

## **Making Money from Demand Response: Current Market Opportunities**

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- ◆ **EnergyConnect Overview**
- ◆ **Demand Response Revenue Potentials**
- ◆ **Leveraging Demand Response Cash Flow**
- ◆ **Reliability vs. Price-based Demand Response**
- ◆ **Technology Overview**

## *Solutions & Knowledge to Deliver Payments for Demand Response*

- ◆ **Subsidiary of Microfield, Inc.**

- ◆ Public Company (micg)
- ◆ \$70+ million annual revenue



- ◆ **Primary Offices**

- ◆ San Jose (HQ)
- ◆ NYC, Boston, Chicago, Philadelphia, Wash. DC, Milwaukee

- ◆ **Full-Service Approach to Maximize Benefits**

- ◆ **Active Accounts Spend in Excess of \$250M/yr on Electricity**

- ◆ **Energy Commodity and Building Control System Supplier Independent**



Thomas  
Jefferson  
University



**CUSHMAN &  
WAKEFIELD®**  
Global Real Estate Solutions



**Penn**  
UNIVERSITY of PENNSYLVANIA

**CBRE**  
CB RICHARD ELLIS

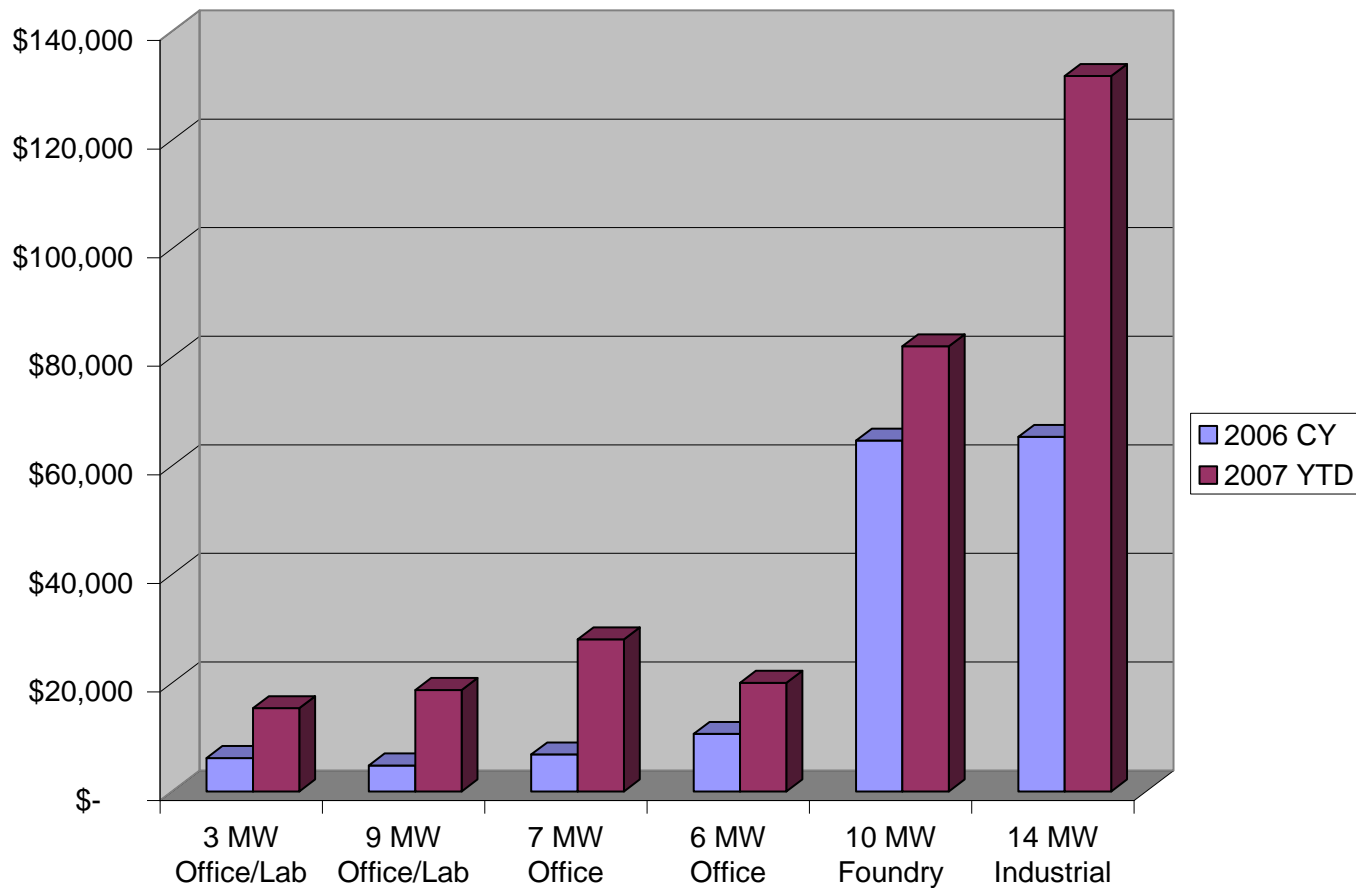


**Pennsylvania Foundry Association**  
PENNSYLVANIA FOUNDRY ASSOCIATION

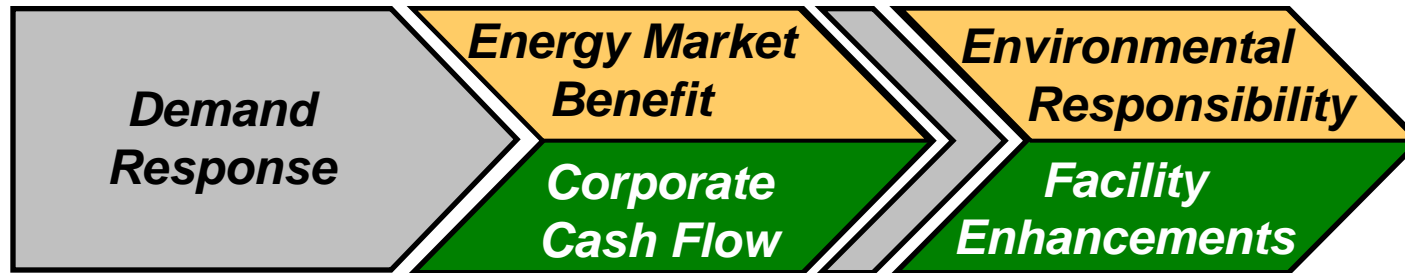


ENERGYCONNECT, INC.

***Customer Payments are Quickly Increasing with Experience and Level of Integration (over 10% of Annual Electricity Spend)***



## *Environmental and Economic Benefits*



- On-site Generation
- Thermal Storage
- HVAC
- Lighting
- Refrigeration
- Process

- Reduced Expenses
- Investment Capital

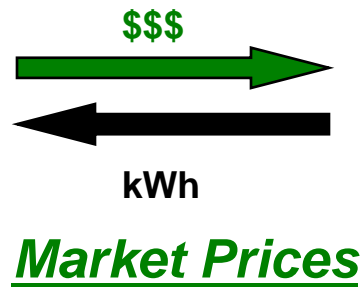
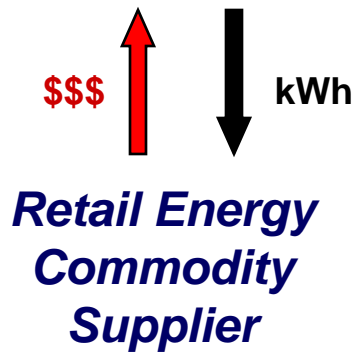
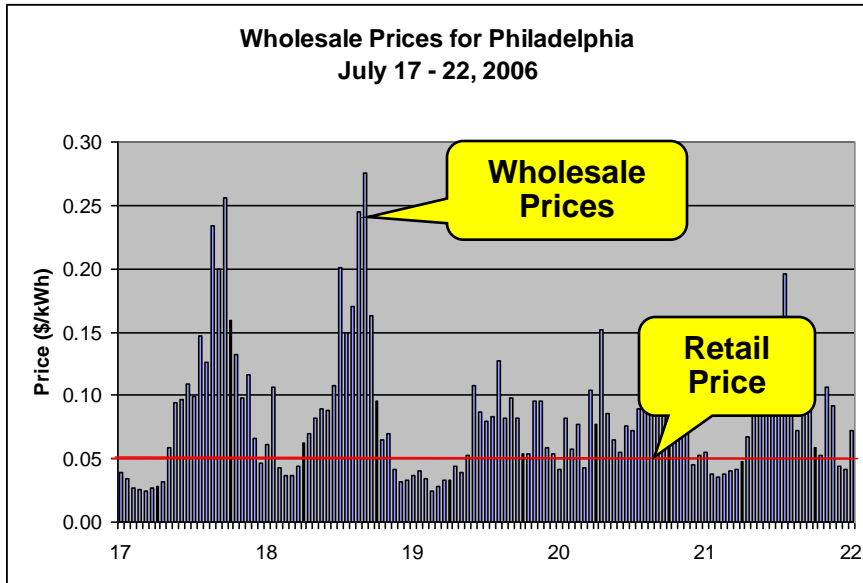
- Building Control Upgrades
- Additional Staffing
- Energy Efficiency Projects
- Accelerate Maintenance
- Metering & Energy Information
- Maintenance Management
- Energy Procurement Services
- Carbon Credits

