ThinkEco, Inc.
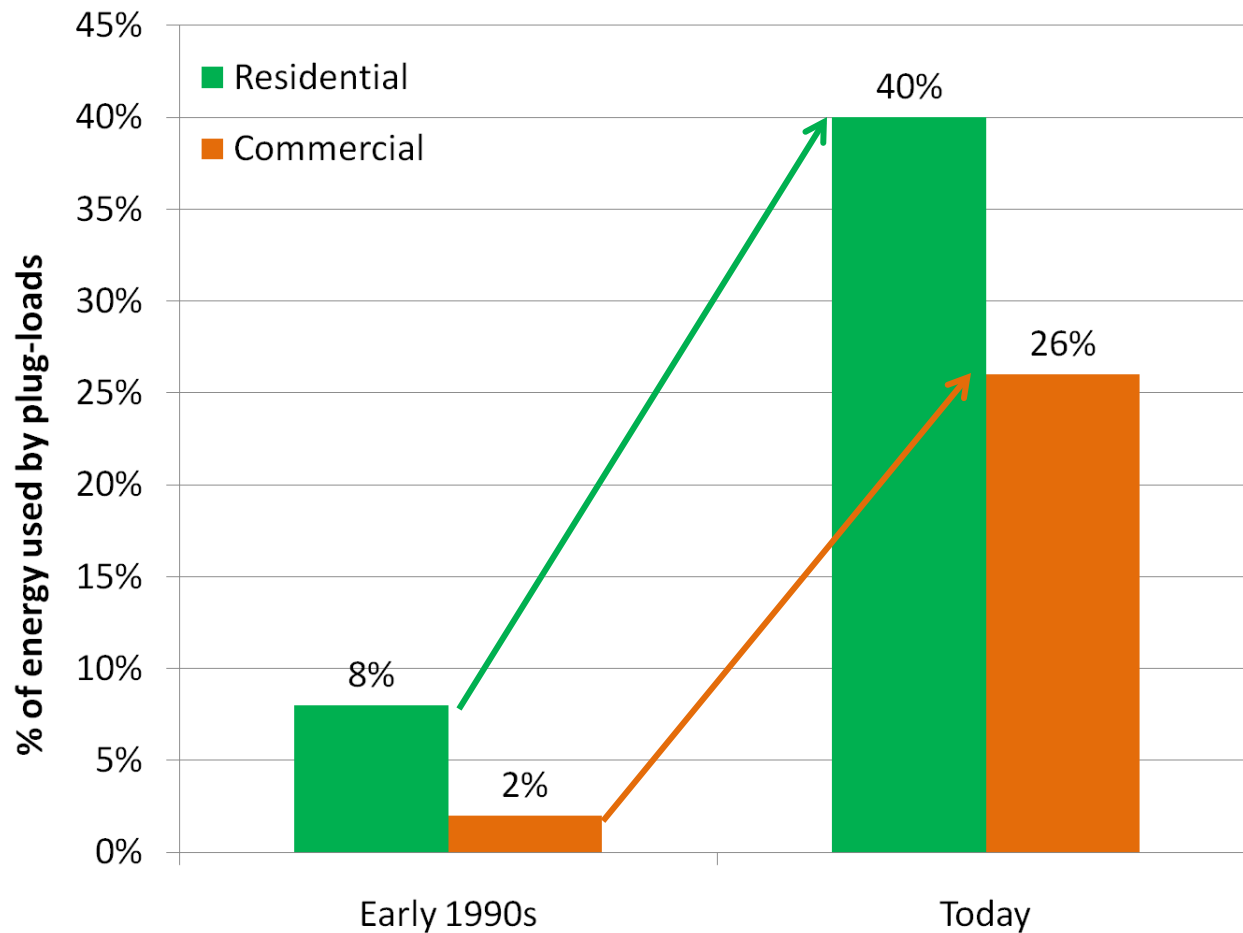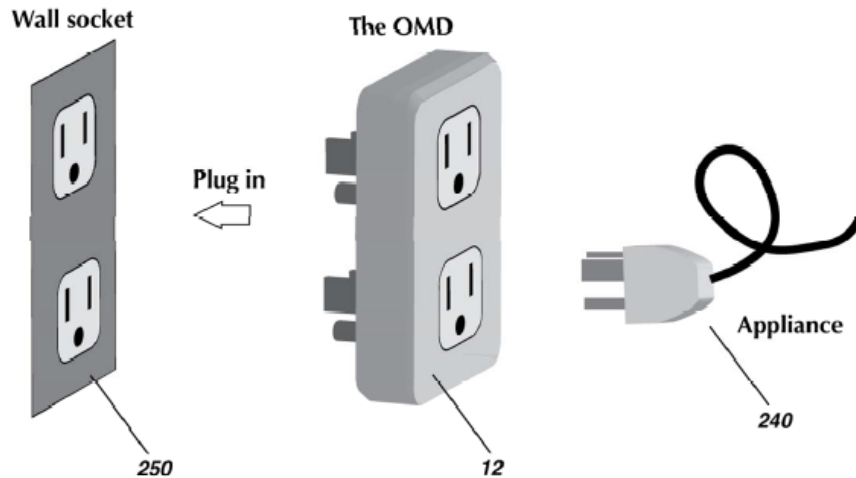
- NYC-based energy-efficiency company founded in 2008

