



# **EnPowered**

**Energy Savings.  
Simplified.**

**Welcome to the  
Virtual Energy  
Movement**

## Founder's Forum - EnPowered Introduction

# Agenda

- ❑ **EnPowered Introduction**
- ❑ **Typical Client Profile**
- ❑ **Service Area Breakdown**
- ❑ **Our Products and Services**
- ❑ **Partnership Joint Value Creation**
- ❑ **Partnership Timeline**
- ❑ **Referral Program Summary**
- ❑ **Next Steps**
- ❑ **Final Questions or Additional Details**

## Introductions

# EnPowered Team



**James Roth**  
**Technical Sales Lead**



**Eashita Dabas**  
**Operations Analyst**



**Mark Miotto**  
**AE Team Lead - SAE**

## Overview

# EnPowered

**Simplify Energy Decisions, Reduce Emissions, and Always Lower Costs.  
Making flexible energy assets 'smart', through automation and intelligence.**

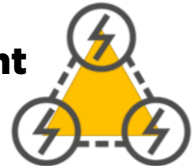
**Bringing clarity to energy use.**

**Simplifying the energy market.**

**Increasing Energy Savings**

Reducing Operational Costs  
Achieving Sustainability Goals  
Investing In Your Business

**We're creating a  
Virtual Energy Movement  
of innovative energy  
companies**



# Our Clients

- ❑ Large Commercial and Industrial
- ❑ Mining
- ❑ Manufacturing
- ❑ Steel Mills
- ❑ Pulp and Paper
- ❑ Municipalities
- ❑ Hotels
- ❑ Colleges and Universities
- ❑ Greenhouses/Agriculture
- ❑ Property Management

Minimum Monthly Spend of >\$10-25K | Annual usage of >250,000 kWh | Average monthly peak load of >100-500KW

Delivering savings of  
**48%** on average and up  
to **93%**

Average savings of  
**\$500-800K** per client

In 2020 we saved our  
customers over **\$40M** in  
electricity costs



# CLIENT SUMMARY - WHO CAN WE HELP?

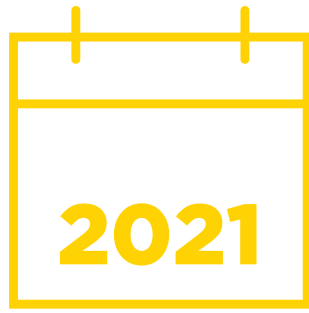
General client criteria to maximize energy savings potential.



Minimum Monthly Spend  
**\$10-25K**



Average monthly peak load  
**> 100-500KW**



Annual usage of  
**>250,000 kWh**

**Flexibility?** 



## 2021 CORE SERVICE AREAS AND SAVINGS POTENTIAL

Market	Savings/MW <sub>y</sub>	Energy Program - Coincident Peak Key Notes
Ontario	\$24,000 - \$650,000/MW <sub>y</sub>	5 coincident peaks (also known as ICI Program) per year Opt in via distribution company by 15 <sup>th</sup> June
Alberta	\$120,000 - \$180,000/MW <sub>y</sub>	12 coincident peaks (one peak per month)
New Jersey	\$15,000 - \$350,000/MW <sub>y</sub>	5 coincident peaks per year (June to Sept)
Ohio	\$30,000 - \$60,000/MW <sub>y</sub>	5 coincident peaks per year (June to Sept)
Pennsylvania	\$16,000 - \$330,000/MW <sub>y</sub>	5 coincident peaks per year (June to Sept)
New York	\$3,000 - \$336,000/MW <sub>y</sub>	1 coincident peak per year (May to Oct)

