



Electrify Brick City: A Launch Briefing

Project Electrify Brick City is an ambitious initiative aimed at transforming the energy landscape of Newark, New Jersey, also known as 'Brick City'. The project's primary goal is to electrify 20,000 low-income homes using sustainable and efficient heat pump systems

Our Vision for Electrify Brick City

A Revolutionary "Licensable" Clean Energy Business Model

At NuWorld Energy, we are excited to unveil our latest offering: **a clean energy business model that's changing the game**. Our "Licensable" business model provides affordable energy efficiency and electrification solutions for all, regardless of income or location. We believe that everyone deserves access to clean energy, and our model is paving the way for a greener and more equitable future.

Why It Matters

The world is facing unprecedented challenges when it comes to climate change and energy access. Millions of people around the globe still lack access to reliable and affordable energy, while our planet is suffering the impacts of a warming climate. Our "Licensable" model is a game-changer because it's designed to address these challenges head-on. By providing affordable clean energy solutions, we're helping to reduce carbon emissions and improve quality of life for people around the world.

How It Works

Our "Licensable" model is a turnkey solution that can be customized to meet the needs of any community or customer. It's a flexible and scalable system that can be adapted to a range of contexts and energy needs. We work with local partners to develop and deploy the system, providing training and support along the way. And because our model is based on licensing, it's accessible and affordable for entrepreneurs and small businesses around the world.

Timeline

Our "Licensable" model is already being used by communities and businesses around the world. We're proud to be at the forefront of the clean energy revolution, and we're constantly working to improve and expand our offerings. With your support, we can continue to innovate and bring affordable clean energy to more people than ever before.

Who's Getting It

Our "ESCO-in-a-box" model is designed to be flexible and scalable, so it can be adapted to a wide range of contexts and customer needs. We work with a variety of partners, including governments, NGOs, and private businesses, to bring clean energy solutions to communities around the world. Our model is particularly well-suited for entrepreneurs and small businesses, who can use our licensing system to start their own clean energy businesses and help drive the transition to a greener future.

How it works

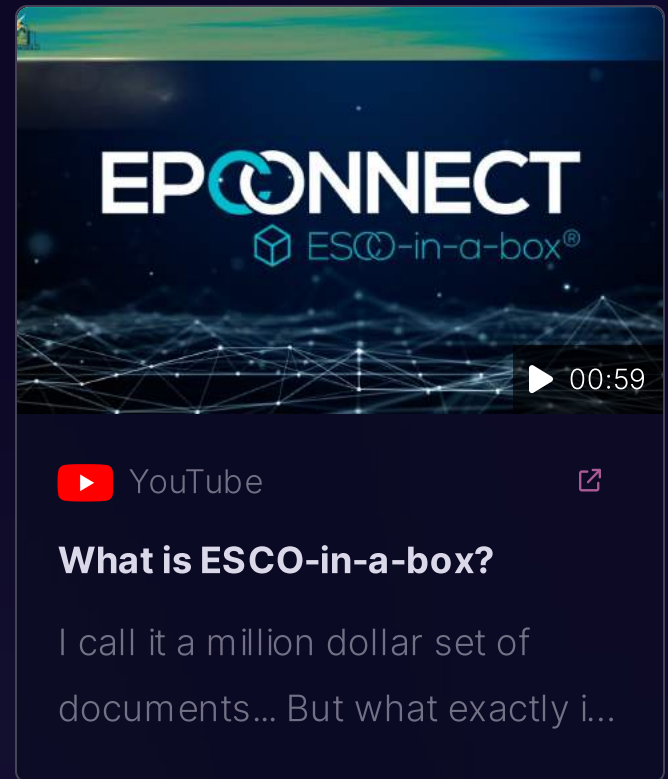
To help ESCO Partners get ready for client delivery, ESCO-in-a-box provides a range of materials and relationships including

