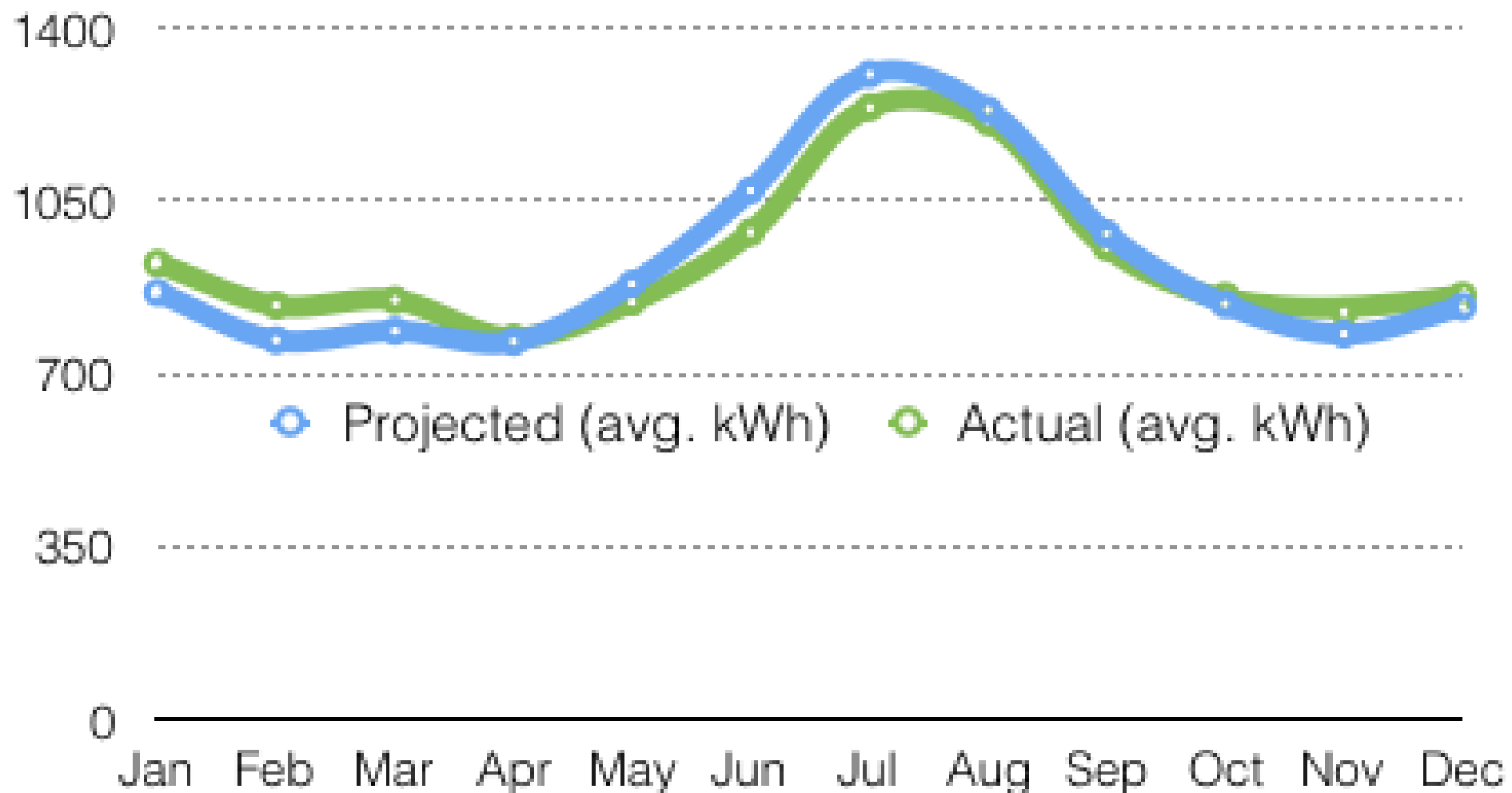


Typical On-Bill Financing or Repayment Structure





Opposite: Goal is performance





Utilities: Pay “vendors” and take M&V risk



Last Summer Comparison

You used **8% MORE** electricity than your efficient neighbors.

Your usage last summer: May '10 – Sep '10



* kWh: A 100-Watt bulb-burning for 10 hours uses 1 kilowatt-hour.