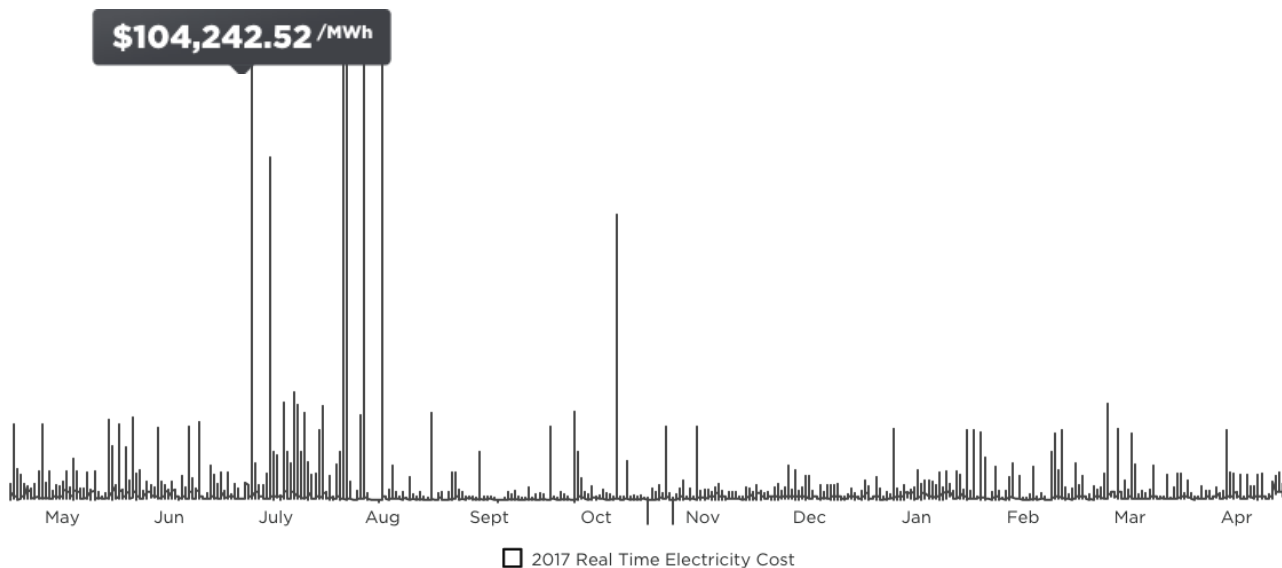


# THE TRUE COST OF ELECTRICITY IS HIGHLY VOLATILE.

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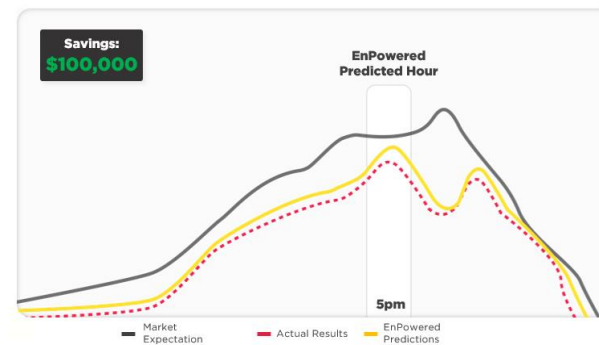
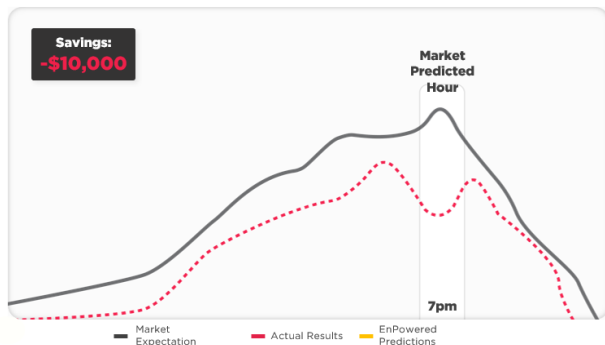
## Over 50% of annual electricity costs occur in 1% of the year.

EnPowered predicts these large price or energy market spikes, helping our existing customers optimize energy usage to save on average 48% of their annual electricity costs.





