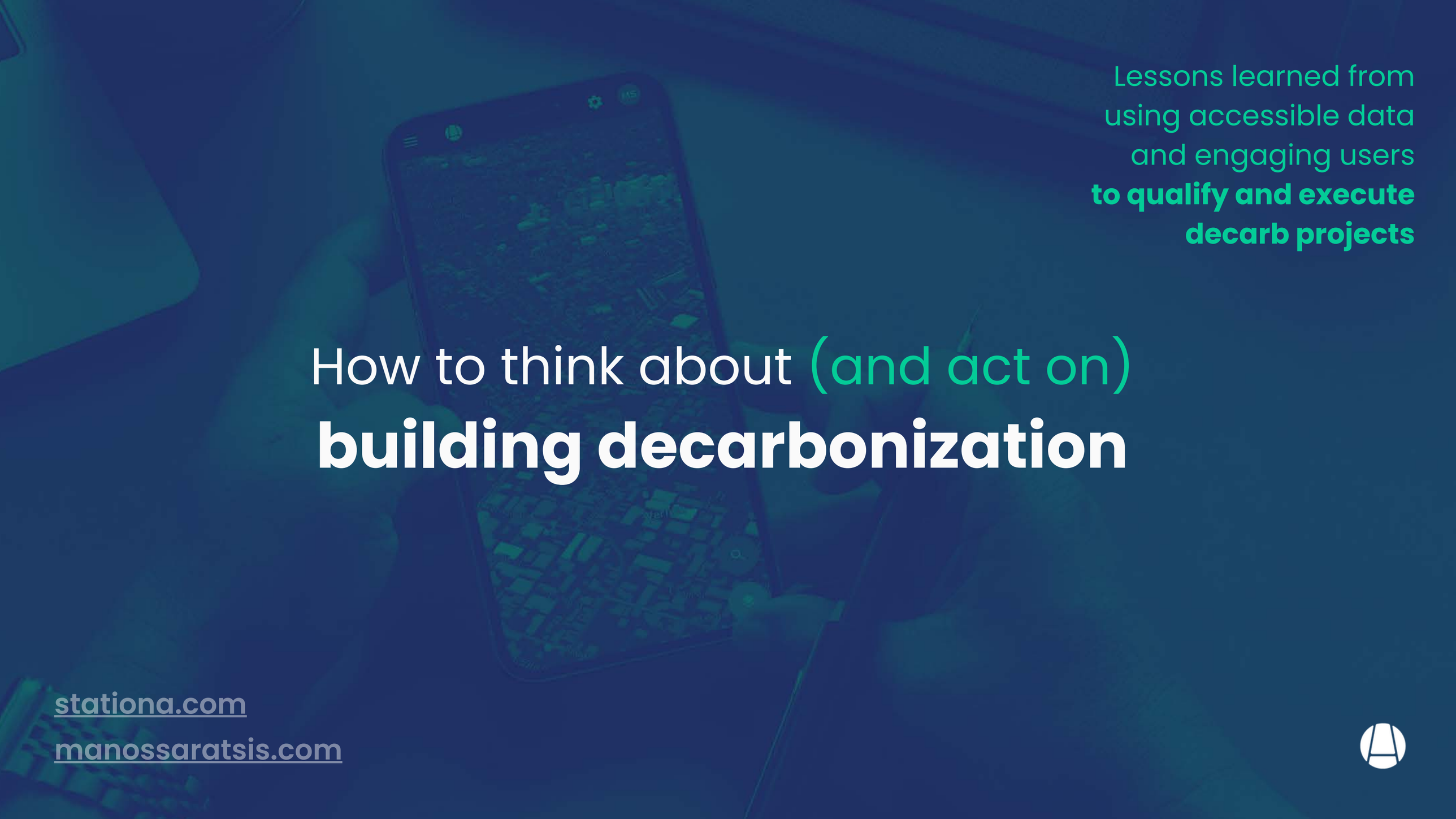


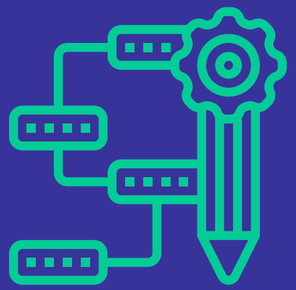
Lessons learned from
using accessible data
and engaging users
to qualify and execute
decarb projects

How to think about (and act on) **building decarbonization**

stationa.com

manossaratsis.com

My passions



Environmental design

Designing buildings & cities for climate change

Geoanalytics

Determining what works best where and why

Software engineering

Leveraging cutting-edge tech for social good

Things I will cover

Today

Why qualifying and executing decarb projects is so hard and why it matters

Enter Station A

What we've tried, where we've failed, and where we've succeeded

The Future

How we can scale and expand building decarb using a tech playbook


~70%
Of carbon emissions are related to electricity generation and buildings

~10%

Of global electricity generation is clean (i.e. solar, batteries, wind, etc.), while most of it is still coal, oil, and natural gas

What's different now?

82%
cheaper to build clean energy today vs. 2012

3.5%
of onsite clean energy capacity has been tapped

88%
of public companies have ESG initiatives

It's affordable

Clean energy hardware is cheaper than ever, financing is widely available, and everything continues to become more affordable YoY

"it's not the cost"

It's an untapped market

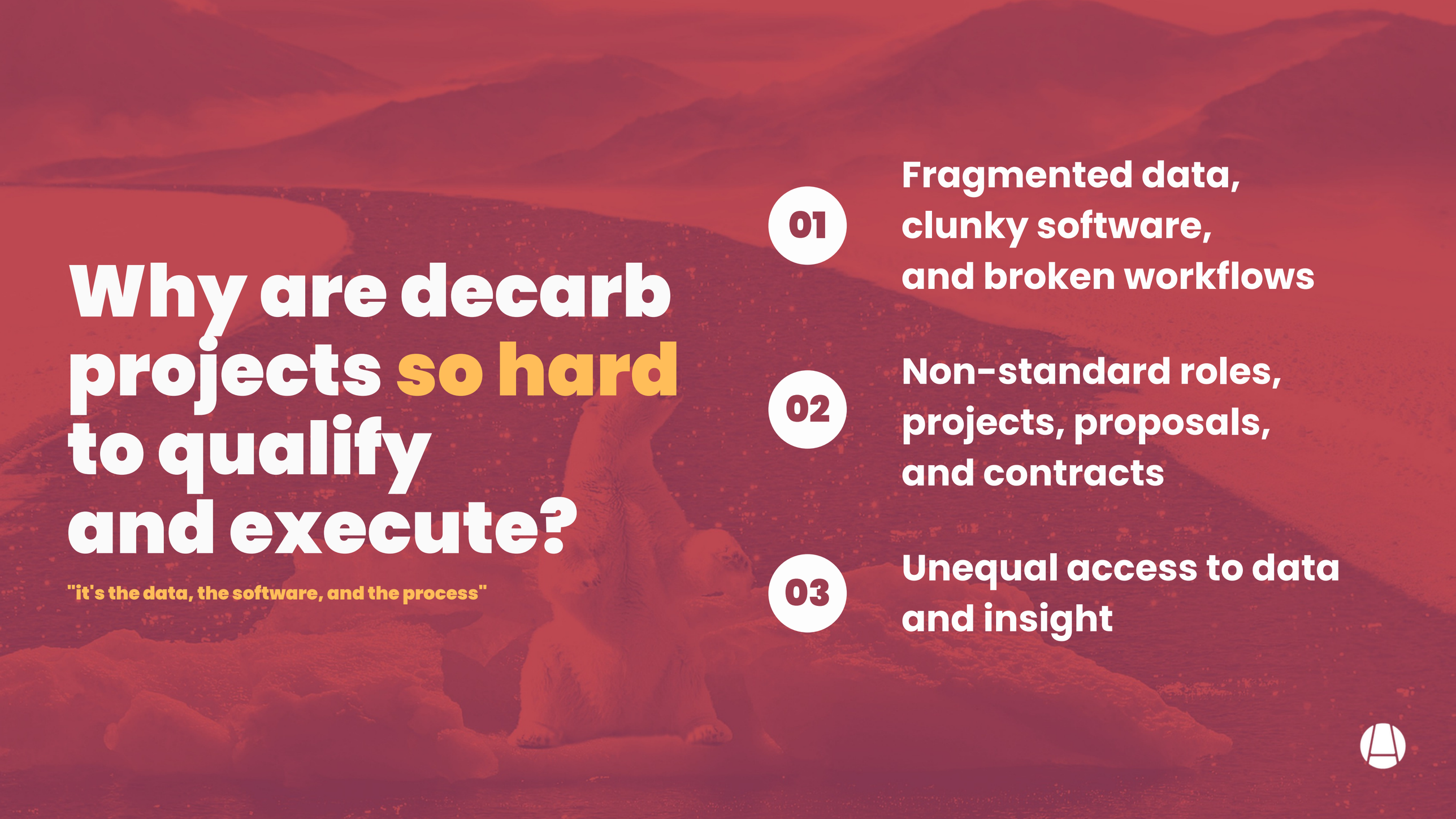
The onsite clean energy market for commercial and industrial buildings remains nascent despite an average 7-year payback for "good" projects

