Laurie Vaudreuil
President & CEO
Core Technology

• Mosaic Power shifts the run time of electric water heaters to make the “when” of water heating more efficient

• Heaters are aggregated into fleets to smooth fast supply and demand changes in electric grid

• Virtually no impact to consumers as heating time is shifted by minutes and seconds

• Controllers communicate via private Mosaic cellular network
Competitive Advantages

- Aggregate residential scale electricity use
- Work directly between consumers and power grid
- Have our own PJM regulation trading desk
- No installation cost to heater owners
- Fixed quarterly payments to heater owners
- Independent of consumer’s utility
- Work with existing water heaters – any age, most sizes
Customer Values

- **Power grid operators (PJM)**
  - Accurate fast electricity regulation
  - Dependable access to behind-the-meter appliance
  - Demand micro-aggregation that matches existing grid software and database interfaces

- **Water heater owners**
  - $100 per water heater per year
  - Verification of bad lower heating element behavior
  - Minimal to no tenant impact
  - Quick installs with no capital requirements
  - Easy-to-sign contract terms
Company Value

- Large upside in energy market pricing
- Fast, simple installations and sales
- Easy to outsource installation personnel = low overhead
- Bypass expensive regulatory requirements for power generators
- Easy to ramp up or down installations with market changes
- Business plan is novel in energy field