Standardized Contracts that have been developed for all stages of the process

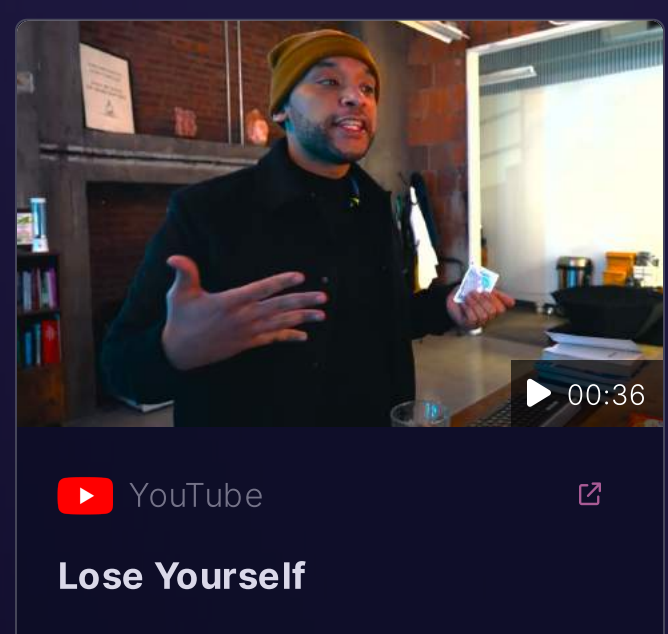
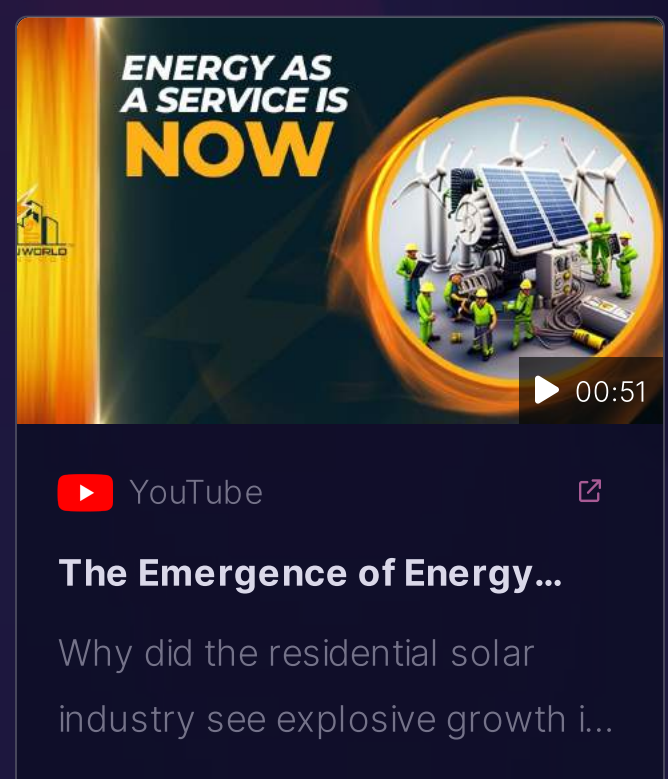