# ENPOWERED HAS THE BEST PREDICTIVE AI MODELS IN THE MARKET



## PEAK AND HIGH PRICE PREDICTION NOTIFICATION METHODS

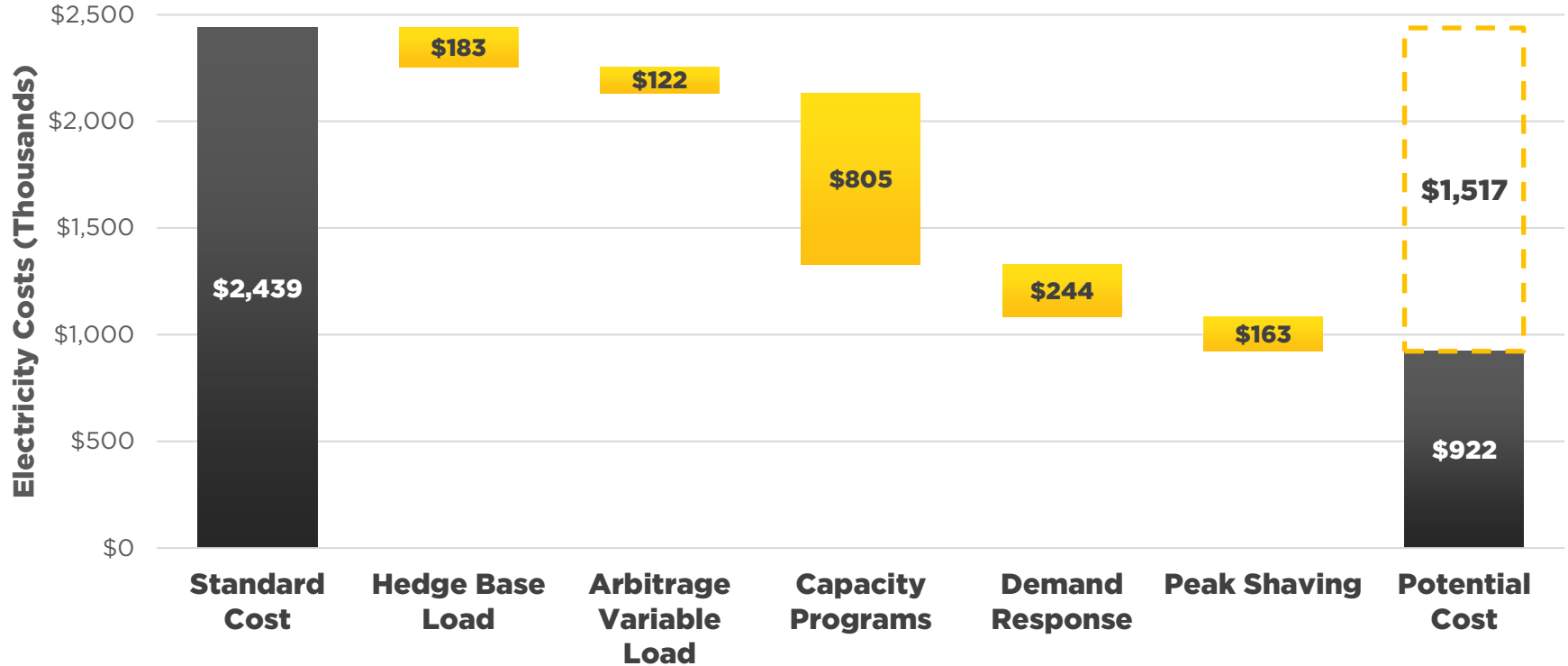
**Traditional Notification**  
Text, Email, Telephone Notifications

### Peak Day Experience

24 hours prior    8 am    Noon  
final call    3 pm    All Clear

**Advanced Notification**  
Direct Notification via API to Intelligent  
Assets to Automate Response

# EXAMPLE SAVINGS FOR A LARGE INDUSTRIAL CLIENT



# ENERGY COSTS ARE FAR TOO COMPLICATED FOR BUSINESSES

## DETAILS OF ELECTRICITY USAGE

321,755.001	Kilowatthours (kWh)
640.500	Kilowatts (kW)
712.126	Kilovoltamperes (kVA)

1

### Hidden Penalties

A difference between kW and kVA often causes power factor penalties

## DETAILS OF ELECTRICITY COSTS

Electricity Costs	\$11,336.70
321,755.001 kWh at \$0.0352341	
Delivery Costs	\$450.00
Customer Charges	\$4,600.66
Distribution Charges	\$1,525.80
Transmission Connection Charges	
640.500 kW at \$2.3822 per kW	
Transmission Network Charges	\$1,911.38
640.500 kW at \$2.9842 per kW	
Regulatory Charges	\$804.39
321,755.001 kWh at \$0.0025 per kWh	
Your Total Electricity Costs	\$17,191.75

