



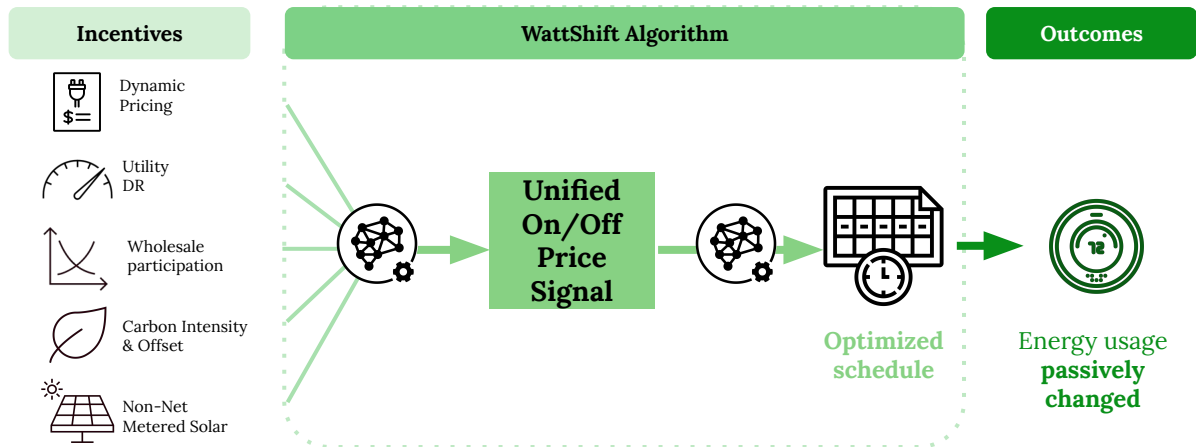
WattShift

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WattShift



WattShift's software **dynamically optimizes energy use** for the lowest price with no comfort sacrifice: saving cost and carbon

COMPANY INFORMATION

Mission: To improve grid efficiency by streamlining and optimizing the grid/home interface through DER integration and a unified energy price signal.

Number of Employees: 6

Team Will Blanchard, Founder & CEO - 7+ years in smart home product and startup founding

Manas Verma, Co-Founder & CTO - 6+ years software engineering and developer management

David Cole, Optimization Lead - PhD candidate with experience at NREL, PNNL, and Argonne National Lab

TECHNOLOGY

Summary

- WattShift's API integrates with distributed energy resources (DERs) and optimizes across grid incentive schemes with our **pricing optimization algorithm** and **dynamic data aggregation and forecasting system**

Advantages

- ✓ API easily integrates into existing device software
- ✓ Comprehensive on grid incentives, ability to scale all 200,000 regulatory combos in North America (currently support 3 most complex/high value utilities)
- ✓ Scalable to wide range of devices (current focus: thermostats)
 - ✓ **Tech:** Launched API & Docs, MVP app on app store, provisional patent (US63/464,107)

Business: Sales pipeline >\$10M ARR, 3x design partnerships signed (Wyze, Blip, Revert), 3x pilot/integration processes ongoing (Wyze, Ivy Energy, GreenPWR)

OPPORTUNITY

Need/Problem: Utilities seek to levelize power demand to avoid using expensive, polluting peaker plants by offering customers incentives to shift power use. The incentives are too complex for consumers to understand, or simply too onerous in terms of behavior adjustment to earn.

Target Customer: Home energy device manufacturers and the residential customers utilizing their equipment

Market Opportunity: ~\$60B in unused incentives in 2023, growing 2-5 times each year. New incentives for non-net metering applications are growing 5X due to regulatory changes.