

Home Energy Map

Measuring home energy use, so that homeowners can better manage home energy use. (Canada)

HOME ENERGY MAP
Reduce consumption, increase savings

Advisors:

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www.homeenergymap.ca

Executive Summary

Company Summary

A simple self-assessment of home energy use based on our unique algorithm and local market rates that allows utilities and clean energy companies to identify likely prospects for comprehensive energy audits leading to clean energy upgrades such as windows, doors, furnaces, lighting, and insulation.

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- The decision to purchase home upgrades to reduce unsustainable and unhealthy energy consumption begins with the awareness of a home's energy use.
- Many early-stage buyers of home energy improvements are unaware of the energy impacts of their home and therefore are not looking for solutions and not willing to invest the money (\$200-\$500) or time required for a professional home energy audit.

Product/Services

- Cloud software, including web applications for vendors and buyers

Target Market

- “GHG emissions in Canada’s residential sector in recent years are falling despite the increase in the total energy consumption of a growing population with growing energy requirements...The continuous improvement in the energy efficiency of building standards, heating appliances and household appliances plays a major role in this decrease...”
(Guillaume Simonet, Consultant and independent researcher, Abstraction Services https://www.climate-chance.org/wp-content/uploads/2019/03/en_fp13-canada-residentiel_def-1.pdf)
- As identified above, the success of Canada’s (and the globe’s) battle to reduce GHG emissions will be significantly impacted by the energy related actions of residential homeowners.
- Our target market is the 8.5 million homeowners and 126 million in the USA

Business Model

- Free for homeowners and vendors of home energy improvement products and services.
- Licensed regionally by local utilities and governments.

Customers/Users

- Paying Customers: local utilities and governments (\$50,000/year).
- Free Users: Homeowners and vendors of home energy improvement products and services.

Sales and Marketing Strategy

- Direct personal selling to utilities, governments, and vendors of home energy improvement products and services supported by web and social media presence.
- 20% Commission to resellers.

Competitors

- Government department DIY audits such as <https://www.energy.gov/energysaver/home-energy-audits/do-it-yourself-home-energy-audits> are typically very general and do not provide the detail we will provide.
- Vendors of home energy improvement products willing to absorb the cost of a full energy audit such as <https://shortysplumbing.ca/home-energy-evaluation/>

Competitive Advantage

- We will provide a prepared communications strategy and campaign materials (ads, videos, social media content, etc.) for use by the utilities and governments to promote the use of Home Energy Map.
- Our unique algorithm integrates several data sources to provide a valuable understanding of home energy use and costs (based on local market energy rates) and greatest potential for improvement.
- The algorithm will automatically link homeowners with local financial incentives to assist with identified home energy upgrades.

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 280,000	\$ 880,000	\$ 1,680,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 287,380	\$ 287,380	\$ 287,380
OpX	\$ 6,500	\$ 6,500	\$ 63,000	\$ 73,000	\$ 73,000
Total Expenses	\$ 124,000	\$ 124,000	\$ 442,880	\$ 452,880	\$ 452,880
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 126,000	\$ 2,000	-\$ 160,880	\$ 266,240	\$ 1,493,360

Based on 42 total clients by Year 5 (all paying 20% commission to resellers).

Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-launch

Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)