2

### Oversimplified Rates

May look like a simple rate, but this is often 3 rates that change every 5 minutes

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### Hidden Opportunities

Dozens of fees hidden with Delivery costs, many related to peak usage levels

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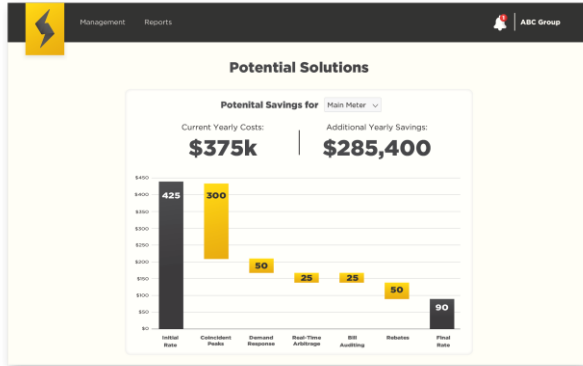
### Confusing Charges

Majority of Delivery costs are based on a few hours of max usage levels



# ENPOWERED SIMPLIFIES A VERY COMPLICATED MARKET

## Data and Reporting - Internal



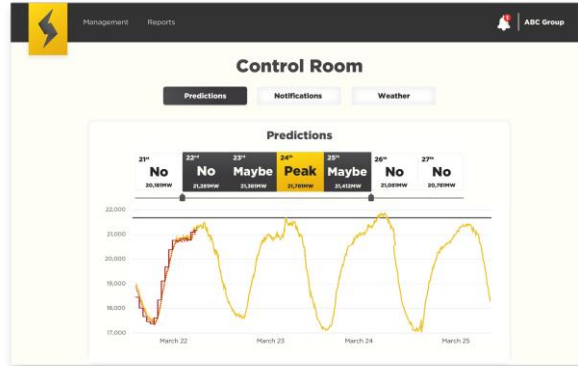
### Usage Data

Access a simple API to pull your customers' interval usage data

### Reports

Detailed and customizable reports that outline the full potential for you and your customers each month

## Market Access and Predictions - External



### Market Access

Access to all potential programs in your market through our licenses

### Advanced Predictions

Market-leading predictions that help to maximize savings while minimizing impact to operations

## Signals and Curtailment



### Market Signals

Receive market signals through an aggregated OpenADR or JSON API

### Automated Curtailment

Integrate with batteries, IoT devices, or other assets to automatically respond to peak events

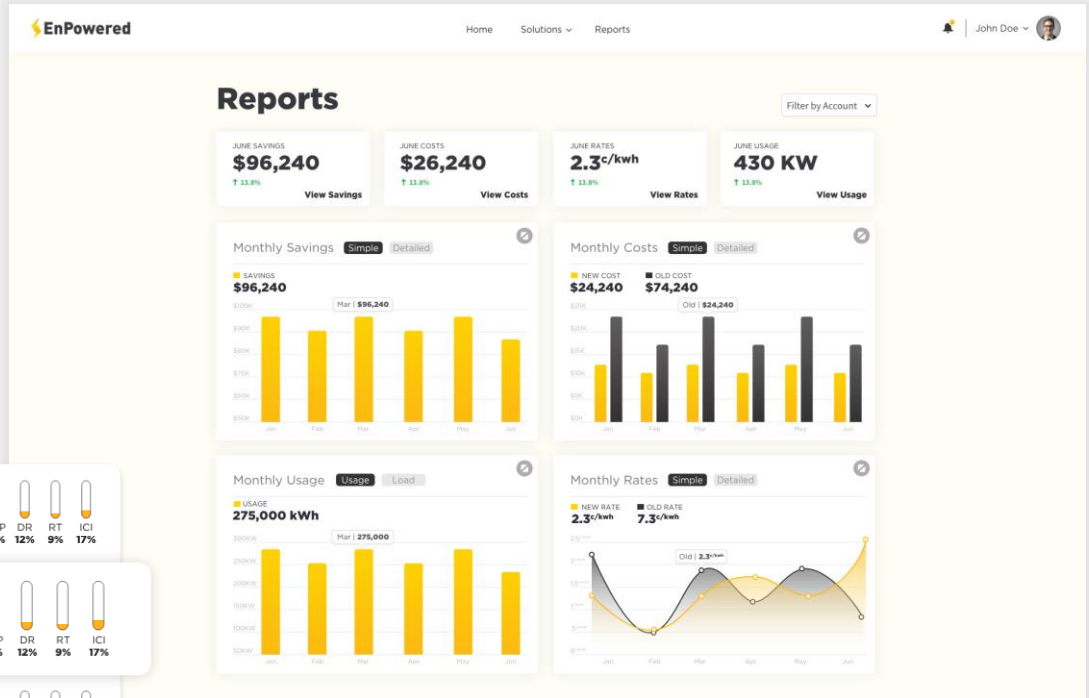
# REGULAR MONTHLY REPORTING PROVIDING TRANSPARENCY