- Focus on big/growing source of energy waste in offices and homes – plug-loads

thinkeco

Huge surge in plug-load use

thinkeco

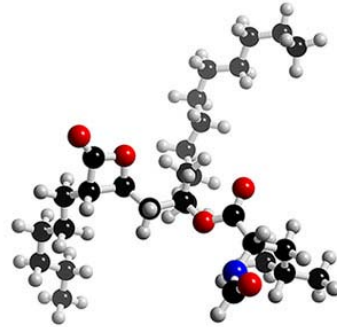# It all started with an idea...

Wouldn't something like this be an easy way to save energy?

thinkeco

The founding team

Fundamental math and science research

In-silico drug discovery research at start-up

Consumer advertising and marketing

Not afraid to build anything from scratch
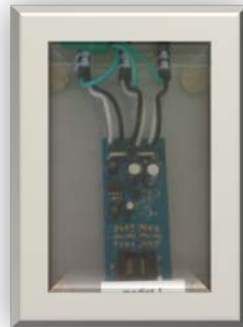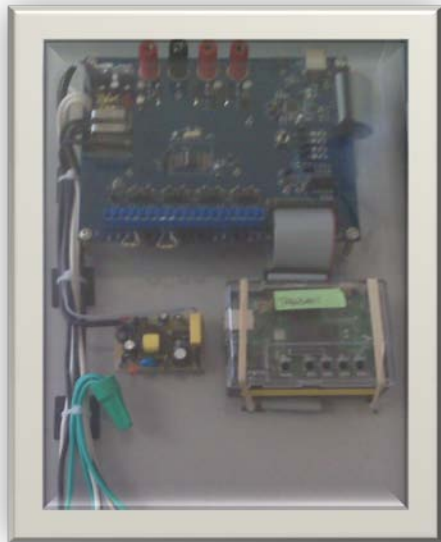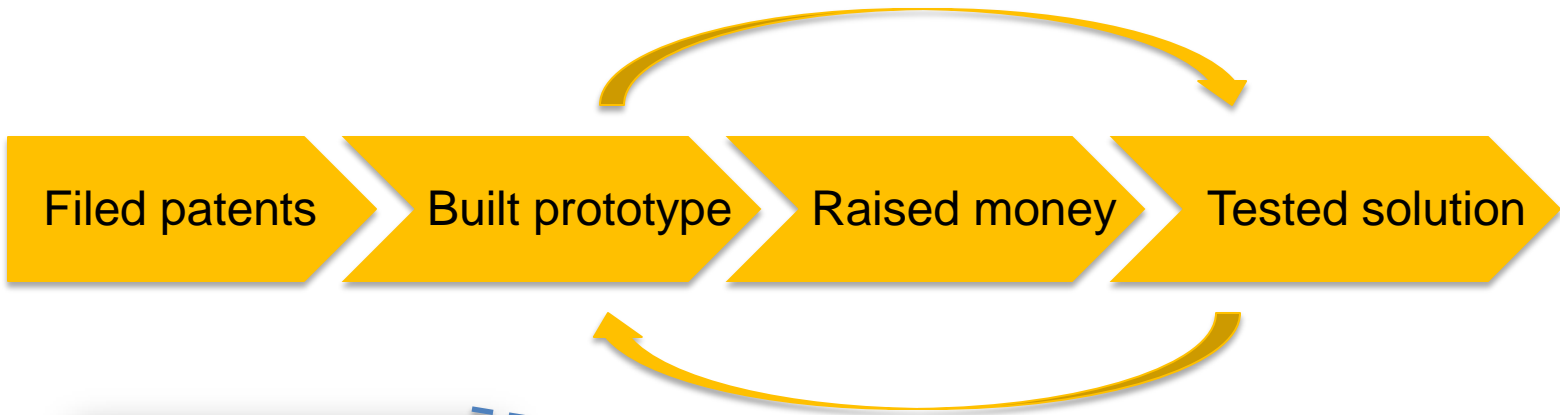
Experience commercializing machine learning technologies

