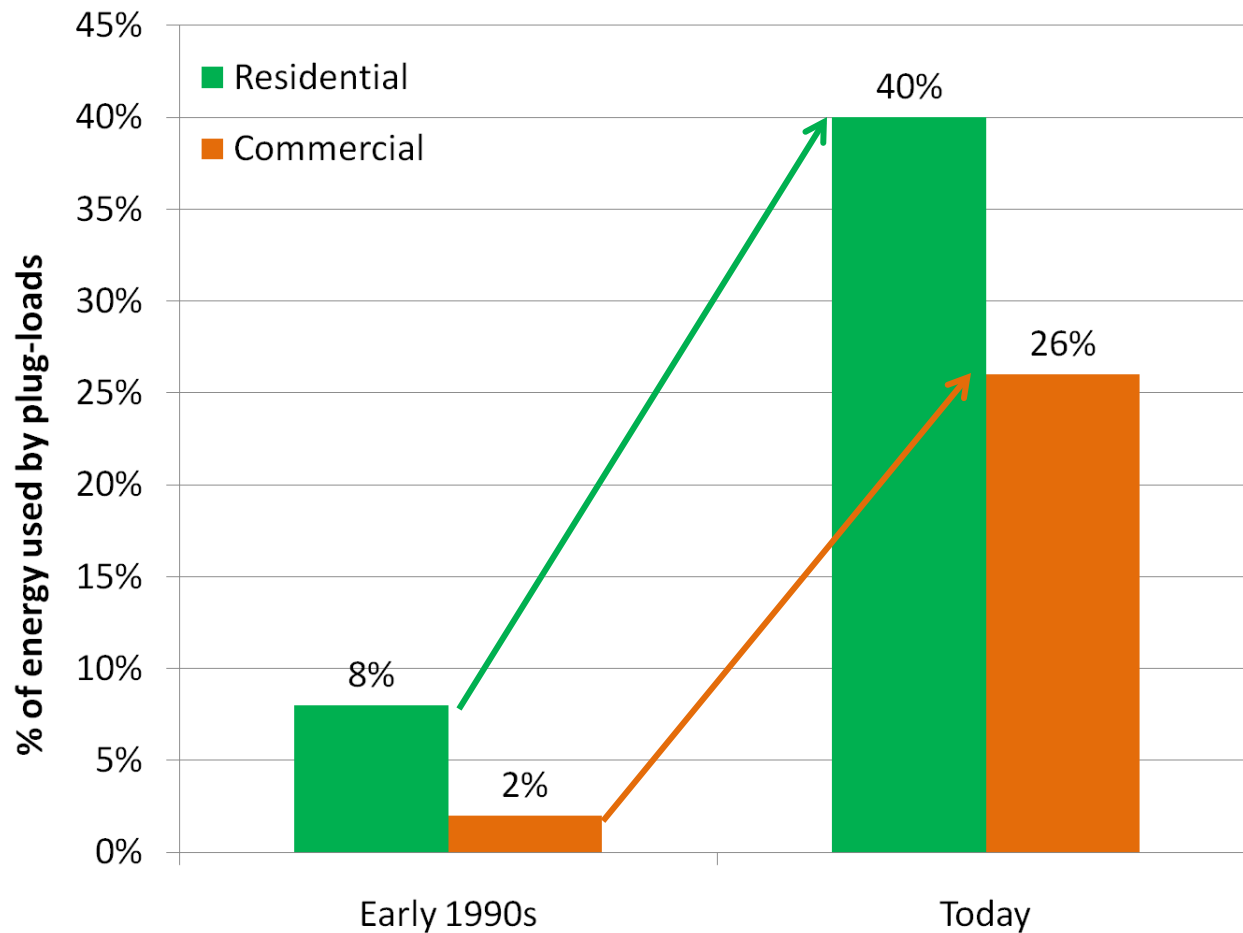


ThinkEco, Inc.

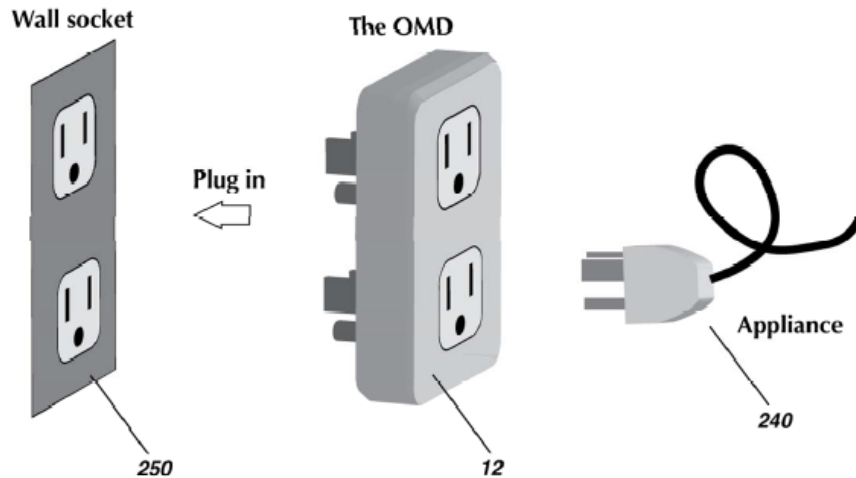
- NYC-based energy-efficiency company founded in 2008
- Focus on big/growing source of energy waste in offices and homes – plug-loads



Huge surge in plug-load use



It all started with an idea...



