



mosaic power

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# **Mosaic Power**

**provides *micro-aggregation* of**

**bring your own water  
heater**

**thermal energy storage**

**with individual appliance  
revenue-grade metering**

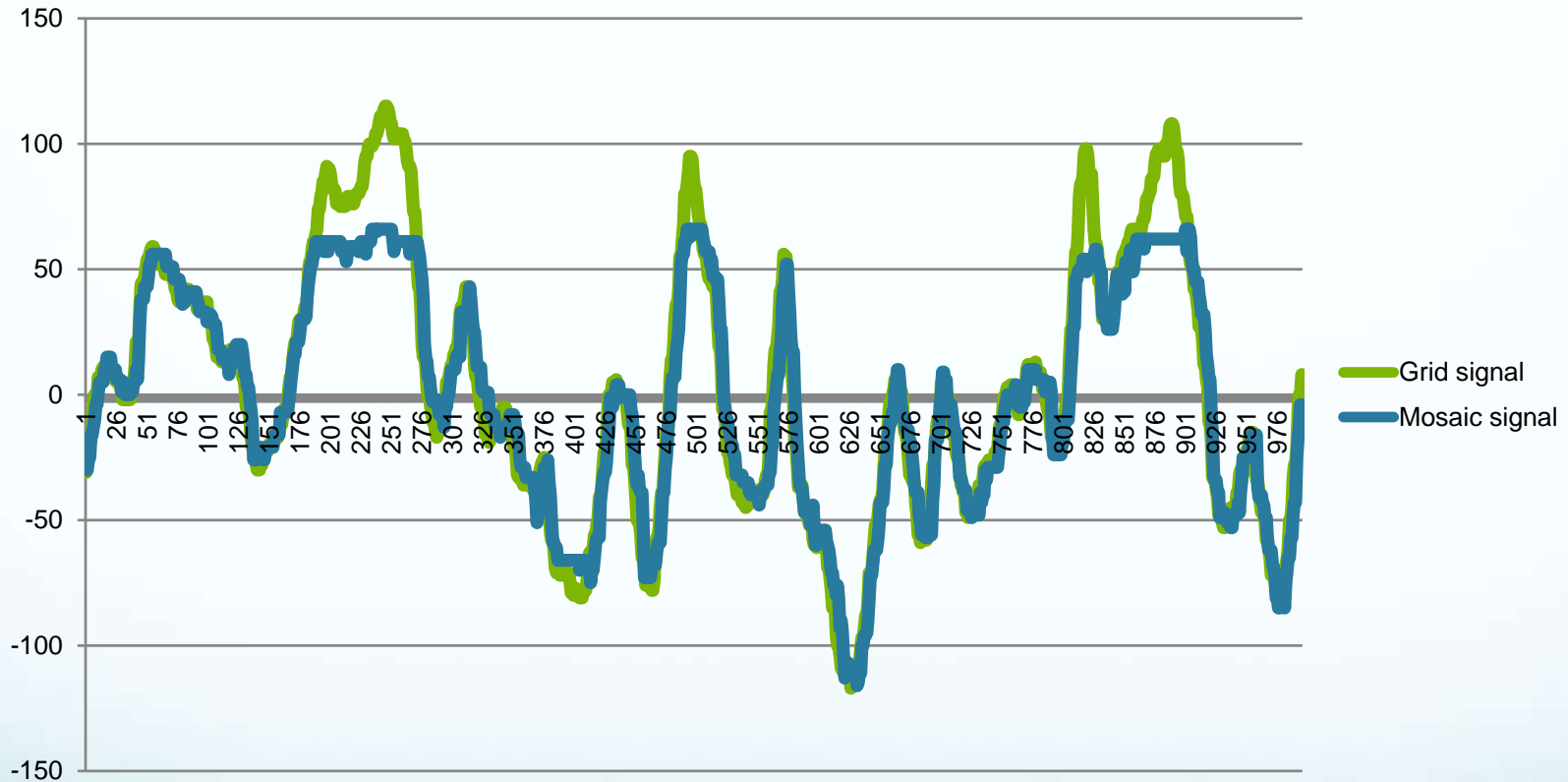
# Potential Energy Markets

- Reducing peak demand
- Load shifting
- Fast response



Biggest potential value

# Actual Mosaic Grid Signal



Actual data from a group of water heaters (in blue) responding to a PJM Reg-D signal.

# PJM Business Model

- ◆ Mosaic contracts with multi-family property owners
- ◆ Mosaic pays hardware and installation costs
- ◆ Property owner receives flat annual payment
- ◆ Mosaic trades in PJM Reg-D (fast regulation) market
  - ◆ Capacity market is coming soon!

Note: In de-regulated PJM market, Mosaic is independent of utilities.

# How It Works Today

- ◆ 700 – 1,000 heaters per MW (up and down) regulation
  - ◆ 18 hours/day – 100%
  - ◆ 8 hours/day – 50%
- ◆ Initial investment – \$450,000 per MW includes
  - ◆ Hardware
  - ◆ Sales
  - ◆ Licensed electrician + Mosaic supervisor
- ◆ Operations – \$150,000 per MW/year includes
  - ◆ Trading
  - ◆ Customer and hardware support and maintenance
  - ◆ Customer cash incentive

# Other RTO Business Model

- ◆ Who touches end customers?
- ◆ How are customers incentivized?
- ◆ Who finances the capital?
- ◆ What energy services are needed?
- ◆ What are the wholesale market needs/opportunities in your region?

# Contact Information

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# Bring your own water heater