Knowledge of how to launch successful products

thinkeco

The journey

Filed patents → Built prototype → Raised money → Tested solution

thinkeco
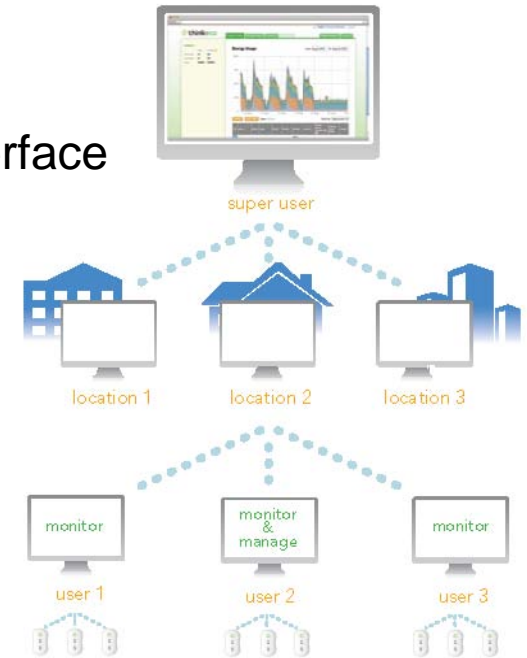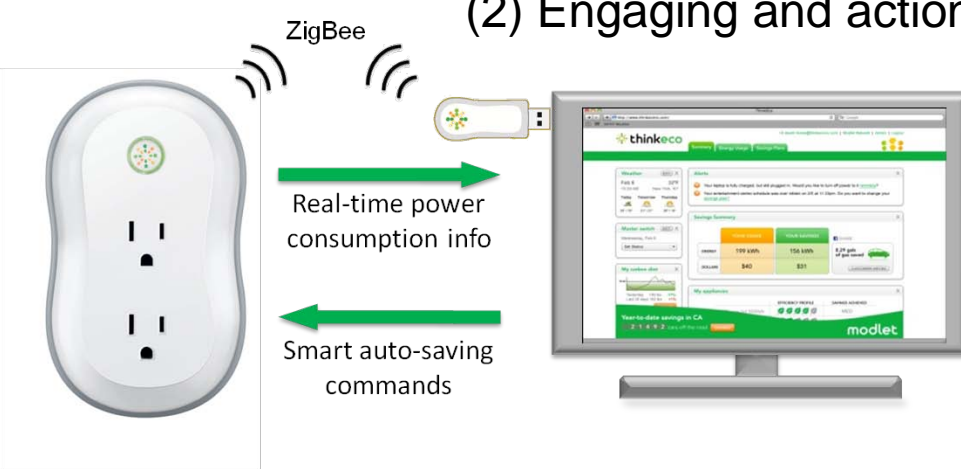
Scalable energy management solution with minimal new infrastructure

(1) Easy retrofit intelligent outlet system

(2) Engaging and actionable user interface

ZigBee

Real-time power consumption info

Smart auto-saving commands

super user

location 1   location 2   location 3

monitor   monitor & manage   monitor

user 1   user 2   user 3

(3) With scalable client-server architecture

thinkeco

User experience fits into existing routines

And introduces no new power hogs into the home or office

thinkeco

Launched commercially this spring

Regulatory approval

Usage in >100 sites averaged a payback period of 6-9 months

Conducting large-scale deployments

Launched EE and DR study with Con Edison

Designed for easy self-install
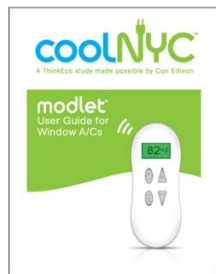
User manual + one-page install guide

