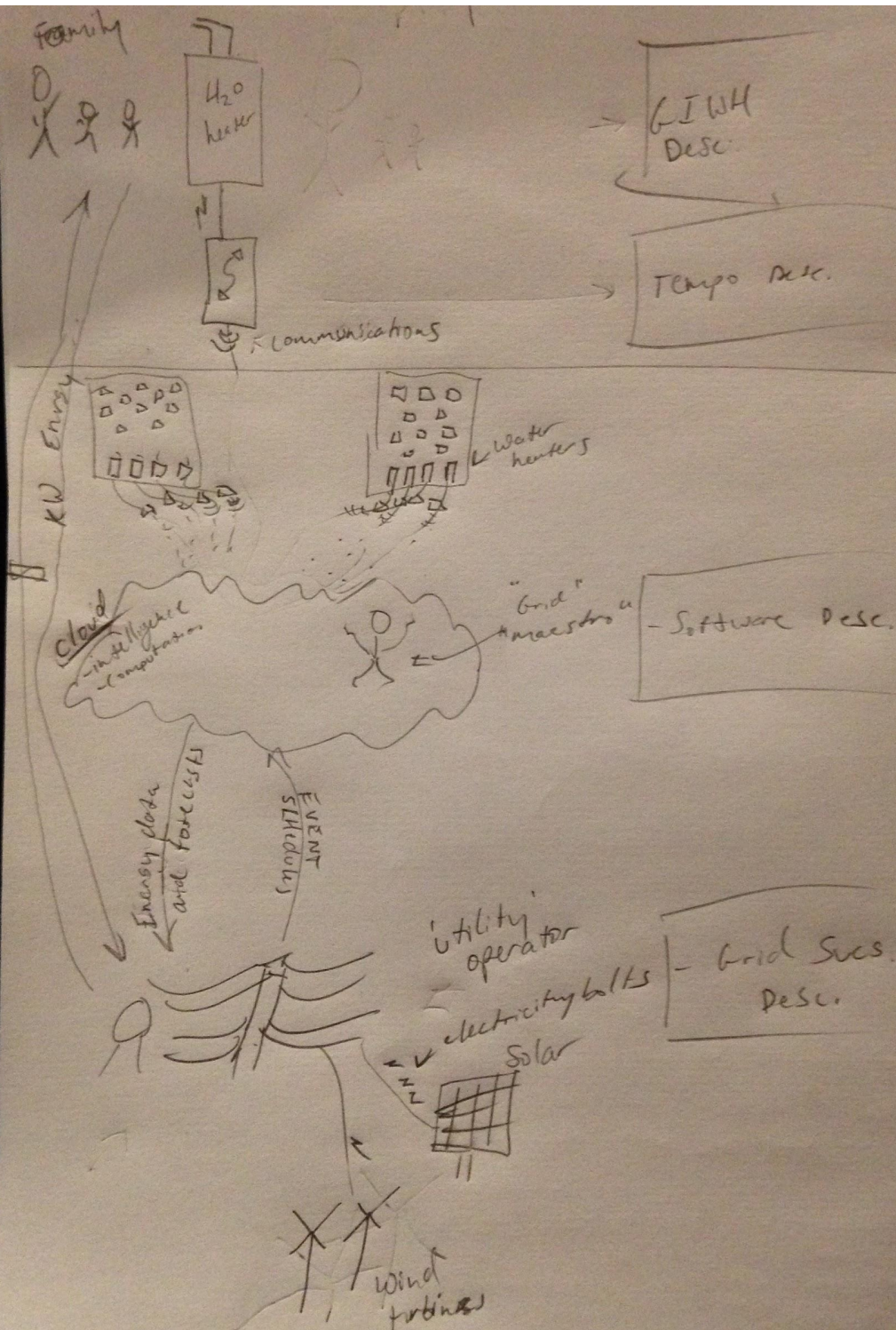




**SHIFTED
ENERGY**

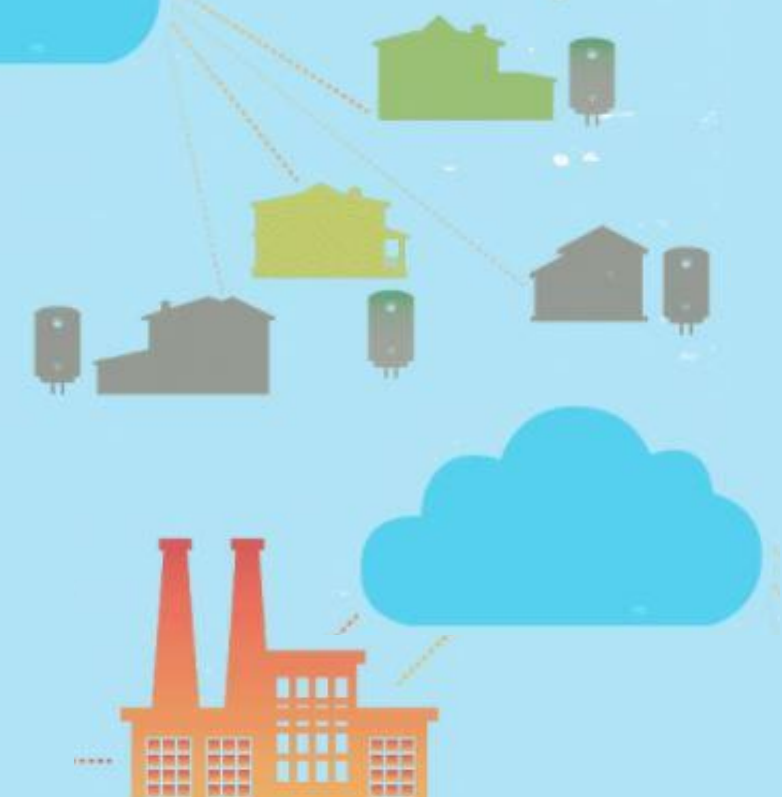
SHIFTED  ENERGY





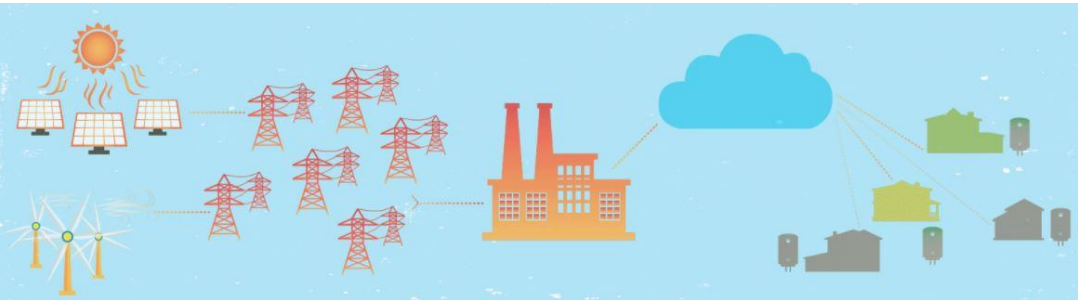
Supply Chain Flow Chart

People in apartment buildings sign up to have Tempos installed near their water heaters which are then GIWH, meaning they can then be controlled by the utility operator via the cloud. Many water heaters together can perform important grid services using our Grid Maestro software platform. Using Machine Learning, our software provides energy data and forecasts to the utility. The utility schedules events on the platform often based on when they are receiving power from solar panels and wind turbines. Utility pays Shifted Energy for services and residents for their participation.



