

# Home Energy Storage for Frontline Communities

Driven to provide immediate impact and passionate about energy equity, the Blip Energy team has complementary experience. Sophia Wennstedt, a Mechanical Engineer and Product Manager (iRobot, Tesla, Exelon); and, Chance Cobb, a utility industry veteran with an energy policy background (GE, ScottMadden).

Blip's affordable smart home battery was designed with energy equity at its core, to use battery technology available in the luxury segment, for sustainable cities and communities, especially renters, residents of multiunit buildings, and LMI communities. Providing resilience needs and energy bill savings at the lowest cost per kWh on the global market, allows for widespread deployment creating a network value of data and grid services. Underserved communities suffer disproportionately from power outages, high energy prices, and polluting energy facilities. Retiring peaker plants in disadvantaged communities is one of the most significant frontline environmental justice opportunities in the country. Growing grid vulnerability is exacerbated by extreme weather, demand volatility, and renewables integration. Existing solutions lack affordability and accessibility. Households need resiliency, and energy grid operators need localized levers to balance loads and prevent outages. Grid instability has 84% of Americans concerned, 61% report they want reliable backup power, but only 15% of Americans have a home backup solution.

The Distributed Energy System with a plug and play design to work in the most resource and installation constrained homes: public housing, other multi-family buildings, and the renter's market all in need of access to affordable solutions that are portable and don't require access to the breaker box, professional installation or costly permitting.