## Detailed Online Reports

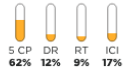
An online dashboard provides detailed breakdowns of actual usage, rates, costs, and savings at a very granular level (monthly to hourly)

## Text and Email Notifications

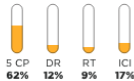
Key personnel receive notifications with the most useful information



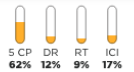
IN MAY, YOU SAVED ANOTHER  
**\$13,160.09**



IN JUNE, YOU SAVED ANOTHER  
**\$16,240.02**



IN JULY, YOU SAVED ANOTHER  
**\$17,180.09**

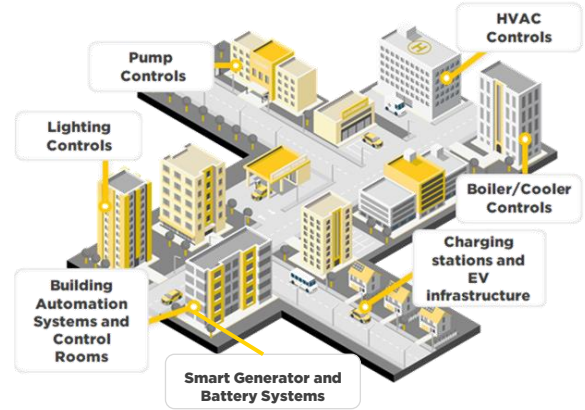




# JVC: WHAT BENEFITS DOES THIS PARTNERSHIP HAVE FOR CLIENTS.



Real-time market signals



## Reduce Customer Energy Costs

Average electricity bill reduction by 48%

## Improve System Payback Period

Improve ROI by 25-50% by additional energy savings

## Create Flexible Energy Assets

Maximize efficiencies and access new value streams

## Deliver Ongoing Value and Savings

Meaningful data and reporting to prove ROI and value



# JOINT VALUE CREATION - HOW WE MAKE THIS HAPPEN.



Enabling customers to access additional energy savings, leveraging smart IoT/automation/energy assets, through seamlessly automating responses to intelligent real time energy market signals, *creating flexible energy assets*. Reducing electricity costs, improving ROI on IoT/Asset investment, and reducing emissions.

## Partner Deliverables

- Customer energy usage data
- Current/planned energy environment
- Any site-specific requirements - mission critical equipment/back up power supply etc.

## EnPowered Deliverables

- Access and analysis of customer energy usage
- Customer specific savings and ROI reports
- Partner and customer portal login
- Post services savings/assessment reports
- Real time and monthly energy usage reports
- API to System/Energy Asset to signal auto response to real time peak energy prices