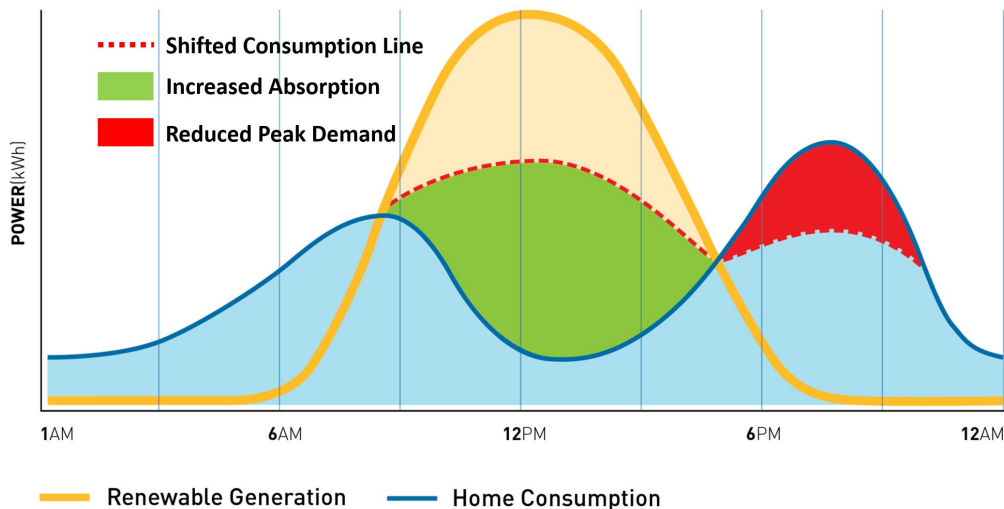
Vertical design
inspiration

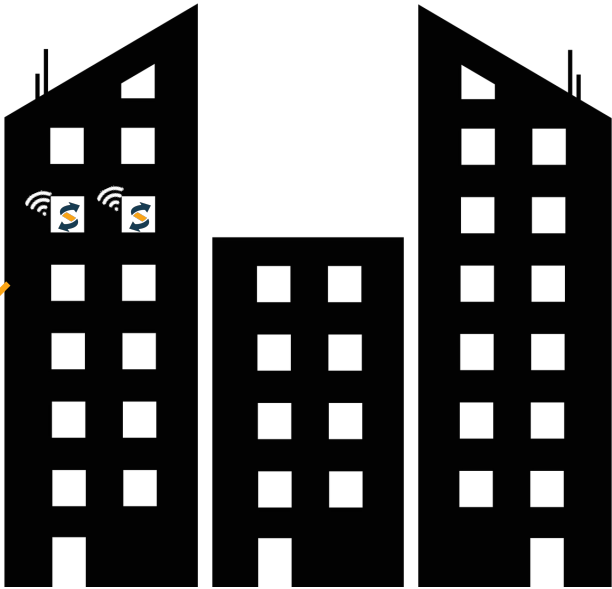
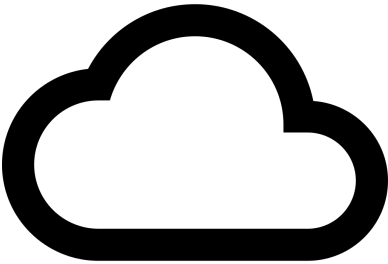
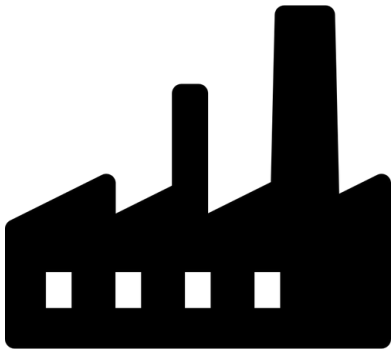
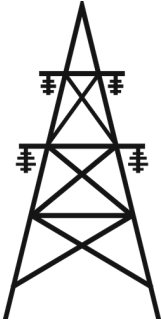