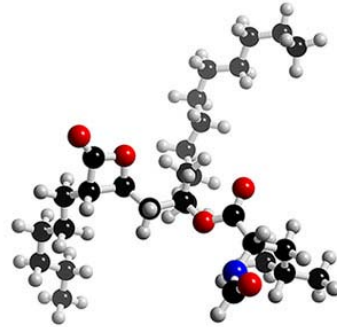
Wouldn't something like this be an easy way to save energy?

The founding team



Fundamental math
and science research

**Not afraid to build
anything from
scratch**



In-silico drug
discovery research
at start-up

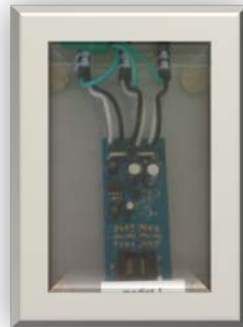
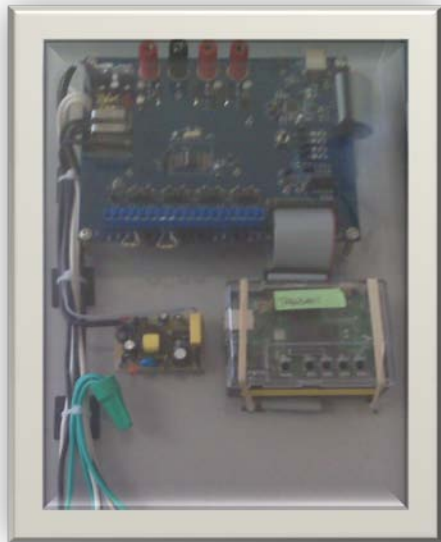
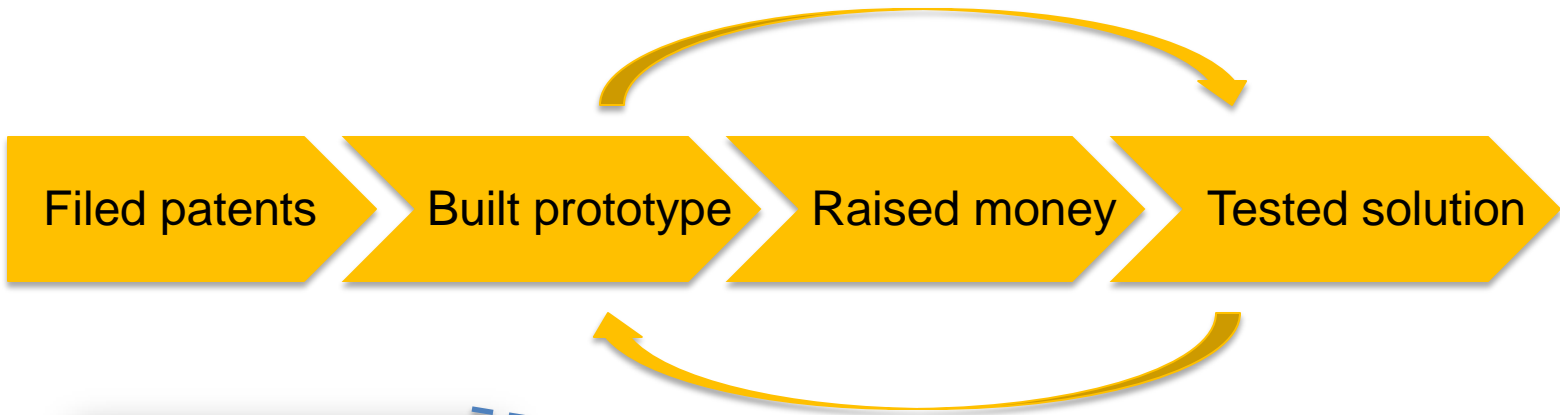
**Experience
commercializing
machine learning
technologies**