Study design postcard

x 1-5 depending on number of ACs

x 1-5 depending on number of ACs

thinkeco

DR impact was significant

Energy Usage

Thursday, July 21, 2011 - Friday, July 22, 2011   Time resolution: 1 mins

Projected power consumption without DR

Actual power consumption

AC cycling keeps room comfortable
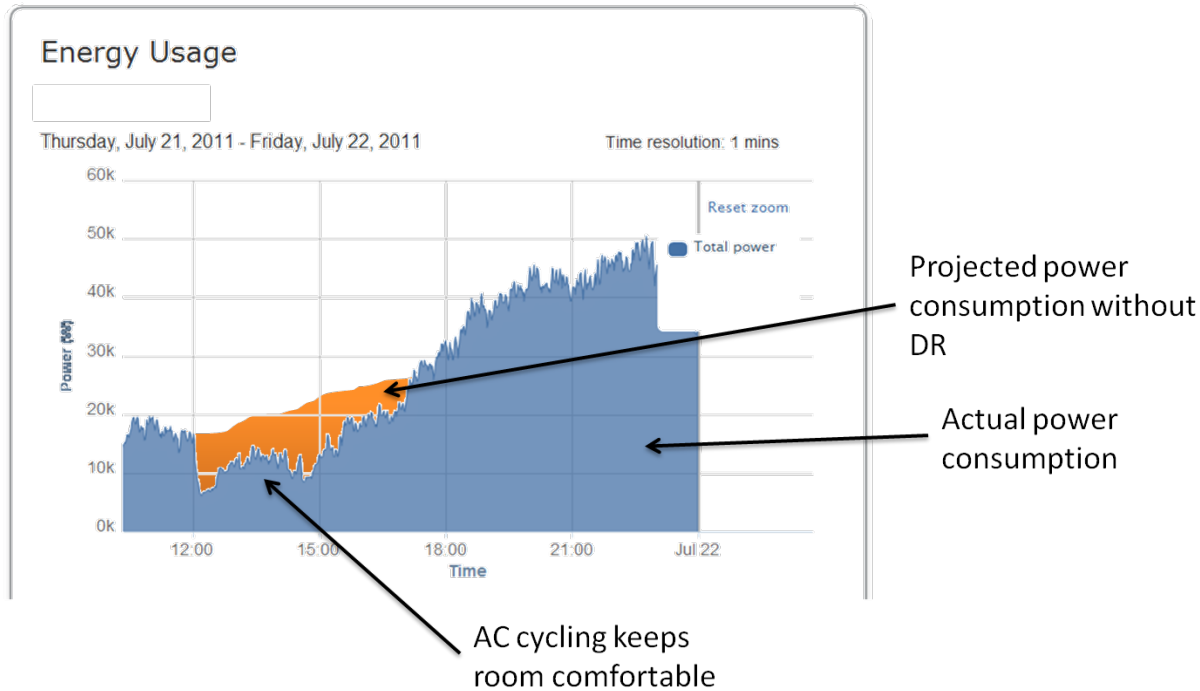
"I know that the program is over but we were so impressed with the modlet, we were wondering if there was anyway to get hold of another one"

100% of post-study survey respondents said they would like to participate in the same study next summer

thinkeco

Getting ready for retail

All you need to get started

- An energy saving outlet
- A convenient outlet
- A safer outlet

Confidential and Proprietary

Market is ready

David Pogue's Top CES picks

MARTHA
THE MARTHA STEWART SHOW

Hot Tech Gadgets of 2011

1) Motorola Atrix
2) Samsung Galaxy Tab
3) **ThinkEco Modlet**
4) Panasonic 3D camcorder
5) Casio Tryx

Martha Stewart Show 1/17/11

TODAY **Hot Tech Trend 2011**

TECH TRENDS FOR 2011
SMART GRID: AMBIENT

NBC Today Show 12/29/10

the early show **For modern living**

INSIDE THE CONSUMER ELECTRONICS SHOW
HI-TECH APPLIANCES FOR MODERN LIVING

TOP TECH FOR 2011
> THINKECO MODLET
AVAILABLE SPRING $50

CBS Early Show 1/8/11

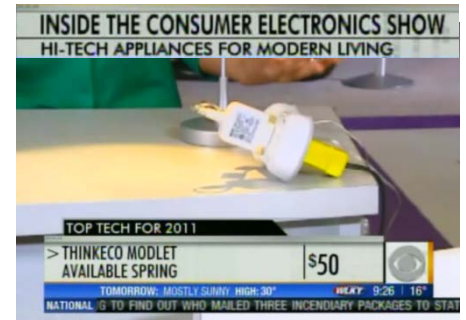**Chicago Tribune**   **USA TODAY**   **c|net**   **Entrepreneur**   **CNBC** FIRST IN BUSINESS WORLDWIDE   **The New York Times**   **ARCHITECT** Top Stories   **NBC**
JETSON GREEN   ConstructionDigital   übergizmo

GlobeSt.com   **TWICE**   Earth**Techling**   treehugger A Discovery Company   **Technologizer**   **INTERNATIONAL BUSINESS TIMES**

LAPTOP THE PULSE OF MOBILE TECH   smartplanet   This Old House   technolister   **BUILDING** DESIGN+CONSTRUCTION.   **CRAIN'S** NEW YORK BUSINESS   GreenBiz.com Business Voice of the Green Economy   inhabitat

