



mosaic power

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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