"it's not the value prop"

It's a compliance issue

SEC is requiring public companies to measure & report emissions, but only 39% of them believe they're effectively meeting their goals

"it's not the policy"



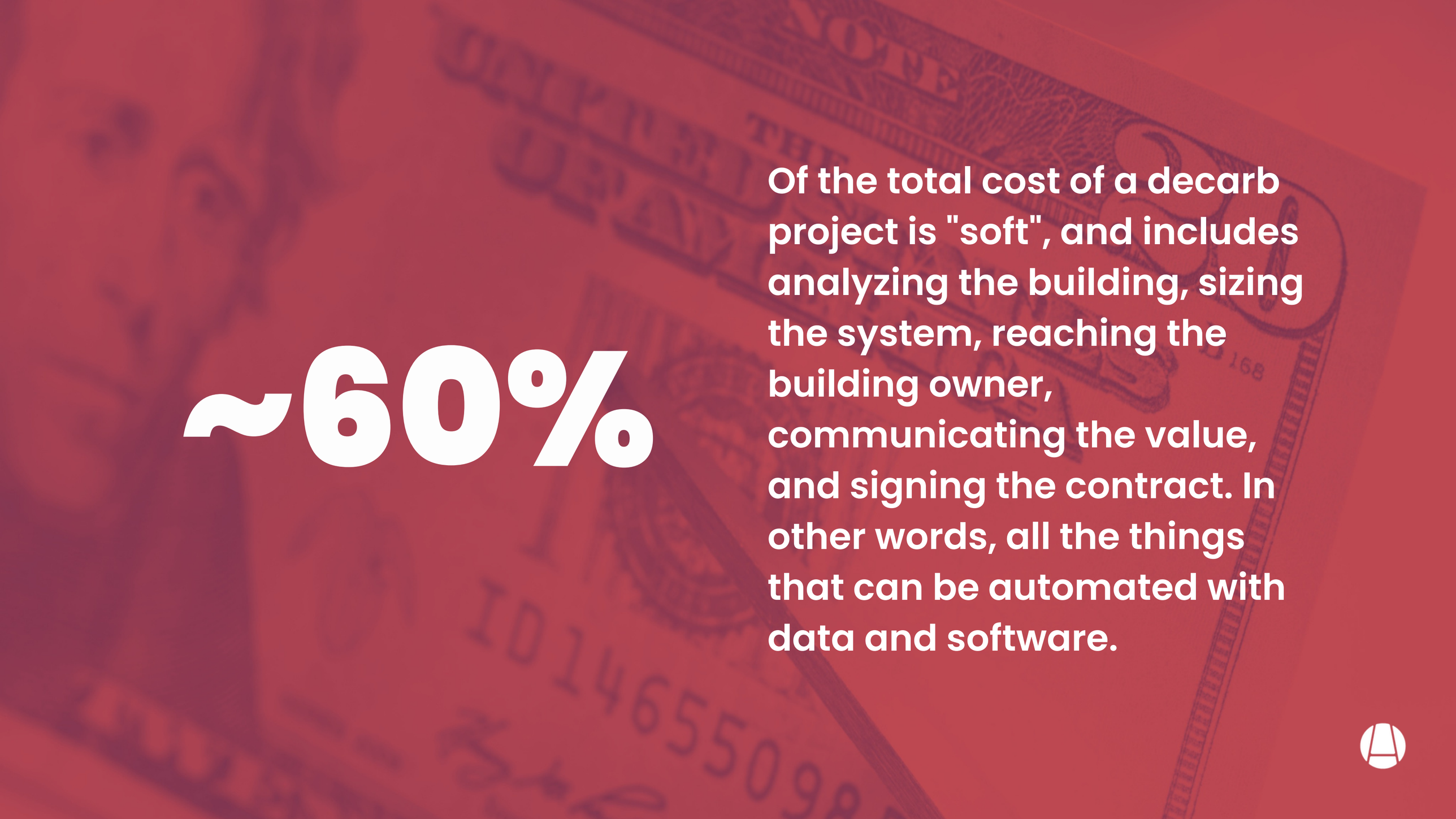
Why are decarb projects so hard to qualify and execute?

"it's the data, the software, and the process"

01 Fragmented data, clunky software, and broken workflows

02 Non-standard roles, projects, proposals, and contracts

03 Unequal access to data and insight



~60%

Of the total cost of a decarb project is "soft", and includes analyzing the building, sizing the system, reaching the building owner, communicating the value, and signing the contract. In other words, all the things that can be automated with data and software.

"an industry of spreadsheets"

Fragmented data, clunky software, & broken workflows

- The data is sparse and harvested from multiple sources
- The average seller uses 10 different software tools
- The average workflow takes 6-12 months

"everything is a snowflake"

Non-standard roles, projects, proposals, and contracts

- Every project is a one-off, every contract is a snowflake
- Hardware sellers also develop and install
- Sellers also play the role of biased advisors

"not everyone can afford consultants"

Unequal access to data and insight

- Smaller buyers lack sophistication or a dedicated energy team
- Smaller sellers can’t access buyers at scale
- Channels don’t provide full transparency