thinkeco

Received multiple awards along the way

2009   **2010**   **2011**

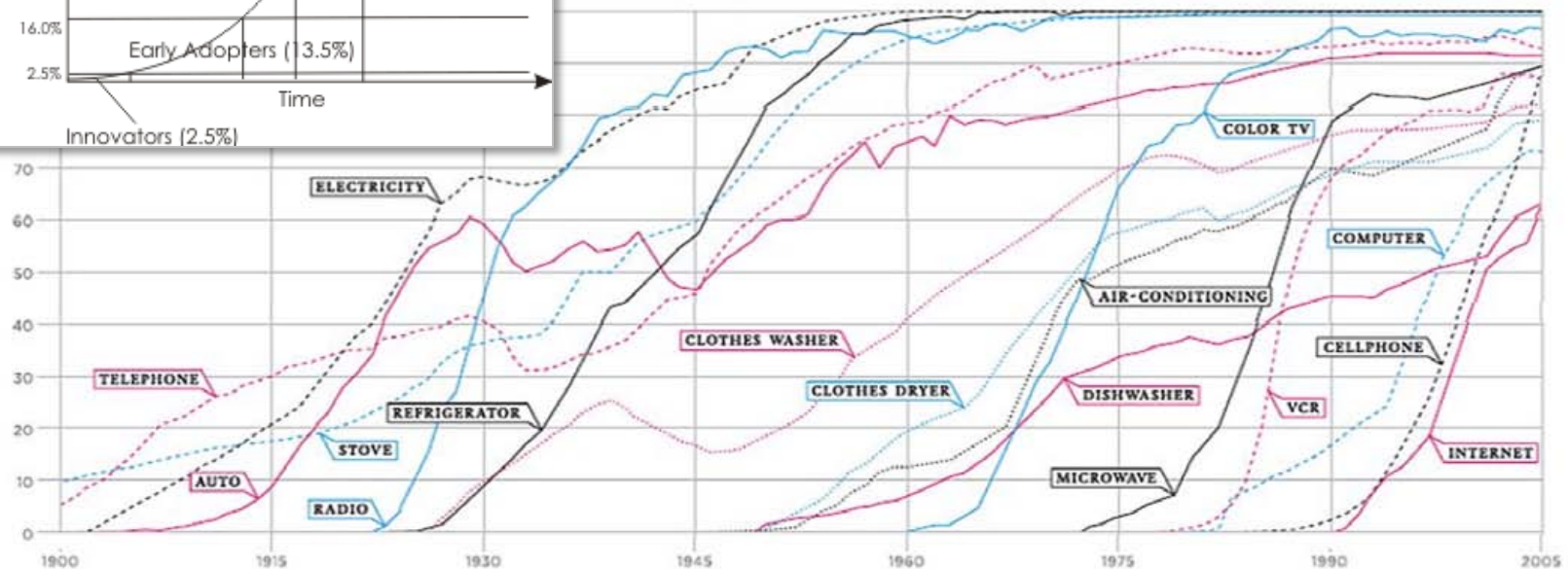Best in show 2010

Top 10 product

thinkeco
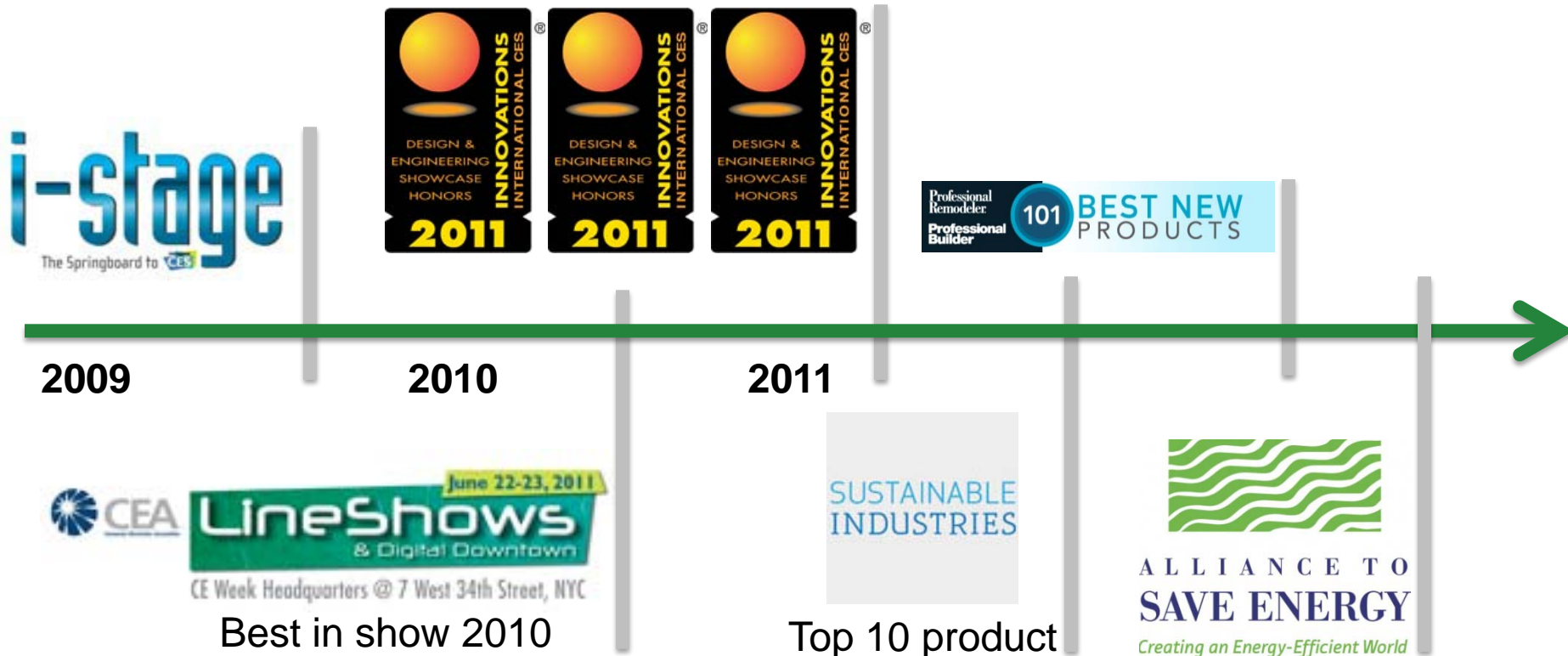
Product adoption can take a long time
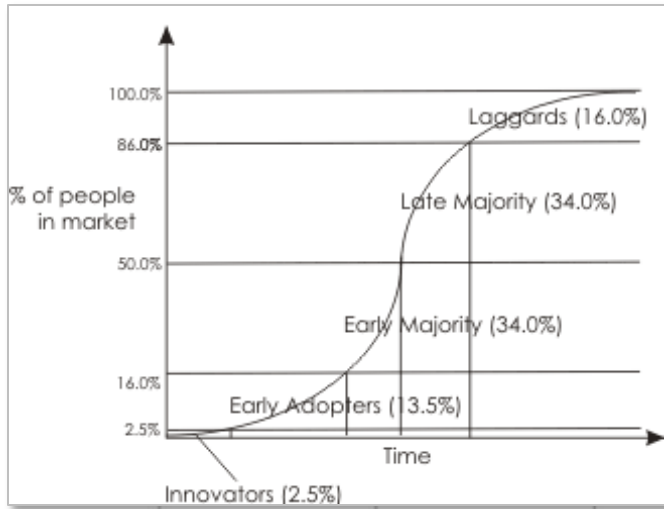
Electricity   ~60 years