Consumer
advertising and
marketing

**Knowledge of how
to launch successful
products**

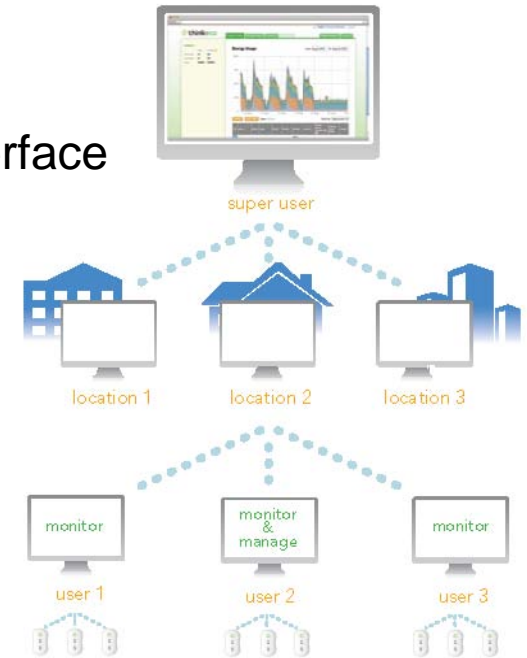
The journey



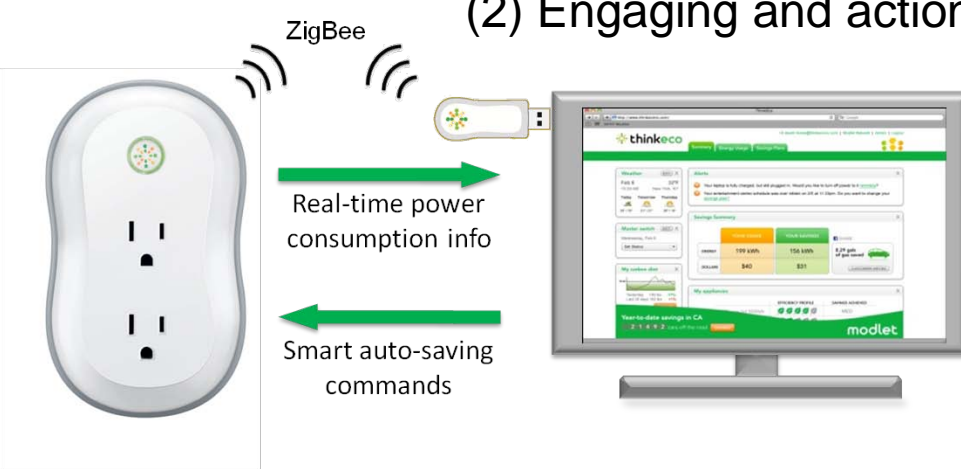
Scalable energy management solution with minimal new infrastructure

(1) Easy retrofit intelligent outlet system

(2) Engaging and actionable user interface



(3) With scalable client-server architecture



User experience fits into existing routines



And introduces no new power hogs into the home or office

Launched commercially this spring



ecoempowered summary report

ThinkEco launched the Eco Empowered initiative in September 2010 to uncover hidden sources of electricity waste in offices. Organizations that participated in the Eco Empowered initiative were the first to use ThinkEco's modlet*. This "modem outlet" allows the user to measure exactly how much electricity is being used by plug-in equipment, and to eliminate energy waste while the equipment is sitting idle. Additionally, by measuring power consumption in real-time, the modlet helps the facilities manager optimize purchasing decisions.

Modlets Save Money
A typical company will save \$400 per employee over five years using modlet savings plans. Each Eco Empowered participant received a plug-load audit – an inventory of all the electrical devices in their offices. The savings table at right is based on these audits and the potential for energy savings by eliminating energy used by equipment during hours when the office is unoccupied.

# of Employees	Estimated Total Savings				Average Cost to Plug-in Equipment
	\$/Month	\$/Year	\$/Employee	\$/Employee	
50	\$2,124	\$25,488	\$509.8	\$62.2	\$266
100	\$4,248	\$50,976	\$509.8	\$62.2	\$266
5,000	\$21,240	\$254,880	\$509.8	\$62.2	\$266
10,000	\$42,480	\$509,760	\$509.8	\$62.2	\$266

Eco Empowered Participants
Modlets are a simple retrofit solution to energy management for all end-users. ThinkEco provides a diverse set of participants in its Eco Empowered initiative. Modlets were deployed in 122 sites across 82 organizations, including New York City office buildings, mid-west manufacturers, middle schools, and college dorms among others. In addition to installing modlets in their offices, several companies further engaged their employees in energy saving by sending the modlets home with select employees. A break-down by industry of the participants is below. The typical user had the modlets installed for three weeks – one week for baseline measurements and two weeks to implement the modlet savings plan – though the time of each deployment ranged from one week to five months.

Modlets Monitor All Plug-Loads
Modlets can be used to monitor the energy used by any equipment that plugs into a standard wall outlet. ThinkEco has aggregated real-time power consumption data from a wide variety of plug-load equipment. More than 460 devices common in corporate offices and schools were monitored as part of the Eco Empowered initiative.