Enter Station A

01 **Started** in 2015 as an innovation team within NRG

02 **Formed** in 2018 as a startup based in the Bay Area

03 **Reframing** how decarb projects are qualified and executed on

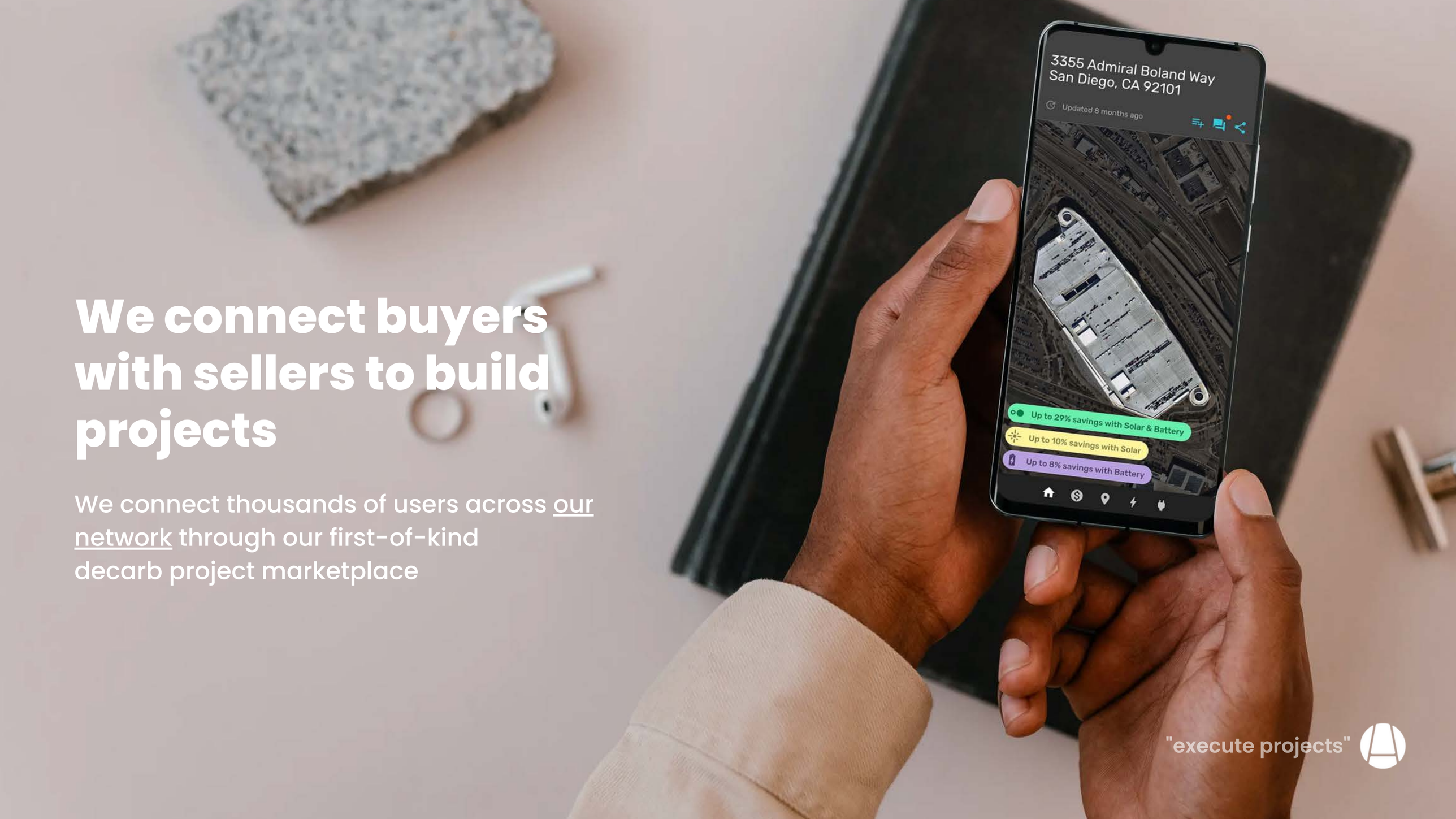
We use data to identify the decarb potential of a C&I building

We leverage our patented blend of geoanalytics, energy modeling, and predictive simulations to determine what's most valuable where and why

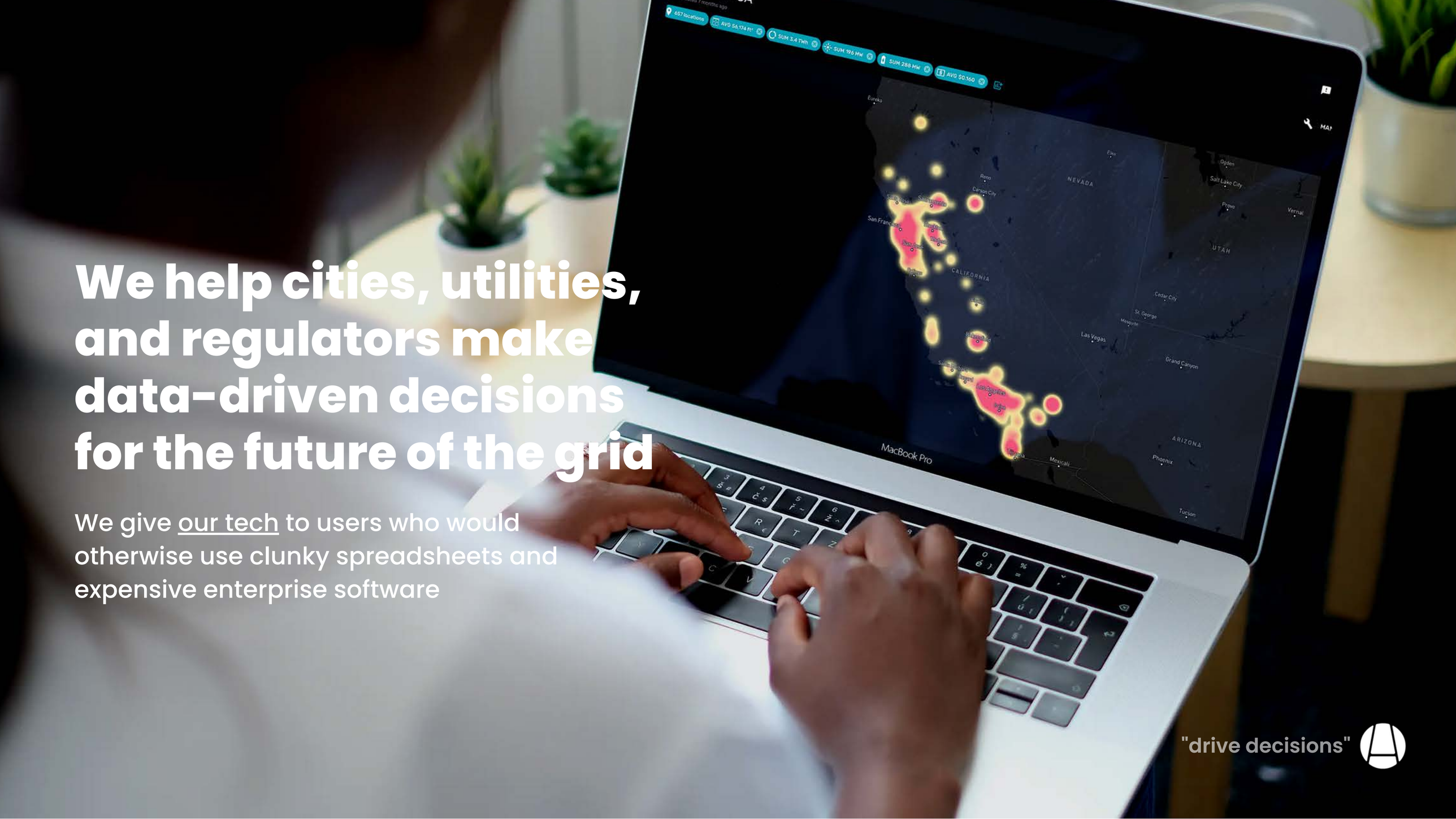
"qualify projects"

We connect buyers with sellers to build projects

We connect thousands of users across our network through our first-of-kind decarb project marketplace