TV   ~20 years

Cell phone ~10 years

thinkeco

Appropriately Framing the Question

Problem:
Overwhelm

Result:
Non-decisions
Selective focus by viewers

Result:
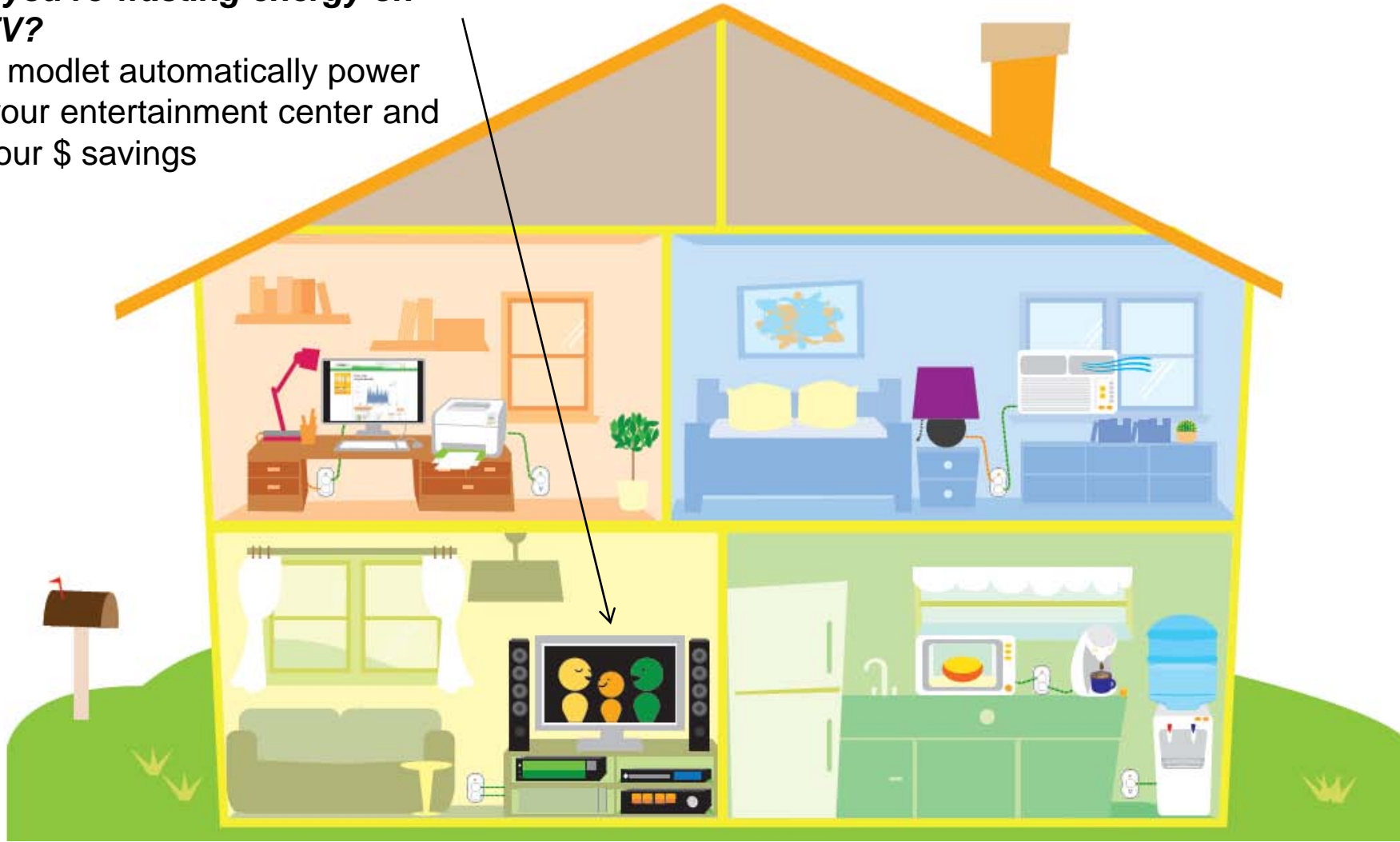Excellent execution,
i.e., decision making