## Reliability-based

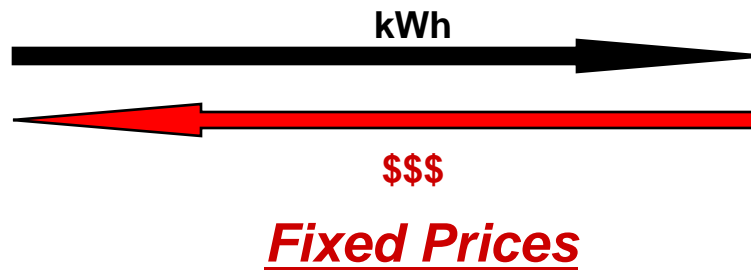
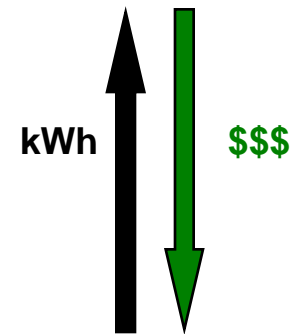
- ◆ **Utility event driven**
- ◆ **Objective is to maintain reserve margins to avoid brown/blackouts**
- ◆ **Event durations of a few minutes to a few hours**
- ◆ **Customer Payments**
  - ◆ **Monthly Stand-by Fee**
  - ◆ **Per Event Energy Fee**

## Price-based

- ◆ **Electricity market price driven**
- ◆ **Voluntary customer participation to allow loads (buildings) to participate in markets to reduce prices**
- ◆ **Duration determined by customer economics**
- ◆ **Payments = load reduction x hourly market price**