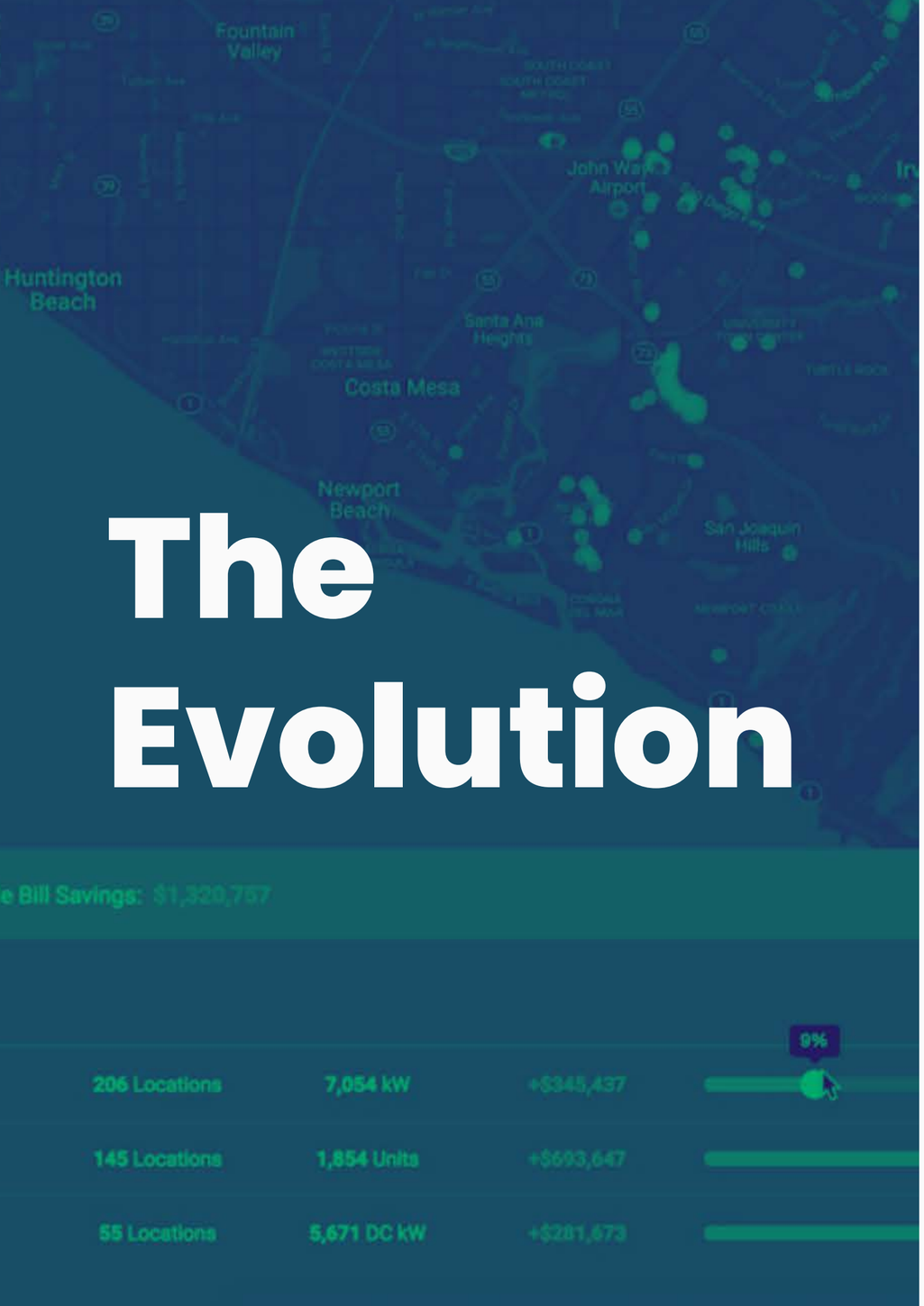
"execute projects"



We help cities, utilities, and regulators make data-driven decisions for the future of the grid

We give our tech to users who would otherwise use clunky spreadsheets and expensive enterprise software

"drive decisions"



The Evolution

2015 – today **01** **Harvest** and organize building data at scale

2016 – today **02** **Model** every building's electricity usage and decarb potential

2017 – today **03** **Develop** a web platform to help clean energy sellers find leads

2019 – today **04** **Learn** from user intent data, solicit quotes, and train recommendation models

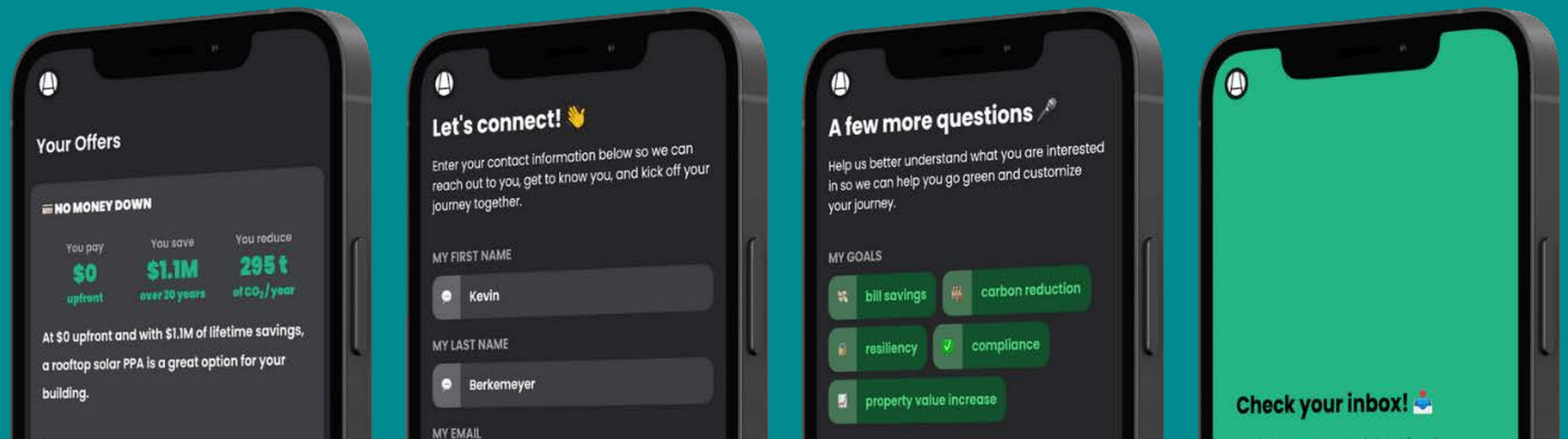
2021 – today **05** **Connect** users and run project transactions digitally