# DETAILED SAVINGS REPORTS PRESENT PROOF OF CONCEPT

## Detailed Reports

Outline all of the potential savings opportunities available to customers

## Customizable

Add or remove pages as needed, and co-brand with your logo as well

## Standardized

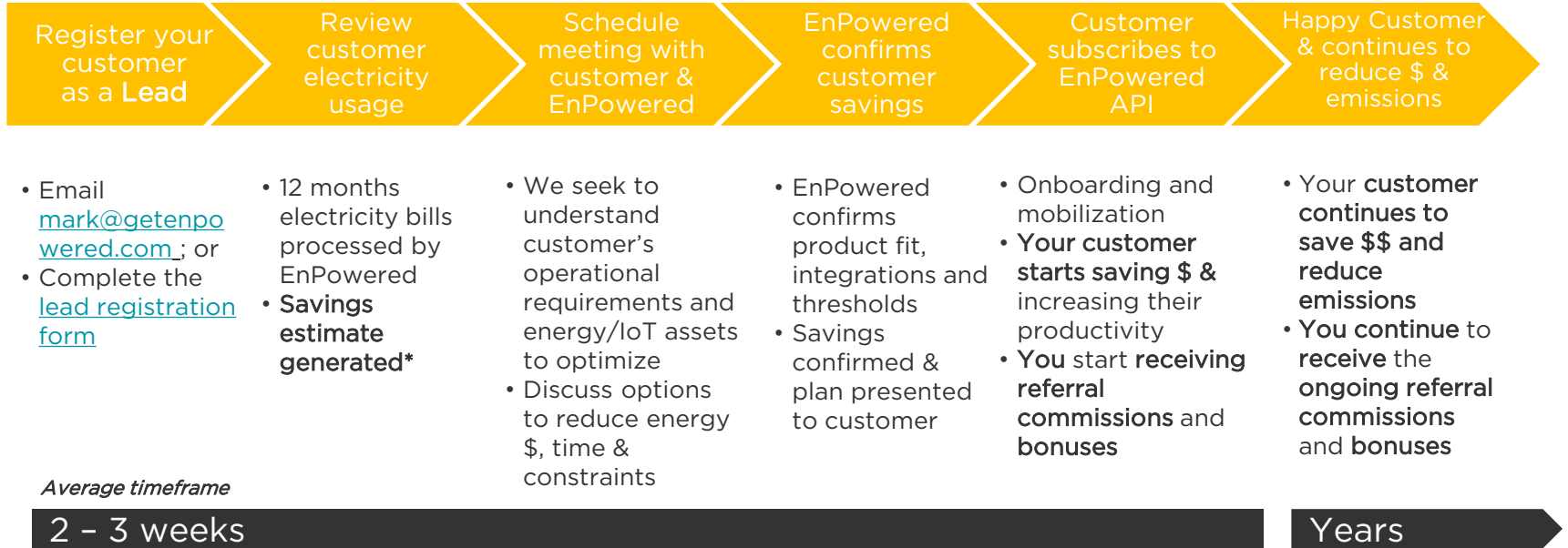
Across all markets, the reports look similar – making it easy to present the opportunity across multiple markets





# PARTNERSHIP TIMELINE

A typical customer engagement usually looks like..





# REFERRAL PROGRAM BENEFITS

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## Refer and Earn

### **20% Services Commission**

*15% of the revenue we receive from a customer where you initiated the sale*

*Additional 5% of all revenue we receive from your customer*

### **Added value to offer your customers**

- Enhance the ROI on your product/service by providing additional savings

### **Save your customers money**

- On average our customers reduce their annual electricity bill by 48%
- Customers can reinvest in their business or improve their bottom line

### **Leverage our market expertise**

- Real time market data, peak predictions, automated business response strategies

EnPowered

## Referral Partner Revenue Scenario

For each customer referral for EnPowered Services that the partner introduces, EnPowered will pay a Referral Commission of 15% of the net ongoing revenue received from the referred customer. In addition to this; an additional Bonus Referral Commission of 5% of all net ongoing revenue received from the referred customer will also be paid to the referral partner from EnPowered.

### Scenario Based on Generating \$500,000 Savings for customer over 12 Months\*

- ❑ EnPowered Fees (25% of Savings) - \$125,000.00
- ❑ Partner Commission (15% of EnPowered Fees) - \$18,750.00
- ❑ Bonus Referral Commission (Additional 5% of EnPowered Fees) - \$6,250.00

**Approx. Total Commission to Partner per Referral - \$25,000.00**

**\*EnPowered Actual Average 2020 Customers Savings - \$697,000.00**



## **NEXT STEPS**

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- Client Data - Review potential opportunities
  - ▣ EnPowered to produce audit report based on 12 months of electricity billing data and/or hourly interval data
- Review customer energy costs/savings/systems: Select high value opportunities to test
- Implement
- Review and expand



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