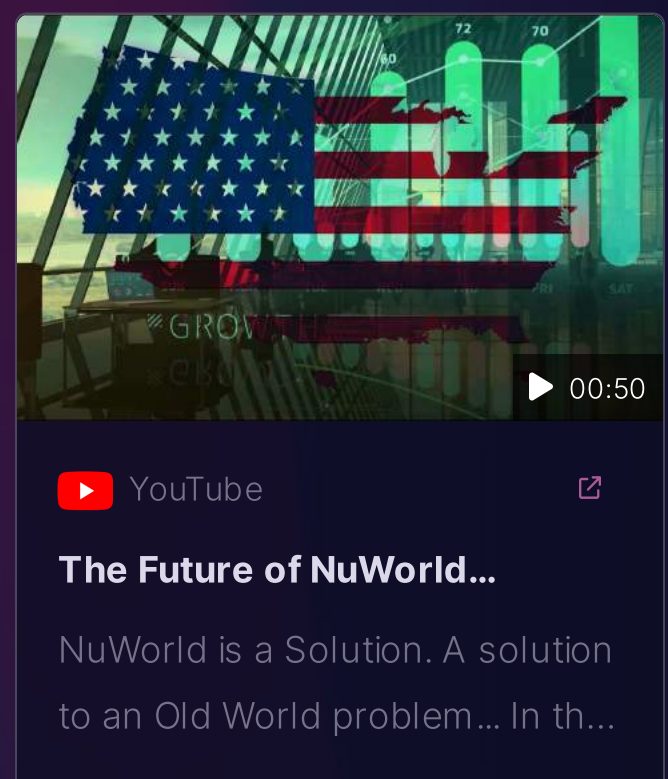
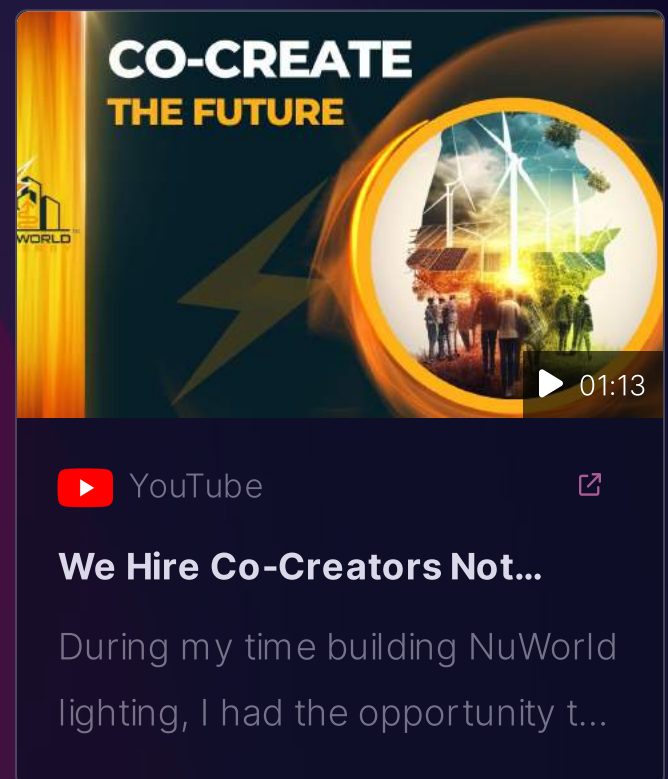
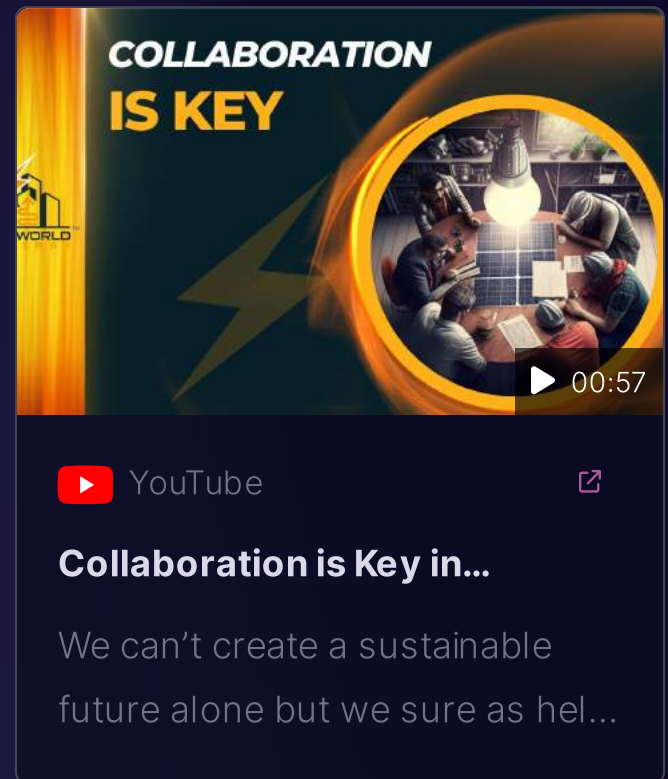
Lenders who can offer standardised financial products to support projects