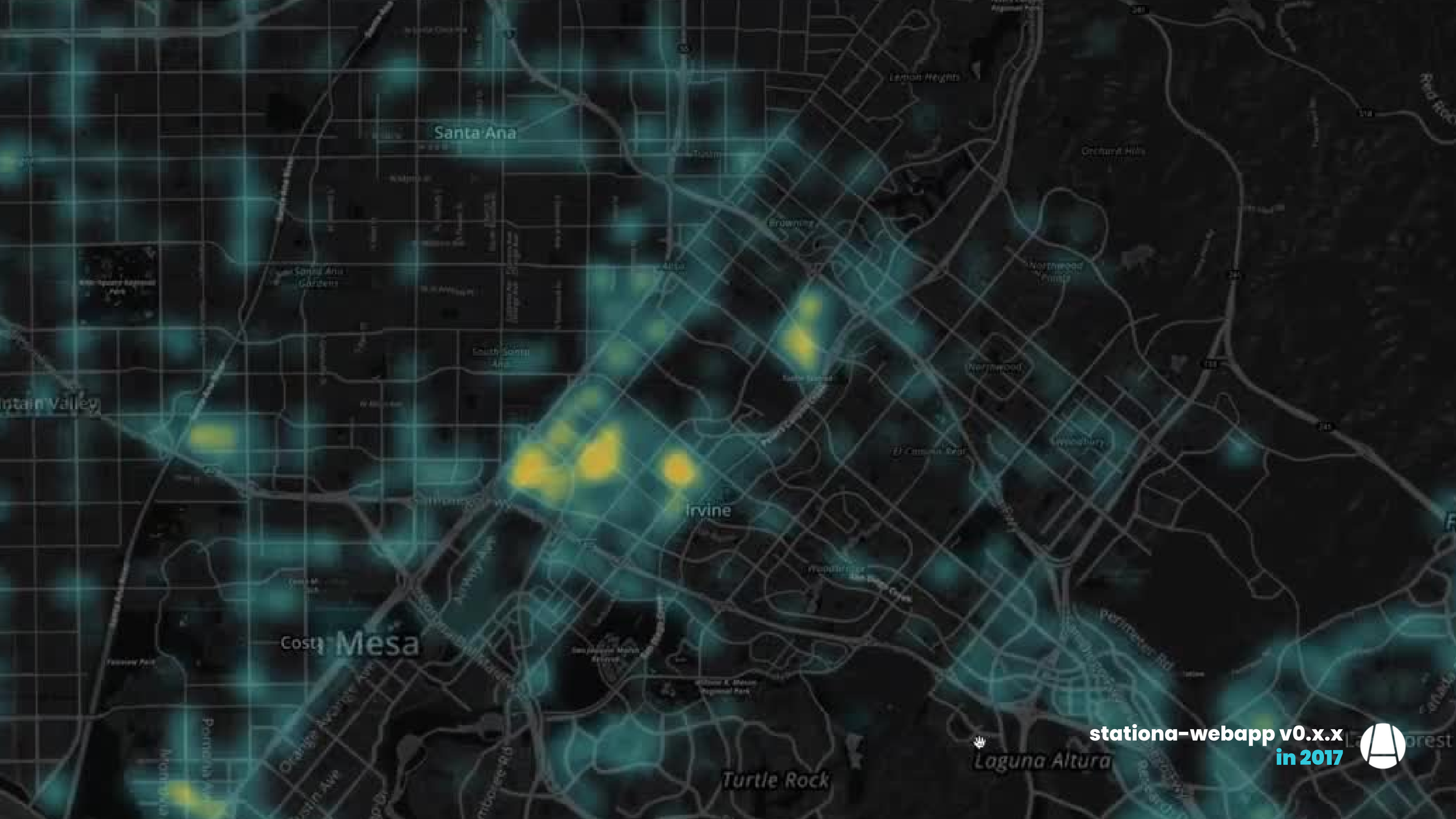
lesson 1

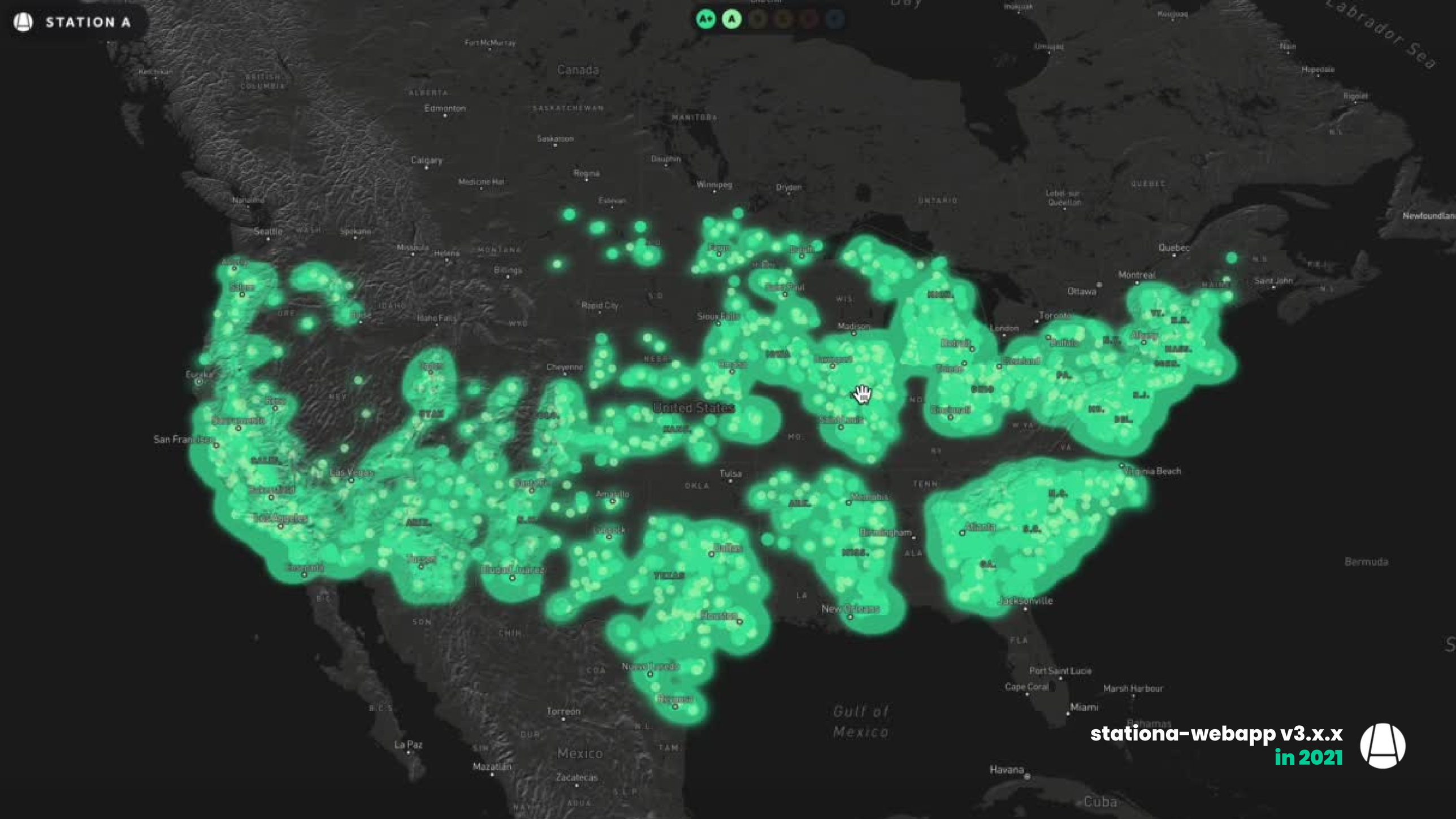
how you present the data is as important as the data itself

Lead with intuitive metrics, lower data barrier to entry, refine data over time.

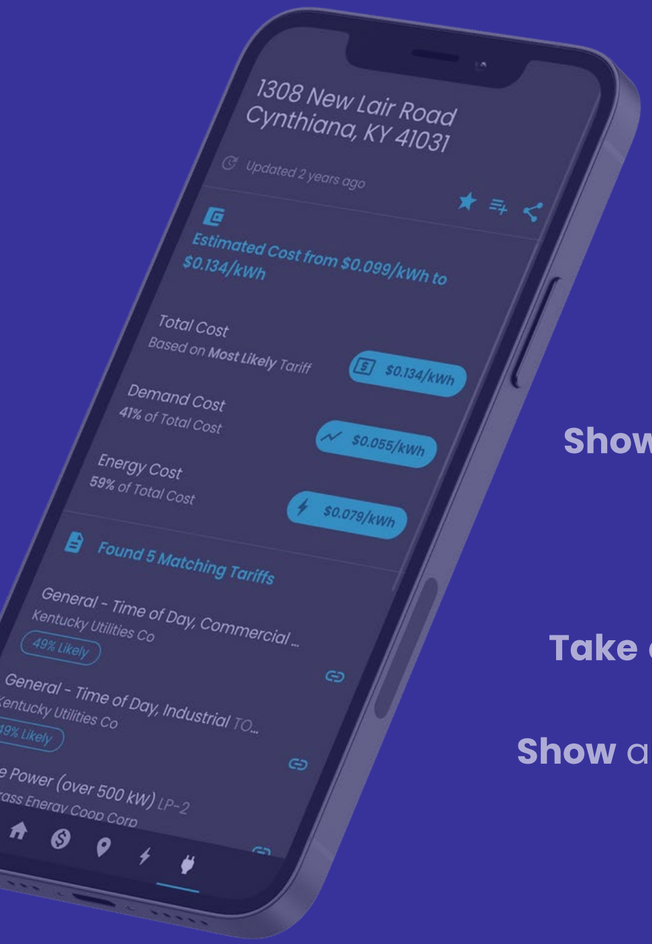
Instead of hyper-accurate, engineer-vetted quotes, we lead with simple, qualitative metrics, invest in buyer education, and refine our numbers with actuals later. Our building grades lead to a follow-up conversation with a buyer **86%** of the time.