Horizontal design inspiration; though water heaters on the left and renewables on the right. Start with the Tempo.



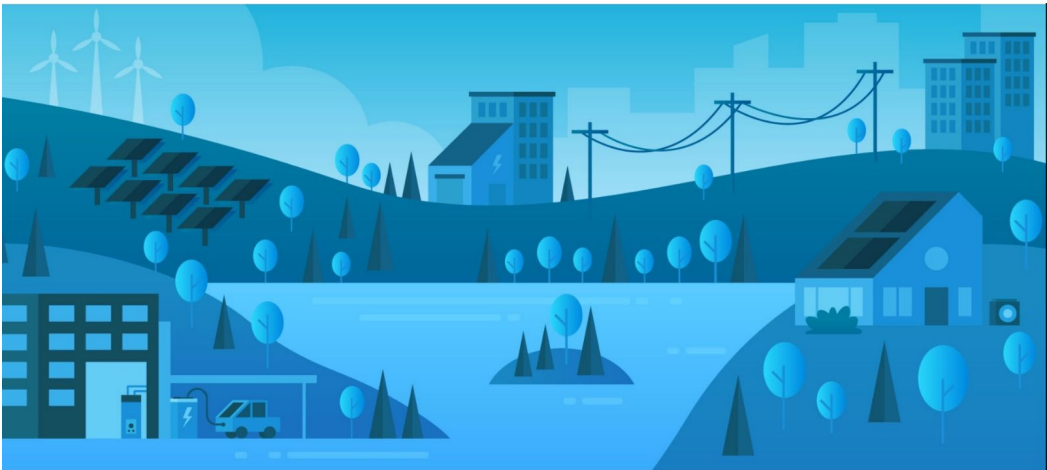
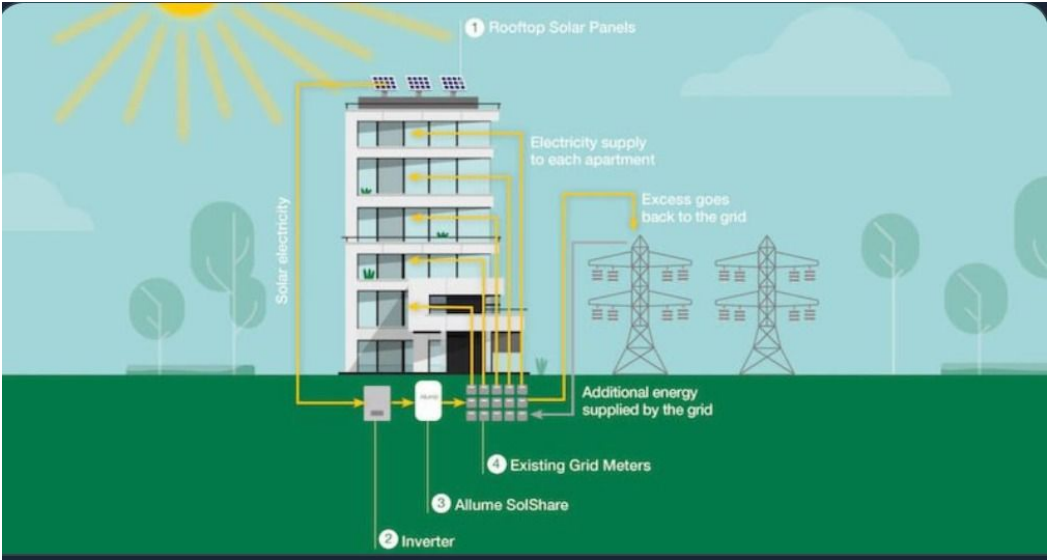
Duck Curve Graph

