



mosaic power

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# Water Heater Efficiency Network (WHEN)



- ◆ Fast regulation
- ◆ Load shifting
- ◆ Peak load reduction

*Making WHEN energy is used efficient*

# Bring Your Own Water Heater

- ◆ WHEN works with *existing* water heaters with no replacement necessary
- ◆ WHEN is compatible with any standard 30+ gallon, 2 heating element electric water heater



*The only equipment Mosaic adds is a load controller on the electric line running to each water heater*

# Our PJM Business Model

- ◆ Mosaic contracts with the entity that owns and/or manages water heaters in multi-family housing
- ◆ Mosaic pays the hardware and installation costs
- ◆ Heater owner receives flat annual payment
- ◆ Mosaic trades in PJM markets

## Currently

~6,600 water heaters capable of  
regulating more than 6 MW  
24 hours a day, 365 days a year

# How We Work in PJM Today

- ◆ 600 – 1,000 heaters per MW regulation
  - ◆ 1 MWh of storage
  - ◆ 2 MW of fast response demand
  
- ◆ Initial investment
  - ◆ Hardware + Installation
  - ◆ Sales
  - ◆ Licensed electrician + Mosaic supervisor
  
- ◆ Operations
  - ◆ Water heater energy management
  - ◆ Customer and hardware support and maintenance
  - ◆ Customer cash incentive

# How We're Different

- ◆ Bring-your-own-water-heater
- ◆ Perfect fit for affordable housing
- ◆ Contracts negotiated with water heater owner rather than tenant
  - ◆ Tenant has very easy opt-out with no penalty
- ◆ No discrete events, continuous management
  - ◆ Tenant hot water availability is prioritized
  - ◆ Uses tenant usage history and predictive analytics to maintain hot water at all times
- ◆ Certified, revenue-grade meter

# Contact Information

[www.mosaicpower.com](http://www.mosaicpower.com)

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