Santa Ana
Irvine
Costa Mesa
Laguna Altura
Turtle Rock
stationa-webapp v0.x.x
in 2017



stationa-webapp v3.x.x
in 2021



"here's everything we can infer about a building"

Place Cards

2016 – 2021

Show numeric data with high precision

Browse for buildings in a list

Take all the data and put it on the page

Show all the data at once without context

Wait for the user to ask questions

"here's a metric that helps drive decisions"

Building Grades

2021 – today

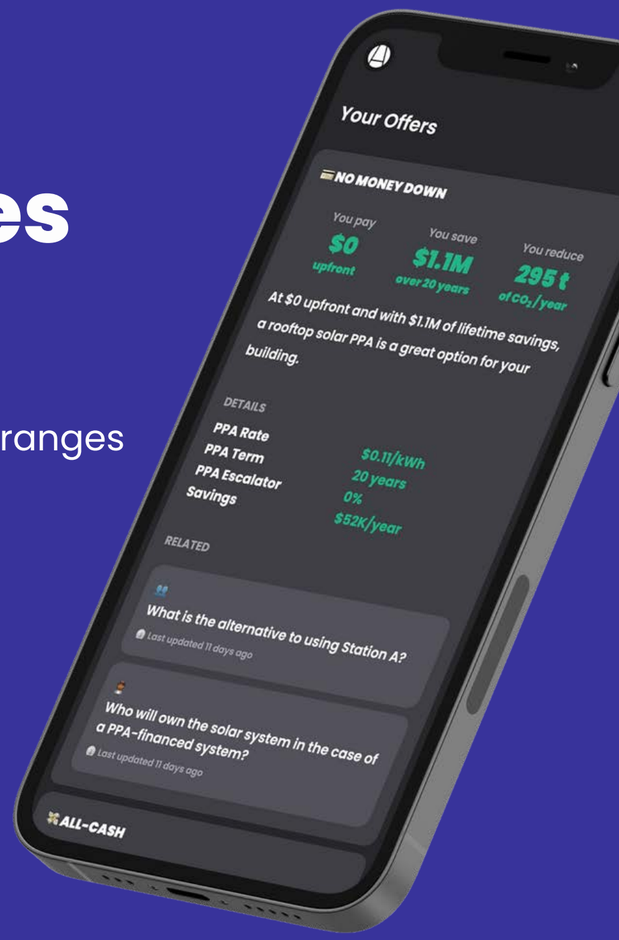
Show qualitative data representing ranges

Browse for buildings on a map

Empower user to discover data

Emphasize the key metrics

Show contextual FAQs



lesson 2

standardization is the only path to scalability

Adopt standard schemas, verify accounts, connect users.

We're building upon the user network we've been growing over 5 years, verifying accounts, learning from historical user activity, standardizing roles and proposals, and getting to **100%** close rates on projects listed on our marketplace.

MS

Shady Haven

Bakersfield, CA

200 kW / 525 MWh
Annual Peak and Usage

All-Cash
Financing

Carport Solar, Rooftop Solar

MS

Review project progress and milestones

Welcome to Shady Haven, an active RV Park in Bakersfield, CA! Make sure to review the RFP timeline that runs through April 2021.

RFP opens
March 31, 2021 @ 12:00am PDT

The request for proposal (RFP) period is open! If you're interested in bidding for this project, download the project disclosures and submit any questions you have about the project to us in the Q&A section, where you can also see what other questions have been asked.

RFI questions due
April 15, 2021 @ 11:59pm PDT

The request for information (RFI) period is closed. We will be updating

MS

Proposal: Shady Haven

Updated just now

REVIEW & SUBMIT OPEN RFP

Overview

Provide the general context of your proposal to help the buyer evaluate it appropriately.

START

Design

Provide details around the components and warranties you are proposing for this project.

START

Financials

Provide details around the costs and financial projections of your proposal.

Design

Components

What products are you including in your proposal?

Carport Solar | Rooftop Solar | Ground-Mounted Solar | Battery | Energy Efficiency | EV Charging

ADD NOTES

What services are you including in your proposal?

EPC | Financing | Development

ADD NOTES

What is the total system size you are proposing? Please note the size of the carport and rooftop components in the notes, if relevant.*

System Size watts DC

ADD NOTES

Saved just now DONE

We unlock scale by standardizing roles and proposals across solutions

>2k

Providers onboarded

Number of provider users with accounts who joined the Station A platform over the past 5 years

5

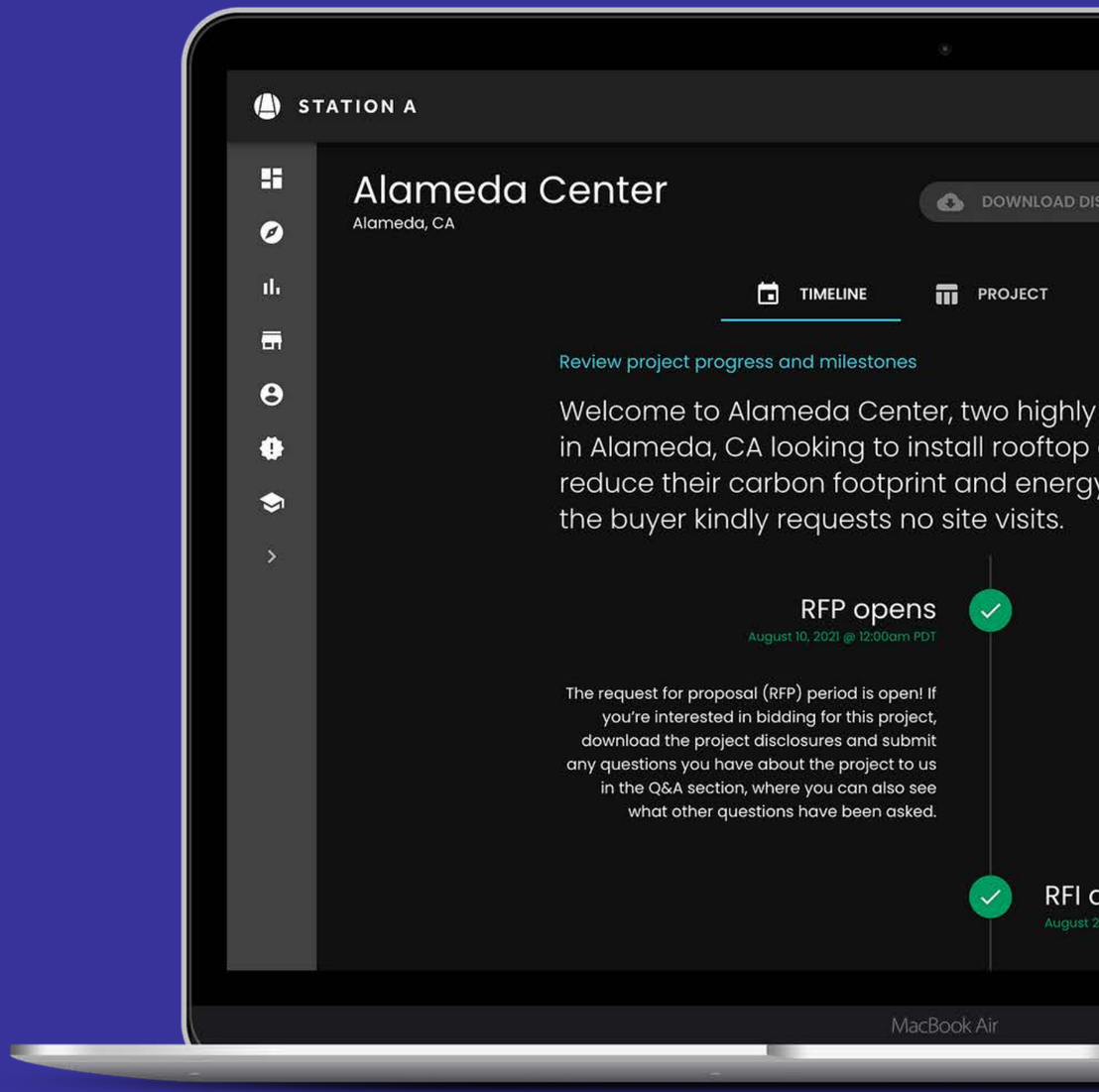
Solutions supported

We offer 5 decarbonization solutions via our marketplace, including onsite solar, EV charging, and offsite PPAs

