THE ENERGYRUBIX SERVICE

EnergyRubix acts as a broker between homeowners and contractors, utilizing the most cost-effective solutions. Finally, it presents a Home Upgrade Plan after selecting the optimal contractor based on findings and recommendations to the homeowner with a Home Performance Assessment and guide the homeowner through the selection process. We developed a Master Bid Proposal to make the task of comparing multiple bids more manageable. Retrofit projects are currently underway with the completion date in April 2010 and an expected energy savings of approximately 40%.

HOMEOVERS

EnergyRubix serves as a consultant to homeowners, identifying home energy problem areas and finding solutions that cost-effectively reduce energy use. EnergyRubix then acts as a broker between homeowners and contractors, using EnergyRubix Online, a web-based bidding tool, to select contractor proposals that best meet homeowner expectations.

CONTRACTORS

EnergyRubix creates a customized Master Bid Proposal (MBP) based on assessment findings and the scope of work desired by the homeowner. The MBP serves as a bid template, containing detailed information on recommended retrofits. Certified member contractors access the MBP through EnergyRubix Online and submit competing bids. EnergyRubix selects the optimal contractor bid, then places the contractor and homeowner in contact. Contractors benefit from our streamlined bidding process, which eliminates the time and costs associated with home visits.

HOMEOWNERS

EnergyRubix conducts comprehensive Home Performance Assessments to identify building efficiency and comfort issues by examining the insulation, building envelope, HVAC system, and lighting and appliances. The resulting Home Assessment Report outlines building envelope, HVAC system, and related issues. EnergyRubix then selects the optimal contractor through EnergyRubix Online, and finally, presents a Home Upgrade Plan to the homeowner. Overall, our service transaction costs for homeowners and implements the cost most effective energy saving measures.

Pilot Projects

Santa Barbara, CA

EnergyRubix worked with a Home Energy Rating Service (HERS) certified professional to complete a Home Performance Assessment utilizing a blower door, a duct blaster, and an infrared camera. We modeled the current energy performance using EnergyPlus v5, then simulated retrofits to observe the change in energy use. EnergyRubix presented findings and recommendations to the homeowner with a detailed Home Assessment Report, which included an easy-to-read Assessment Summary Table.

San Ramon, CA

EnergyRubix collaborated with a Building Performance Institute (BPI) certified professional to complete a Home Performance Assessment and guide the homeowner through the selection process. We developed a Master Bid Proposal to make the task of comparing multiple bids more manageable. Retrofit projects are currently underway with the completion date in April 2010 and an expected energy savings of approximately 40%.

MARKET POTENTIAL & EXPANSION

EnergyRubix will establish a network of nodes across southern California to address the growing demand. Node density will depend on the market potential of each county. Market potential was calculated according to our target market criteria:

- Homeownership
- Single family detached home
- Building size: 2,500-3,000 ft²
- Older homes (built before 1990)
- High utility bills
- Older homes (built before 1990)

PILOT PROJECTS

Claremont, CA

The homeowner installed a solar photovoltaic system before pursuing energy efficiency improvements. As a result, leaky building envelope and insufficient insulation were not addressed, leaving the home uncomfortable and extending the payback period of the solar system. This reaffirms the importance of energy assessment and proper building order.

FINANCIAL PROJECTION

Through rapid expansion and strategic partnerships, EnergyRubix projects that profits will increase substantially each year. After a total angel investment of $4,950,000, we expect to break even during the fifth year of operations.

BREAK-EVEN POINT

EXIT STRATEGY

One of our exit strategies is to sell EnergyRubix in year six to a national home performance provider. This option will not only provide impressive returns to our core team and angel investors, but will also allow our service model to reach its full potential, retrofitting millions of homes across the nation.

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