Technology Partners who can provide high performance efficiency products; and

Workflow and Customer Relationship Software to manage the client journey.



💡 Tip: add an image or short video to convey the launch



Why It Matters

The IRA Is a Once In A Generation Opportunity

Never in history has there ever been so much funding put forth for clean energy adoption. 369 Billion is the most any government has ever put forth. And more so, never in history, has there ever been such a emphasis on equity, inclusion and overall consideration for the neighborhoods that we come from

The IRA sees Newark as the perfect "Disenfranchised" city to uplift.

And therefore, will provide all the support needed for this project to be successful

Newark's Lead Replacement Program: A National Success Story!

Newark has already pioneered a project of this scale with remarkable success with its recent Lead replacement project, proving its ability to take on ambitious projects. With a solid plan in place, Electrify Brick City is poised for success, creating jobs and opportunities while reducing our carbon footprint. This project sets an example for others to follow in addressing climate change and creating a more sustainable future.

How It Works

Via the **Department Of Energy's Buildings Upgrade Prize** Teams will propose a concept to deliver scalable and replicable upgrades to buildings in disadvantaged communities, low- and moderate-income households, and underserved commercial, nonprofit, and public buildings. Phase 1 Equity-Centered Innovation winners will each receive a \$400,000 cash prize.

Introducing the Building Upgrade Prize - Overview Video



YouTube

Introducing the Buildings Upgrade Prize

Follow the prize on <https://www.herox.com/BuildingsUP>, form your team, and submit your application by July 2023. The Buildings...

Official Webpage



iamherox

Buildings Upgrade Prize | HeroX

Supports actionable and scalable solutions to advance energy efficiency and efficient electrification upgrades in existing U.S....



Community Engagement - Newark

We believe that the community's voice is key to creating a sustainable future. That's why we went to several parks in the city to ask people about the Inflation Reduction Act and clean energy technologies. The results were eye-opening. Watch our videos to see what we discovered.

Branch Brook Park



YouTube



Newark NJ, Community Engagement Efforts - Asking...

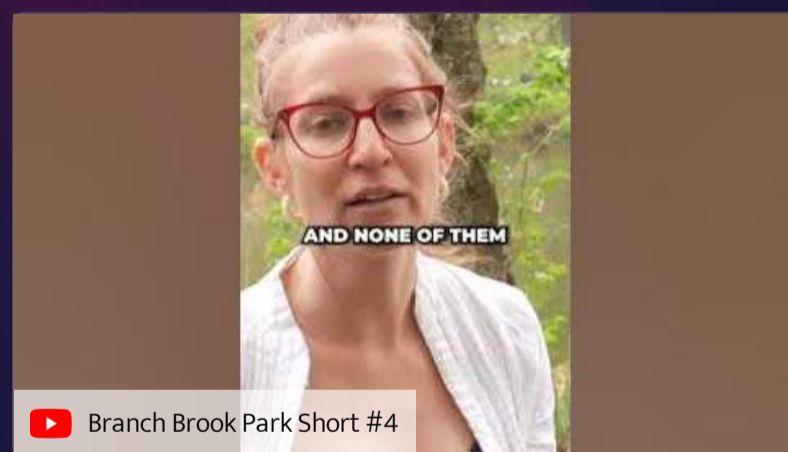
This video covers some of our efforts to try to find out if the community within Newark New Jersey had any idea of what the...

03:21

Youtube Shorts - Branch Brook Park



Branch Brook Park Short #6



Branch Brook Park Short #4



Branch Brook Park Short #5

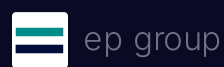


Branch Brook Park Short #7

Our Partners

ESCO-in-a-box - Scalable Business Model's

ESCO-in-a-box is an innovative business model and franchise blueprint for starting, and growing a highly profitable and highly scalable Energy Services Company.



ESCO-in-a-box: a decarbonisation solution for SMEs - ep group ep group

ESCO-in-a-box is a turnkey decarbonisation solution for local authorities, Local Enterprise Partnerships (LEPs) and community energy organisations to help small businesses achieve net zero. ESCO-in-a-box by...



ep Group's ESCO-in-a-box, the McDonalds of energy...

Last week saw the IEA's 8th annual energy efficiency conference. The IEA event and the annual energy efficiency market report ha...

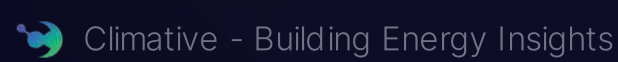
Climative - AI Assisted Energy Audits

Climative provides a collaborative AI-assisted data platform for organizations to enable personalized advice and offers to building owners, taking the guesswork out of building upgrades and transforming the low carbon economy.



Climative produces low carbon plans for buildings

Building Energy Insights Building Low Carbon Plans for Every Building Owner - Artificial Intelligence Energy Analysis with Blockchain based collaboration



Climative Accepted into the USPTO Climate Change Mitigation Pilot Program - Climative

FOR IMMEDIATE RELEASE Climative Accepted into the USPTO Climate Change Mitigation Pilot Program for Blockchain-Based Low Carbon Collaboration Solution [Fredericton, NB, Canada, April 6th, 2023] - Climativ...