11th

Largest seller of onsite solar

If we were a seller, we would be 11th in the nation (MWs installed) within a year of our marketplaces's launch

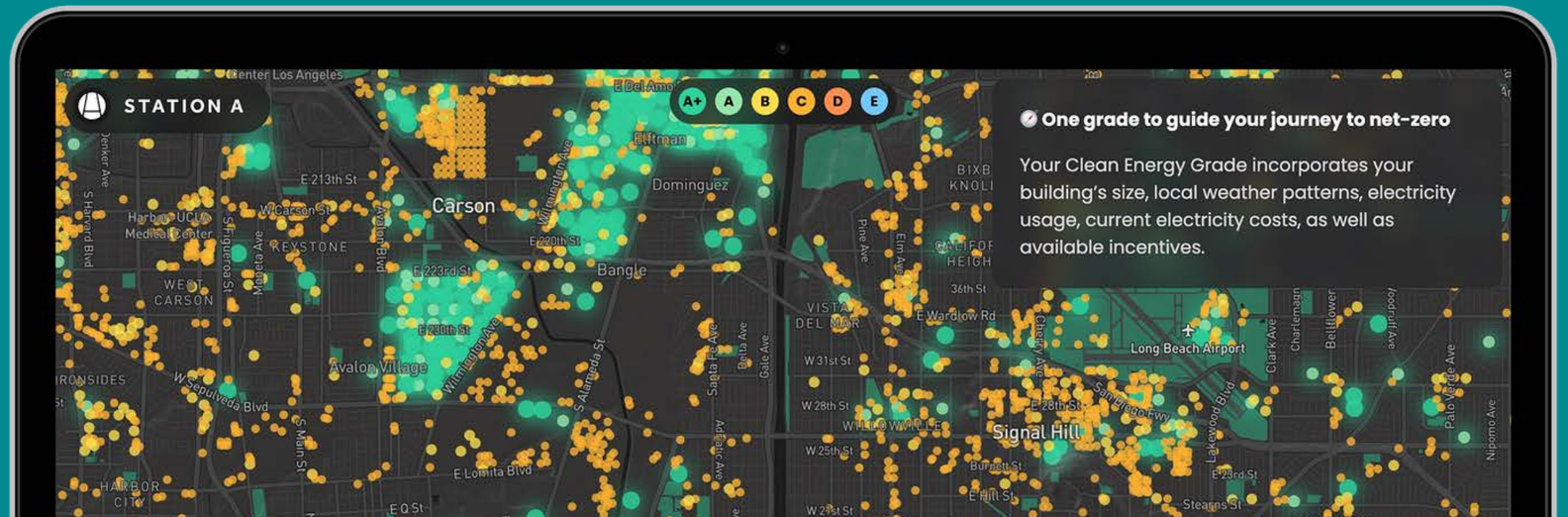


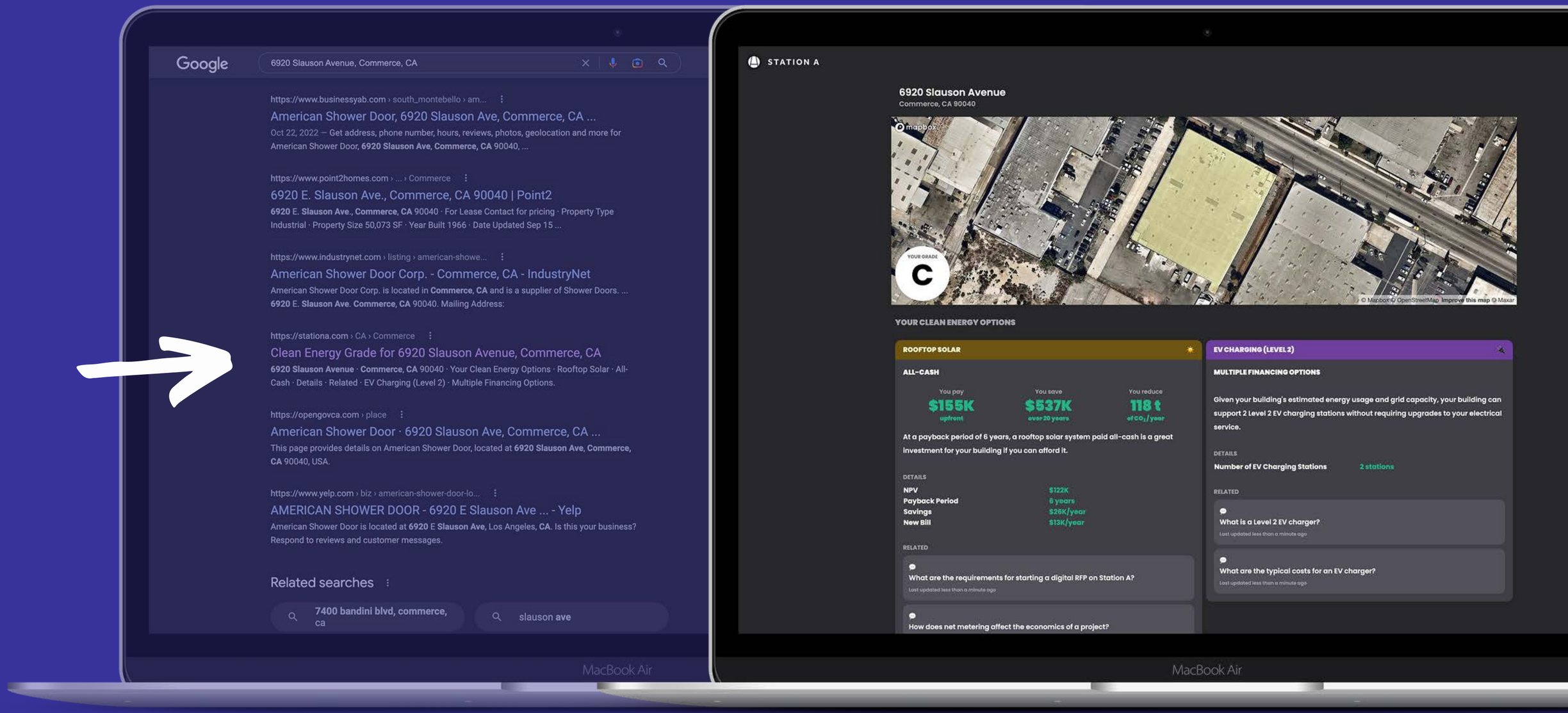
lesson 3

data openness levels the playing field, encourages competition, expands reach

Burn paywalls, simplify onramps, integrate everywhere.

Contrary to what most users are accustomed to, we don't require a credit card and a lengthy sign-up flow to get started. Making our data accessible without an account has led to 171k engagements within the first month.