Types of Equipment Monitored and Managed



Regulatory approval

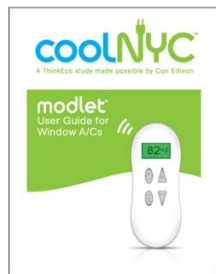
Usage in >100 sites averaged a payback period of 6-9 months

Conducting large-scale deployments

Launched EE and DR study with Con Edison



Designed for easy self-install



User manual + one-page install guide



x 1-5 depending on number of A/Cs



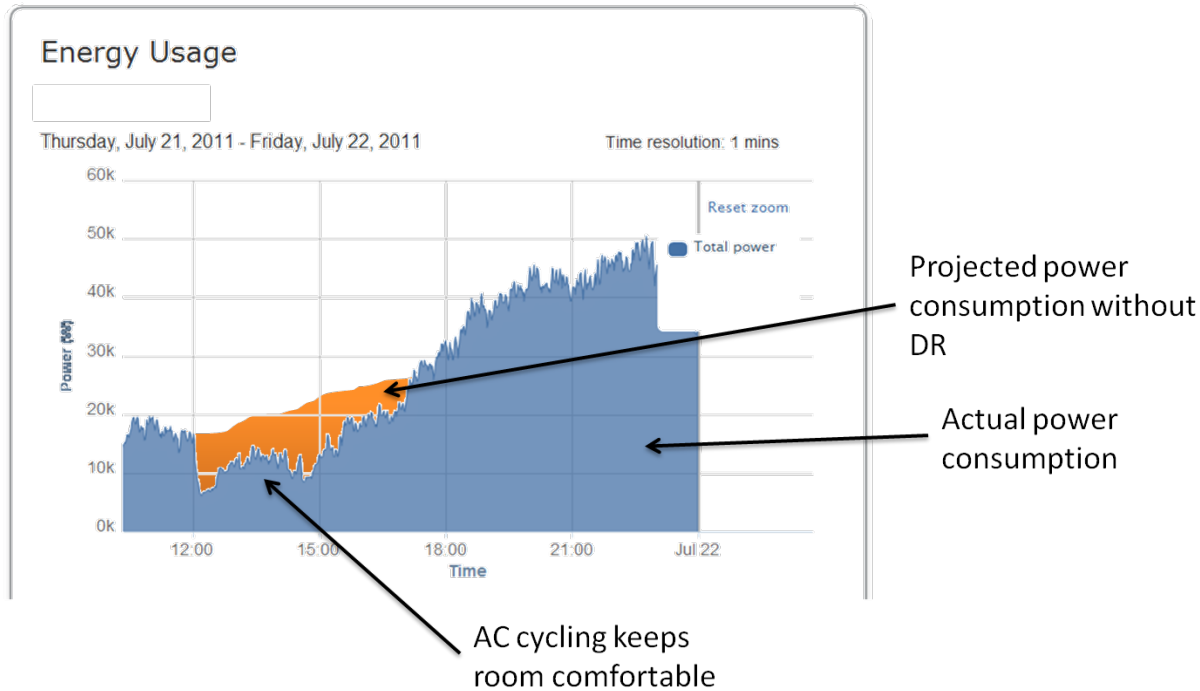
Study design postcard