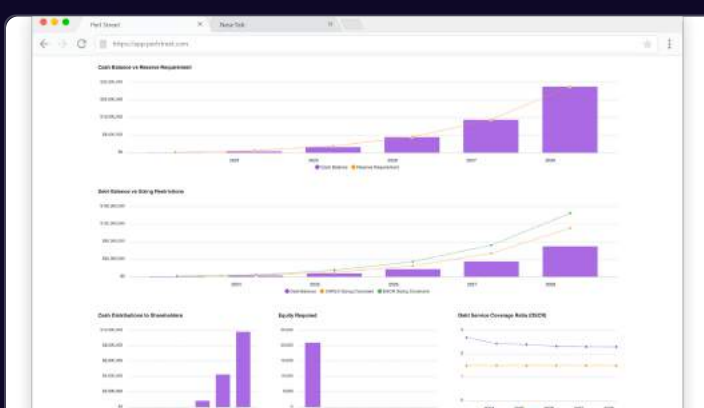
Perl Street - Energy Project Financing

Perl Street transforms under-banked hardware companies into distributed asset developers with structures formerly reserved for billion-dollar project finance transactions.



Perl Street Recognized Among Top Innovators in...

When you believe in what you do, it's impossible for others to ignore you. Thanks for the recognition, Energize VC, we're all her...



Perl Street for Energy

Perl Street enables the next generation of energy producers to deploy sustainable technologies, de-risk operations, and fund th...

Timeline For Phase 1



Successful Heat Pump Innovation Projects Elsewhere In The World

1. **RMI Realize** - *Aims to catalyze zero carbon retrofits in the US affordable housing sector using an approach developed in the Netherlands by Energiesprong. This govt-funded program developed a standardized retrofit and funding approach for social housing -*



YouTube



REALIZE: Catalyzing an Equitable, Zero-Carbon Buildin...

Introducing REALIZE, an initiative that combines demand aggregation and supply chain coordination to deploy high-quality...



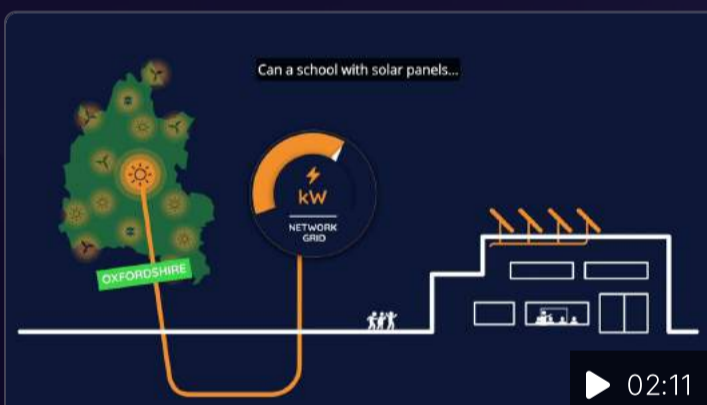
RMI



REALIZE - RMI

REALIZE aims to catalyze the zero carbon residential revolution. Together, we'll make better performing, safer, and more...

2. **Project LEO** - *One of the UK's most ambitious, wide-ranging, and innovative energy trials, seeking to accelerate the UK's transition to a zero-carbon energy system*



YouTube



What is Project LEO?

If we're going to meet the UK's net zero commitments and stop runaway climate change we all need to make changes to the wa...



Project LEO



Home - Project LEO

One of the UK's most ambitious, wide-ranging and innovative energy trials, seeking to accelerate the UK's transition to a zero-...

3. **Project Clean Heat Street** - *A project funded under the BEIS Heat Pump Ready Program intended to develop a methodology for high-density deployment of heat pumps in an urban area*

 www.cleanheatstreets.com



Clean Heat Streets

Web site created using create-react-app

What Do We Need

1 We need your help!

Join us in creating a cleaner future for our community! We're actively seeking letters of support from local organizations to bring clean energy to our town.

2 Committed to success

We're in this together! Let's work hand-in-hand with as many organizations as possible to make this project a success.

3 Innovative concept

You won't find anything else like this! We're developing an innovative and groundbreaking concept that we'll be submitting by July 18th..

4 Support our vision

If you support our vision, please consider sending a letter of support by July 17th. We've included a template and instructions to make it easy.

5 Get in touch

If you have any questions, don't hesitate to reach out to us at rasean@nuworld.energy or directly on my cell phone at 631-710-1200.

Resources



PDF file



Letter of Support Template



PDF file



EP Group Letter of Support for NuWorld...



PDF file



Buildings Up Challenge 1 Page Summary



PDF file



Buildings Up Challenge GuideBook



PDF file



NuWorld's Lighting's Completed Projects...