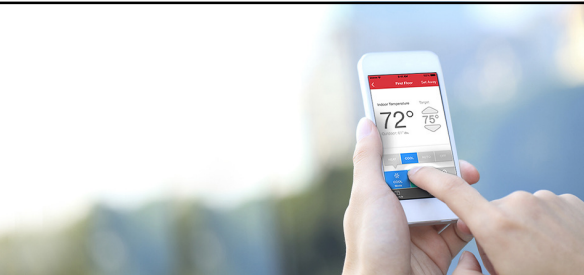


About Bring Your Own Thermostat® demand response


The bottom of the slide features the EnergyHub logo on the left. In the center, there is small text that reads "EnergyHub Confidential". On the right side, there is a small number "3". The right side of the slide has a vertical border of semi-transparent circles.



40% of all thermostats sold today are internet connected
(Parks Associates)

EnergyHub EnergyHub Confidential 4

Customers have choices





You'll need to work with many of them to make a BYOT program work.



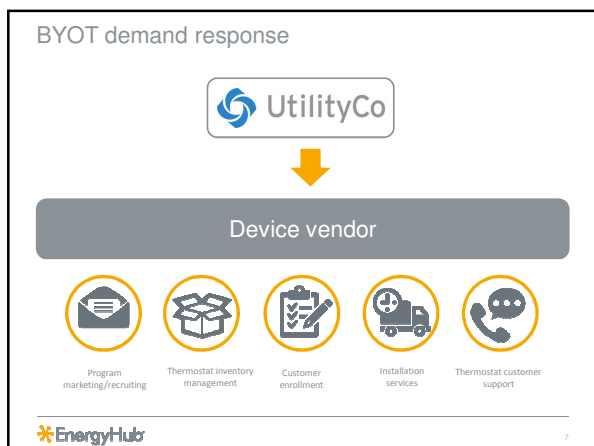
EnergyHub EnergyHub Confidential 5

Traditional demand response



Program marketing/recruiting Thermostat inventory management Customer enrollment Installation services Thermostat customer support

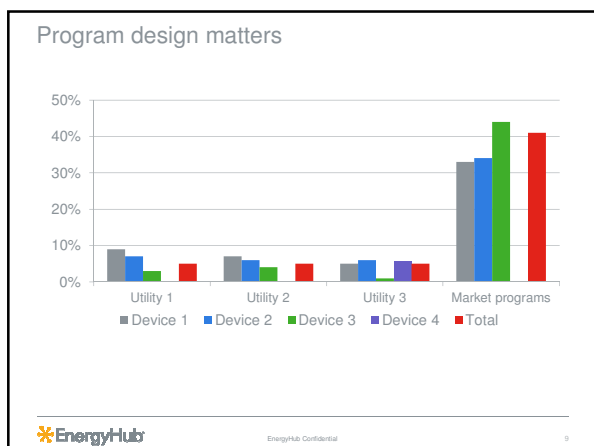
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BYOT-specific challenges

- Maximizing device choice
- Reducing barriers to enrollment
- Creating effective marketing

EnergyHub



Onboarding multiple device vendors

For each partner, work through:

- Contracting
- Marketing support
- Enrollment integration
- DRMS integration
- Event execution
- Rebate administration
- Reporting

UtilityCo

ecobee, nest, EMERSON, LUX, RadioThermostat, Filtrete, vivint, Honeywell, ALAFM.COM, Carrier

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Onboarding multiple device vendors

A single contract covering key partners for your program. Only EnergyHub offers this.

UtilityCo ↔ EnergyHub

ecobee, nest, EMERSON, LUX, RadioThermostat, Filtrete, vivint, Honeywell, ALAFM.COM, Carrier

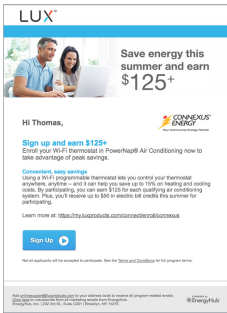
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Reducing barriers to enrollment

- Limit enrollment steps
- Require minimal information
- Provide instant verification

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Effective marketing through co-branding



- Utility marketing knowledge
- Device vendor expertise
- Co-branded messaging



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How BYOT compares with traditional demand response



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1.2 – 1.5 kW

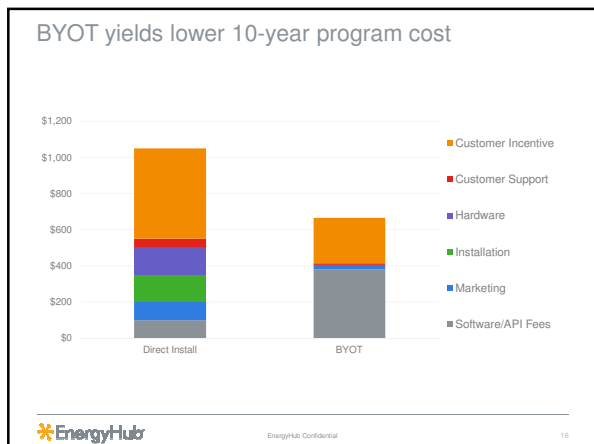
DR capacity delivered per BYOT thermostat

Source: Middle 80% of EnergyHub BYOT deployments



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Thank You

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