This graphical representation of supply and demand is often referred to as the Duck Curve. We'd like to redo this graphic in a similar style as the other graphics you create



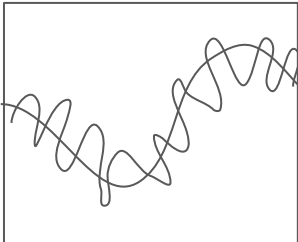


Examples of other companies' explanatory graphics

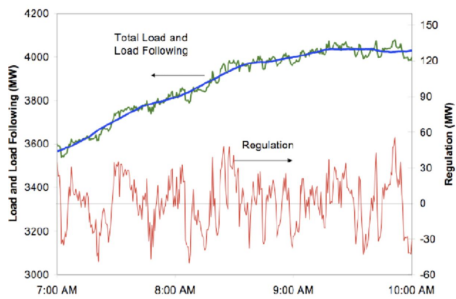


Grid Services Icons (Square)

Fast Frequency Response

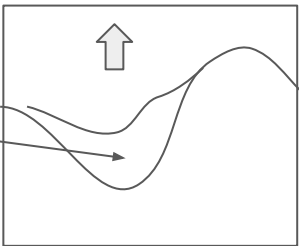


Like this



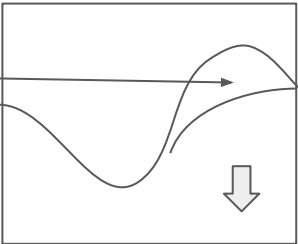
Load Build

Filled with
color blue



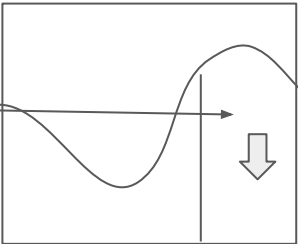
Load Shed

Filled with
color
orange



Emergency DR

Filled with
color
orange



- Grid Services Icons (see previous slide.
Use square icons for these)
 - *Fast Frequency Response*
 - *Load build*
 - *Load shed*
 - *Emergency Demand Response*
 - *Thermal Energy Storage (heat symbol inside a battery)*
- Explanatory Icons
 - Sign up (clipboard with checkboxes)
 - Multi-Family homes (apartment building)
 - Single-Family homes (house)
 - GIWH (water heater and Tempo)
 - Tempo (icon of our controller)
 - Grid Maestro--our software platform (laptop with brain image on screen; or maybe an orchestra conductor "Maestro"?)
 - Integrated Cellular IoT (standard wifi 3 bar symbol)
 - Revenue-Grade Data
 - Rebate (dollar sign on a utility bill/piece of paper)
 - Machine Learning (brain image)
 - Clean, renewable energy (windmill and solar)
 - Scalable (hockey stick bar graph with arrow up)
 - Security (resemble a padlock or other small lock)
 - Maintenance alerts (wrench/screwdriver combo)
 - Grid operator (see slide 3)
 - Emissions reductions
 - Clean energy champion
- [Graphic of the system](#) → GIWH, Building, Cloud, Utility, Grid, Renewable Energy
- Duck curve (in our style, colors, and fonts) See next slide
- Style guide



We like this style of icon above. The list of icons we want to use are in the next slide. This looks professional and is not bound by a shape. Please use our logo colors. We also want to illustrate the flow of energy and money as shown in our hand-drawn image (slide 2).

Tempo Controller