Google
6920 Slauson Avenue, Commerce, CA
https://www.businessyab.com › south_montebello › am...
American Shower Door, 6920 Slauson Ave, Commerce, CA ...
Oct 22, 2022 — Get address, phone number, hours, reviews, photos, geolocation and more for American Shower Door, 6920 Slauson Ave, Commerce, CA 90040, ...
https://www.point2homes.com › ... › Commerce
6920 E. Slauson Ave., Commerce, CA 90040 | Point2
6920 E. Slauson Ave., Commerce, CA 90040 · For Lease Contact for pricing · Property Type Industrial · Property Size 50,073 SF · Year Built 1966 · Date Updated Sep 15 ...
https://www.industrynet.com › listing › american-showe...
American Shower Door Corp. - Commerce, CA - IndustryNet
American Shower Door Corp. is located in Commerce, CA and is a supplier of Shower Doors. ... 6920 E. Slauson Ave. Commerce, CA 90040. Mailing Address:
https://stationa.com › CA › Commerce
Clean Energy Grade for 6920 Slauson Avenue, Commerce, CA
6920 Slauson Avenue · Commerce, CA 90040 · Your Clean Energy Options · Rooftop Solar · All-Cash · Details · Related · EV Charging (Level 2) · Multiple Financing Options.
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American Shower Door · 6920 Slauson Ave, Commerce, CA ...
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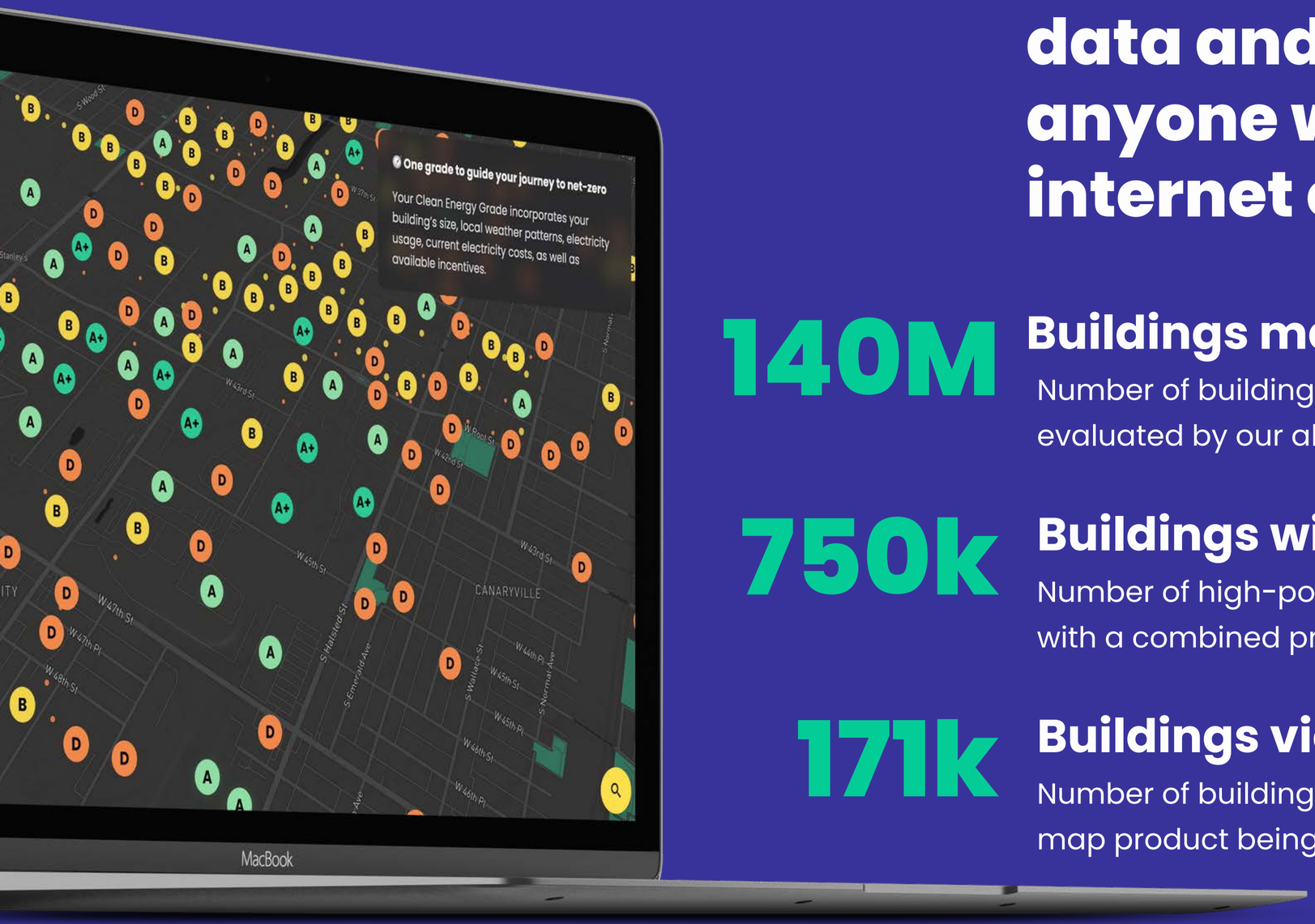
YOUR CLEAN ENERGY OPTIONS
ROOFTOP SOLAR
ALL-CASH
You pay
$155K
upfront
You save
$537K
over 20 years
You reduce
118 t
of CO2 / year
At a payback period of 6 years, a rooftop solar system paid all-cash is a great investment for your building if you can afford it.
DETAILS
NPV $122K
Payback Period 6 years
Savings $26K/year
New Bill $13K/year
RELATED
What are the requirements for starting a digital RFP on Station A?
Last updated less than a minute ago
How does net metering affect the economics of a project?
EV CHARGING (LEVEL 2)
MULTIPLE FINANCING OPTIONS
Given your building's estimated energy usage and grid capacity, your building can support 2 Level 2 EV charging stations without requiring upgrades to your electrical service.
DETAILS
Number of EV Charging Stations 2 stations
RELATED
What is a Level 2 EV charger?
Last updated less than a minute ago
What are the typical costs for an EV charger?
Last updated less than a minute ago
MacBook Air

Provide equal access to data and insight for anyone with an internet connection



140M

Buildings mapped

Number of buildings identified and in the process of being evaluated by our algorithms for decarb opportunities

750k

Buildings with positive first-year returns

Number of high-potential buildings identified to-date, with a combined project cap-ex of $200B

171k

Buildings viewed in a month

Number of buildings clicked on in the first month of our map product being free

Searchable Data

Portfolio Reviews

Building Grades

A+ A B C D E

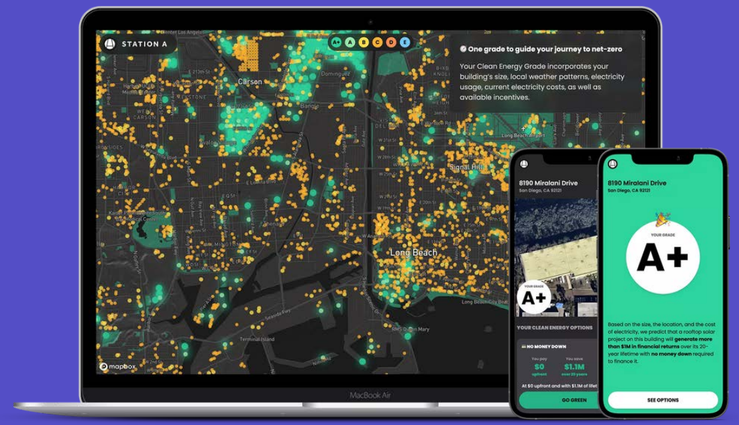
for every C&I building in the U.S.

5 Solutions in marketplace

3 Major App Releases

over 5 years

Best-in-class mapping tech



Digital RFPs

>2k providers

174 POWER GLOBAL · AMERESCO · Baker Electric · BLACK & VEATCH · BLISS · Brookfield · centrica · Clearway · DSD · enel · ENGIE · Fellowship Energy Finance · GreenStruxure · iev · JLL · microgrid energy

140M Buildings Evaluated

14 Team Members

The Future

- **Patented** data pipelining and processing tech
- **Scaled** engaged user network
- **Ran** first all-online project transaction
- **Expand** to more decarb solutions
- **Digitize** and streamline more of the transaction UX

Thank you!

Follow Station A on Twitter, LinkedIn, Github, and Crunchbase