Who are your Neighbors?

All Neighbors: Approximately 10 nearby homes that are similar in size (avg 2,300 sq ft).

REBATES OF \$25 TO \$500 AVAILABLE



Opposite: Pay utilities and remove M&V risk

- **Sealed Pays** utilities based on promotion of Sealed services
- **Sealed Aligned** with utilities because we only make money if customers actually save energy (as measured by the meter)
- **Savings Insured** by Fortune 10 equivalent balance sheet that enables the simplicity of Pay for Performance without the risk



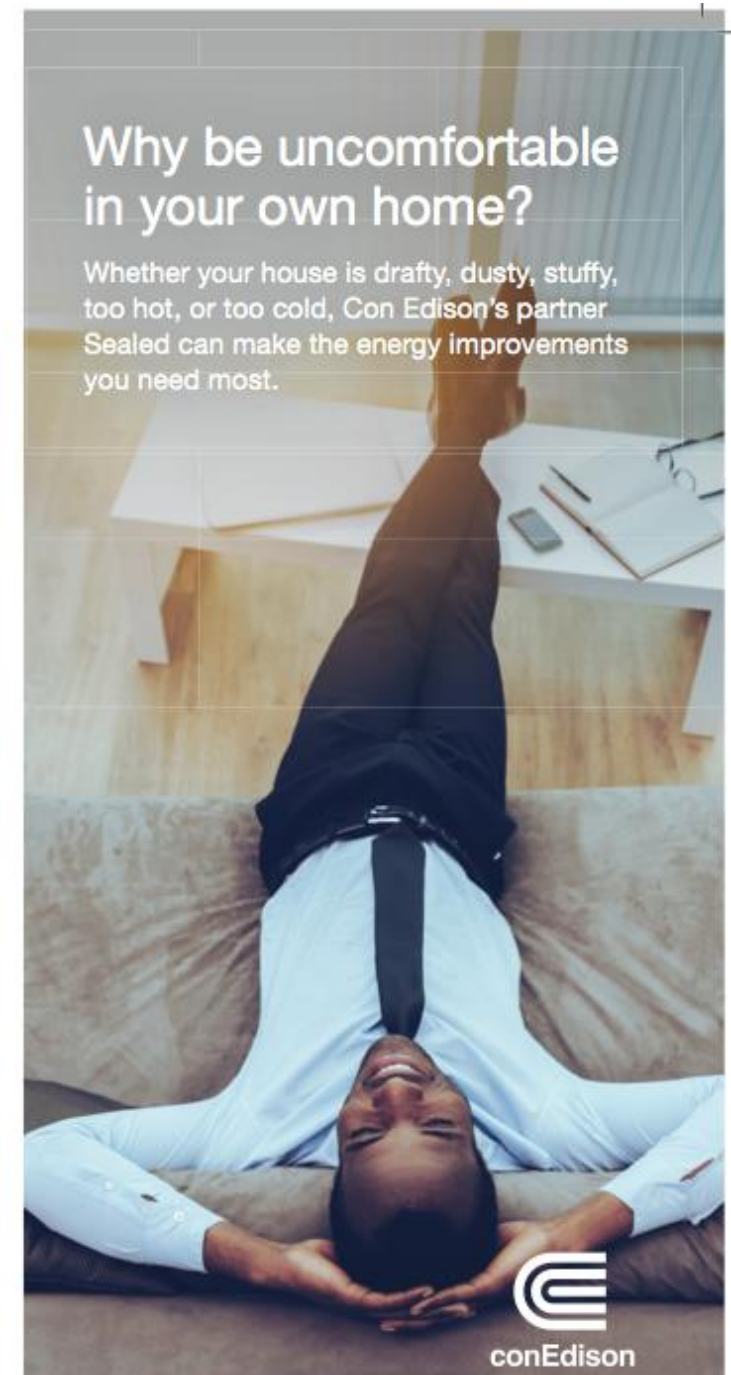
*Only owners of single-family detached homes are eligible for this offer; owners of row houses and multifamily homes are not qualified. Customers who sign up for a no-cost consultation will be contacted by a Sealed representative to determine further eligibility for Sealed services.

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Thank You!

Andy Frank
Founder and CEO

andy.frank@sealed.com