Problem:
Overlook

Results:
Not seeing what's relevant
Right answer, wrong question

15

thinkeco

Modlet automates energy savings

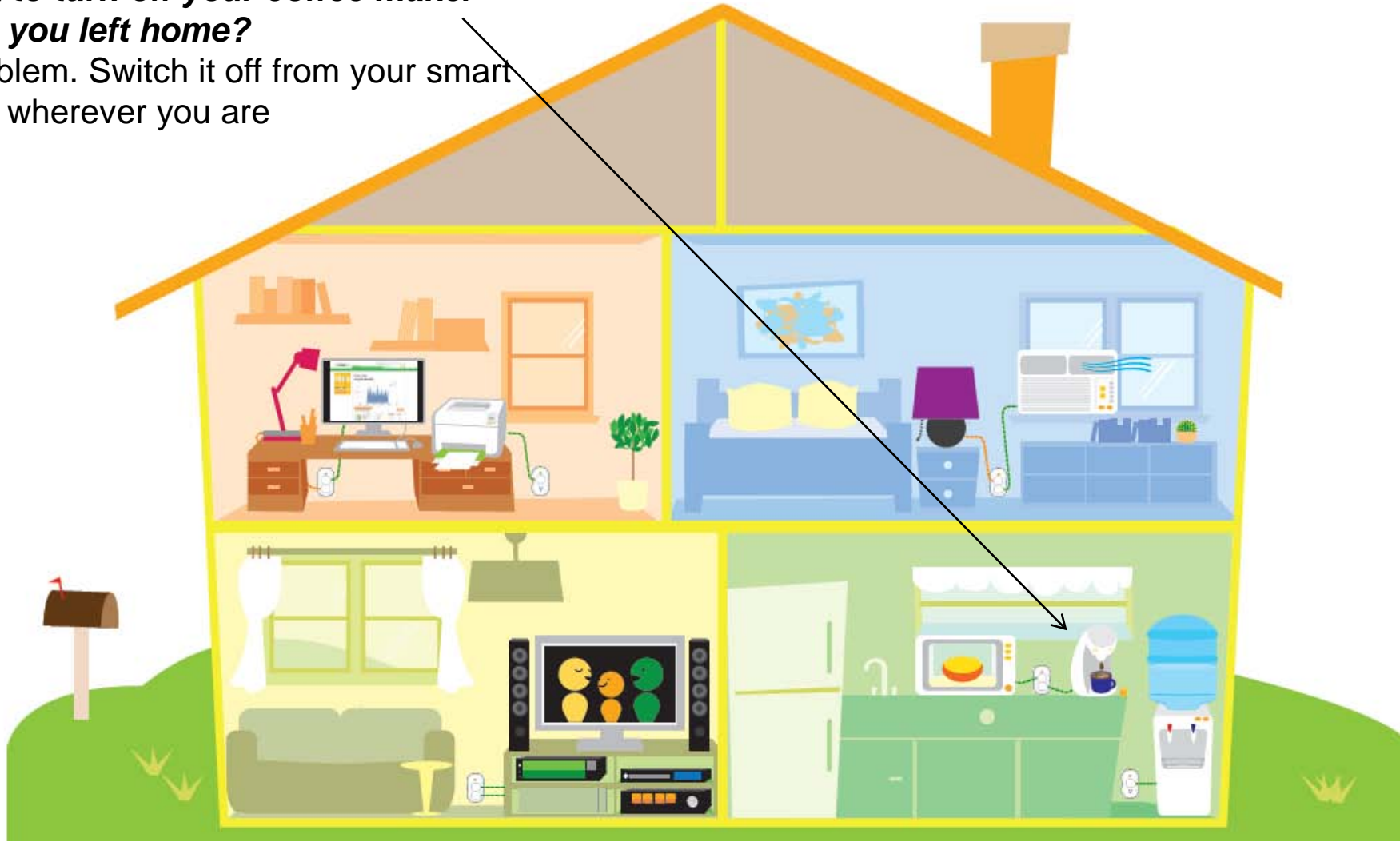**Afraid you're wasting energy on your TV?**
Let the modlet automatically power down your entertainment center and track your $ savings