x 1-5 depending on number of A/Cs



DR impact was significant



“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

Getting ready for retail



All you need to get started

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

Market is ready

David Pogue's Top CES picks



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



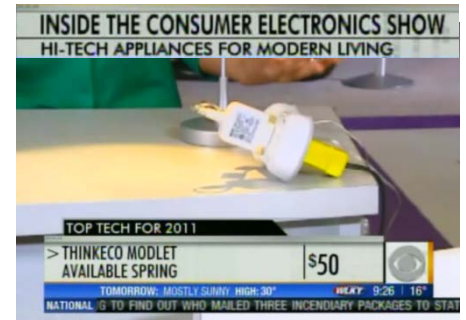
Hot Tech Trend 2011



NBC Today Show 12/29/10



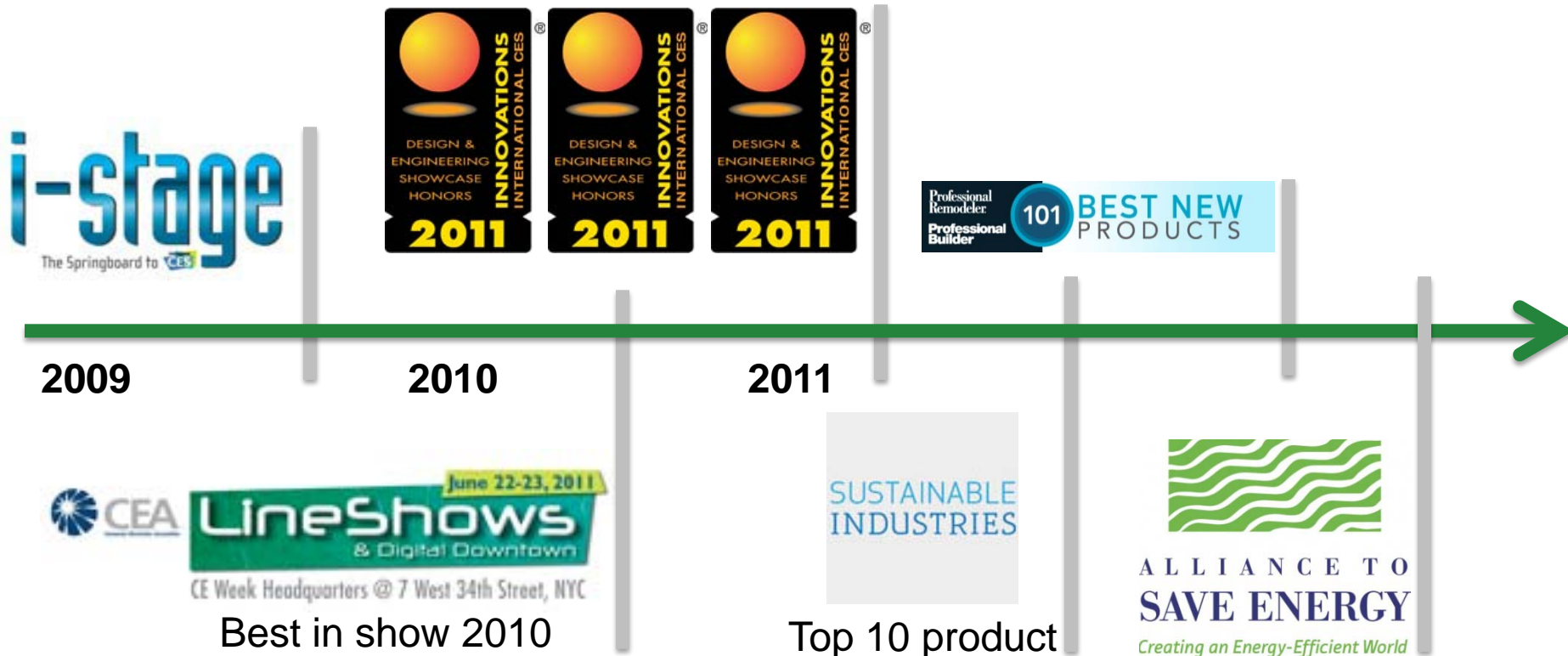
For modern living



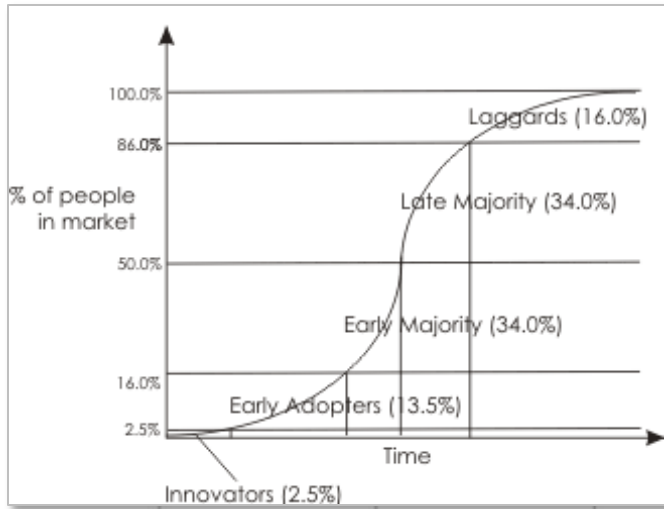
CBS Early Show 1/8/11



Received multiple awards along the way



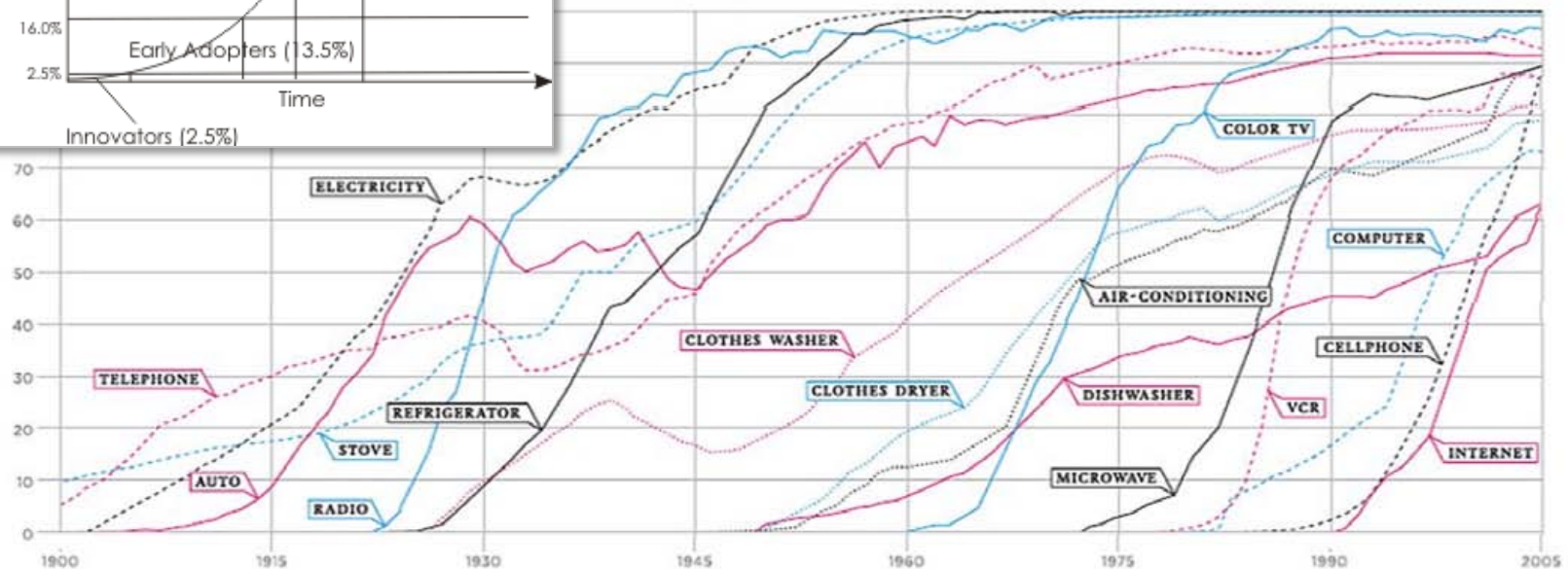
Product adoption can take a long time



Electricity ~60 years

TV ~20 years

Cell phone ~10 years



Appropriately Framing the Question

Problem:
Overwhelm



Result:
Non-decisions
