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Sabreez, llc

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**Founder:** CEO- W. Scott Hoppe  
See Team Section Below

**Category:** Consumer Information & Communication Technology

**Year Founded:** 2014

**Year Competed USDOE Contest:** 2014

**Year Competed CTO:** 2017

**Year Presented at BECC:** 2017

**First Revenue:** Q2 2018

**Amount and Type of Financing Sought:**  
\$600k in Seed Equity

**Use of Funds:** API development, Intellectual Property Development, Legal, Marketing and Sales

**Overview:** Sabreez has developed a method to show energy consumers when the electric power supply is cleaner and costs less, thus helping to integrate renewable energy resources in a growing number of markets. Our proprietary Wind Number™ and Solar Boost™ report regional-level clean energy production relative to fossil-fuel power demand to provide valuable consumer engagement for utilities and smart home companies.

CURRENT WIND NUMBER



**Product:** Our Application Programming Interface (API) is used by our partners to encourage load shifting. Utilities show their customers when energy is cleaner and costs less through our Daily Clean Energy Forecast. IoT companies can present our data to encourage automation.

**Business Model:** Sabreez licenses our API to utility program managers and smart home companies on a per user per year basis.

**Traction:** Initially offered on Facebook as a game in 2014, users enjoy our positive messaging. Sabreez presented our information system at the Behavioral Energy & Climate Change (BECC) Conference in October, 2017. We will be signing our first contracts during Q1 of 2018, having published our API on Amazon Web Services in February of 2018.

**Core Technology:** The Wind Number was developed prior to 2014, and competed in the U.S. DOE's Apps for Energy Contest. Our patent was issued by the USPTO on December 26, 2017. The Solar Boost was introduced in 2017, and will vary over time in a proprietary manner as solar resources are further developed. Our assessment of how these variables accurately describe a regional energy system relative to consumer demand is available at www.sabreez.com.

**Market Served:** California is our test market. We have expansion plans for Texas, Hawaii, the U.S. Plains States, New England, and Europe. California alone will spend a billion dollars engaging electric power consumers over the next few years, and Sabreez will receive 1 percent per year of that investment as the "Weather Channel" for energy.

**Team:** Sabreez was Founded by W Scott Hoppe, a Geologist. Program Management is performed by Susan Mazur-Stommen. Product Management by Ben Foster and Rajesh Nerlikar formerly of OPower. Our Advisory Board includes Ross Malme, John Powers and Dave McCarthy. Intellectual property attorney is LeClair-Ryan of Richmond, Virginia. Our technical product is managed by APIvista of Richmond, VA.

**Competition:** Our competition is alternative methods of engaging consumers into shifting their energy usage and adopting the enabling smart home technologies, including reporting hourly carbon emissions. Our low cost proprietary messaging will complement rather than compete with these messages to engage consumers with a positive emotional experience. In time, our APIs will represent an equal value to consumers as lower electric rates that coincide with times when it's sunny and windy.

**Financing:** \$120,000 from founder, friends and family.

#### Financial Projections

\$, in thousands	2017	2018	2019	2020	2021
Revenue	—	\$125	\$358	\$2,343	\$10,600
EBIT	-\$58	-\$135	-\$430	\$483	\$6,966
Funding Needs	—	\$600	\$2,000	—	—