Modlet gives you smart home control

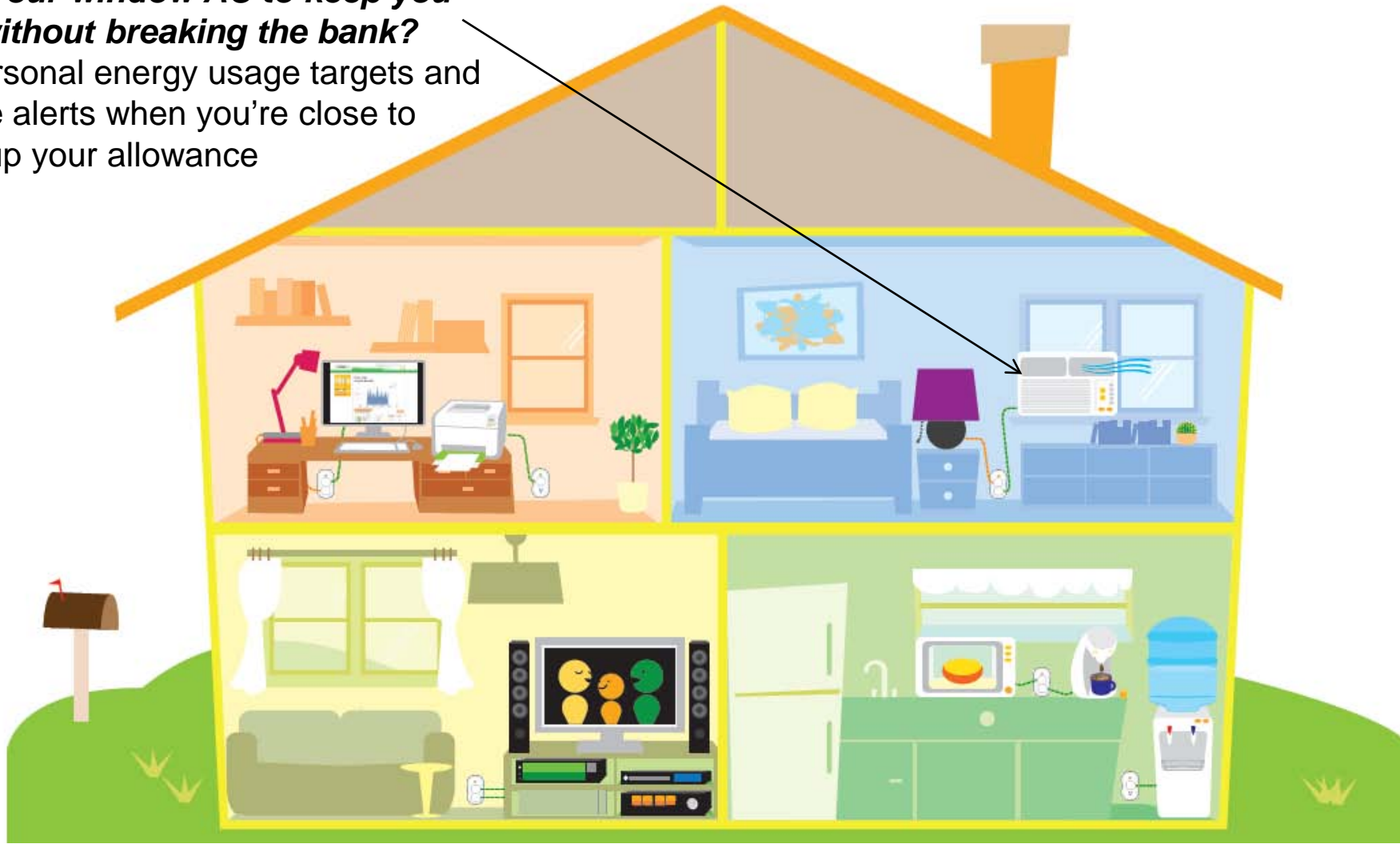***Forgot to turn off your coffee maker before you left home?***
No problem. Switch it off from your smart phone, wherever you are

Modlet empowers new ways to use energy

Want your window AC to keep you cool without breaking the bank?
Set personal energy usage targets and receive alerts when you're close to using up your allowance

modlet

the modern outlet