Selective focus by viewers



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

Problem:
Overlook

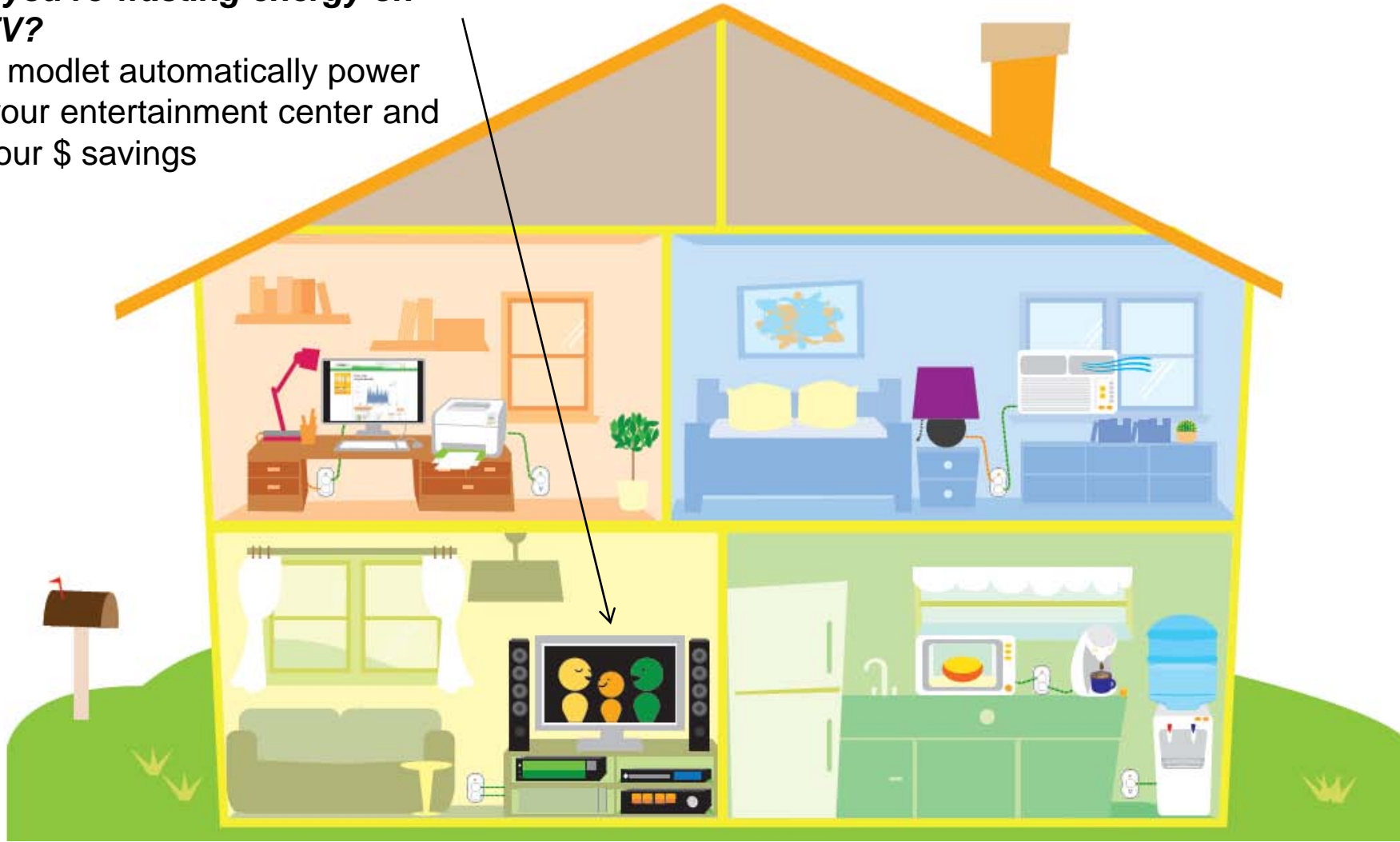


Results:
Not seeing what's relevant
Right answer, wrong question

Modlet automates energy savings

Afraid you're wasting energy on your TV?

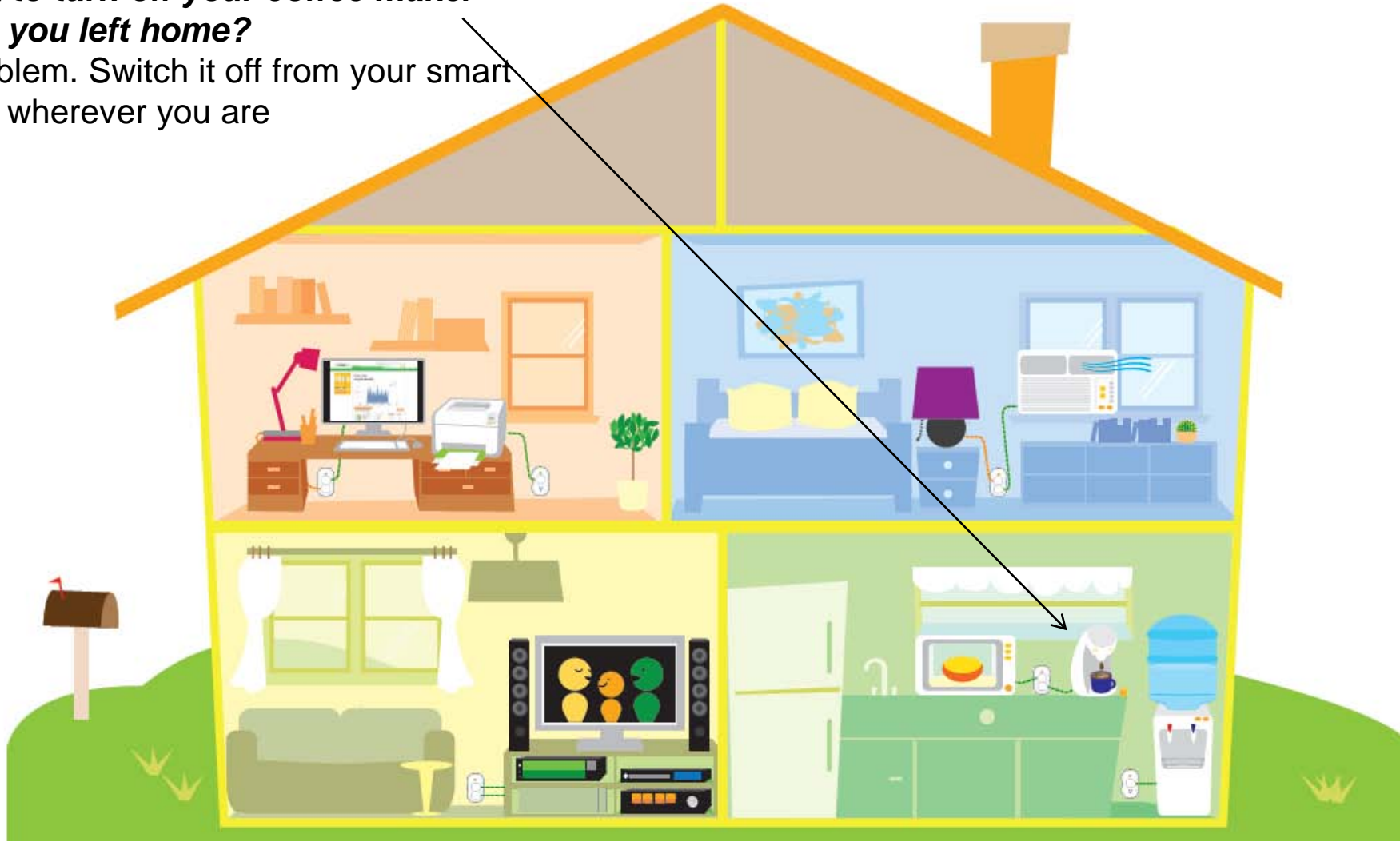
Let the modlet automatically power down your entertainment center and track your \$ savings