**EnergyConnect**

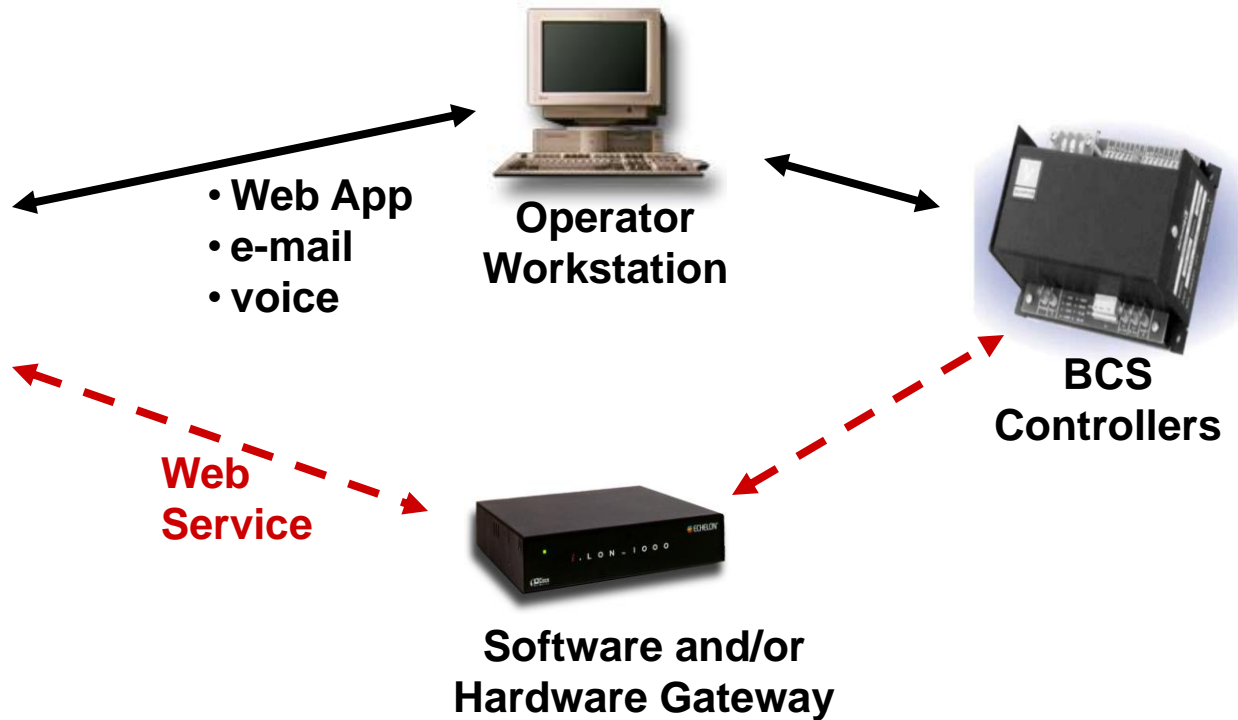


## Leverage Existing Building Control Systems through Programming Discrete or Continuous Load Shedding and/or Shifting Strategies

**Demand Response Service Provider**

Time	Day	Start	End	Power	Price	...
01	01	00:00	00:15	1000	10.00	...
01	01	00:15	00:30	1000	10.00	...
01	01	00:30	00:45	1000	10.00	...
01	01	00:45	01:00	1000	10.00	...
01	01	01:00	01:15	1000	10.00	...
01	01	01:15	01:30	1000	10.00	...
01	01	01:30	01:45	1000	10.00	...
01	01	01:45	02:00	1000	10.00	...
01	01	02:00	02:15	1000	10.00	...
01	01	02:15	02:30	1000	10.00	...
01	01	02:30	02:45	1000	10.00	...
01	01	02:45	03:00	1000	10.00	...
01	01	03:00	03:15	1000	10.00	...
01	01	03:15	03:30	1000	10.00	...
01	01	03:30	03:45	1000	10.00	...
01	01	03:45	04:00	1000	10.00	...
01	01	04:00	04:15	1000	10.00	...
01	01	04:15	04:30	1000	10.00	...
01	01	04:30	04:45	1000	10.00	...
01	01	04:45	05:00	1000	10.00	...
01	01	05:00	05:15	1000	10.00	...
01	01	05:15	05:30	1000	10.00	...
01	01	05:30	05:45	1000	10.00	...
01	01	05:45	06:00	1000	10.00	...
01	01	06:00	06:15	1000	10.00	...
01	01	06:15	06:30	1000	10.00	...
01	01	06:30	06:45	1000	10.00	...
01	01	06:45	07:00	1000	10.00	...
01	01	07:00	07:15	1000	10.00	...
01	01	07:15	07:30	1000	10.00	...
01	01	07:30	07:45	1000	10.00	...
01	01	07:45	08:00	1000	10.00	...
01	01	08:00	08:15	1000	10.00	...
01	01	08:15	08:30	1000	10.00	...
01	01	08:30	08:45	1000	10.00	...
01	01	08:45	09:00	1000	10.00	...
01	01	09:00	09:15	1000	10.00	...
01	01	09:15	09:30	1000	10.00	...
01	01	09:30	09:45	1000	10.00	...
01	01	09:45	10:00	1000	10.00	...

- Prices
- Offers
- Notices



- Web App
- e-mail
- voice

**Operator Workstation**

**BCS Controllers**

**Software and/or Hardware Gateway**

***Opportunity to Make Money is Now !!***