Modlet gives you smart home control

Forgot to turn off your coffee maker before you left home?

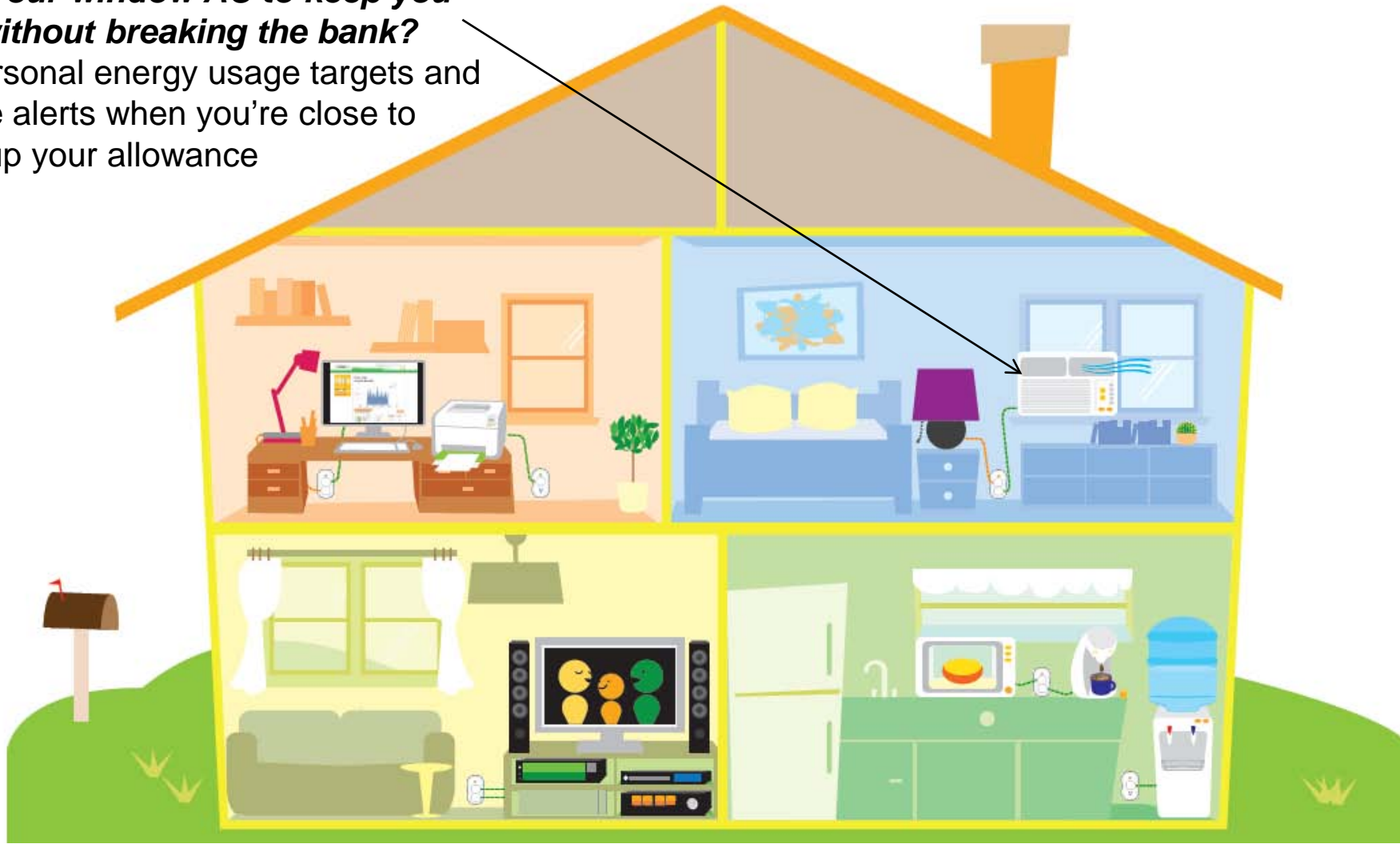
No problem. Switch it off from your smart phone, wherever you are



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