



CrowdComfort

Delivering real time geo-located feedback
from people in the physical world to the
people who can act on it.

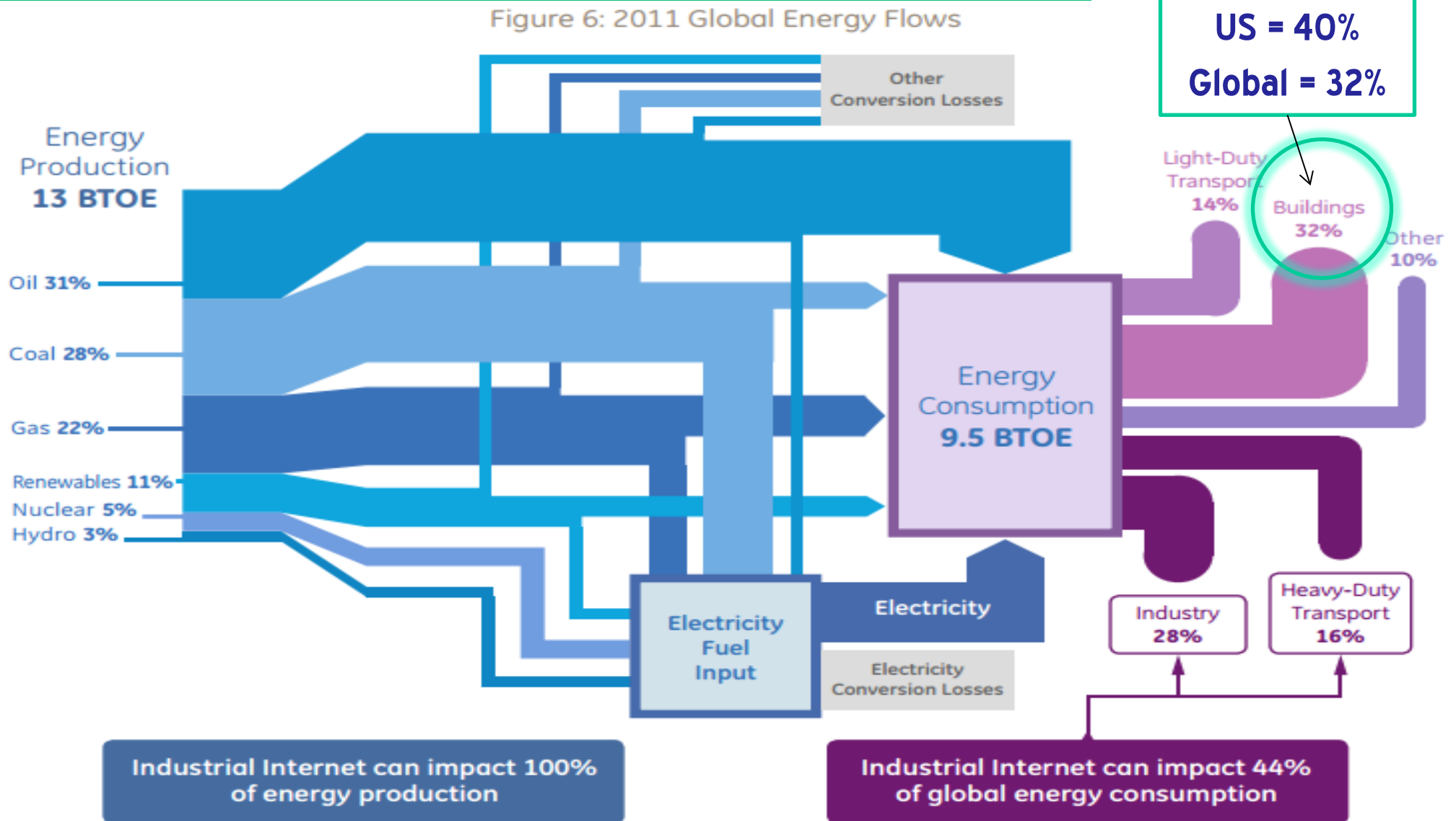


The Building Energy Equation



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US = 40%
Global = 32%

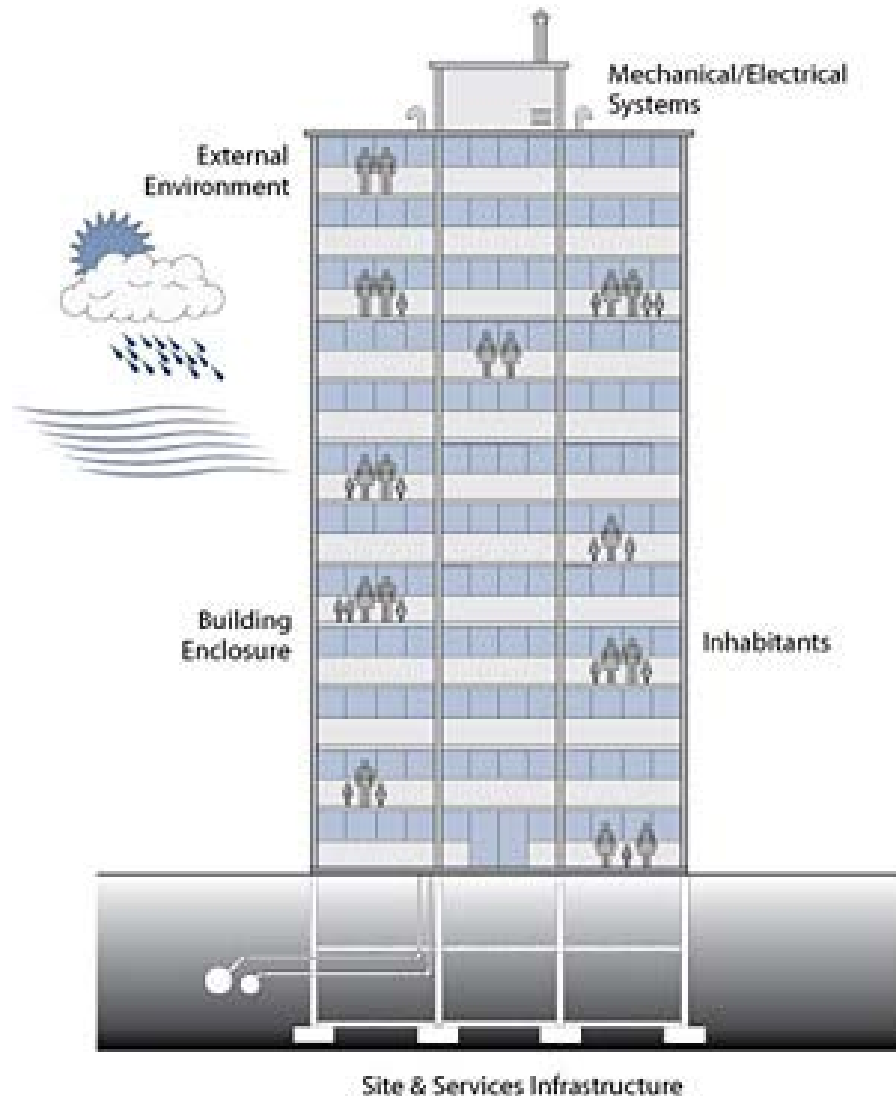


Source: GE, Global Strategy & Planning Estimates, 2011

Buildings are a complex system



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- Systems control the buildings
- And occupants have little say
- Feedback = Complaint.
- 90%...

In other words, they turn to the system first.

Feedback from people is mostly discarded.

Source: <http://www.wbdg.org/resources/buildingscienceconcepts.php>

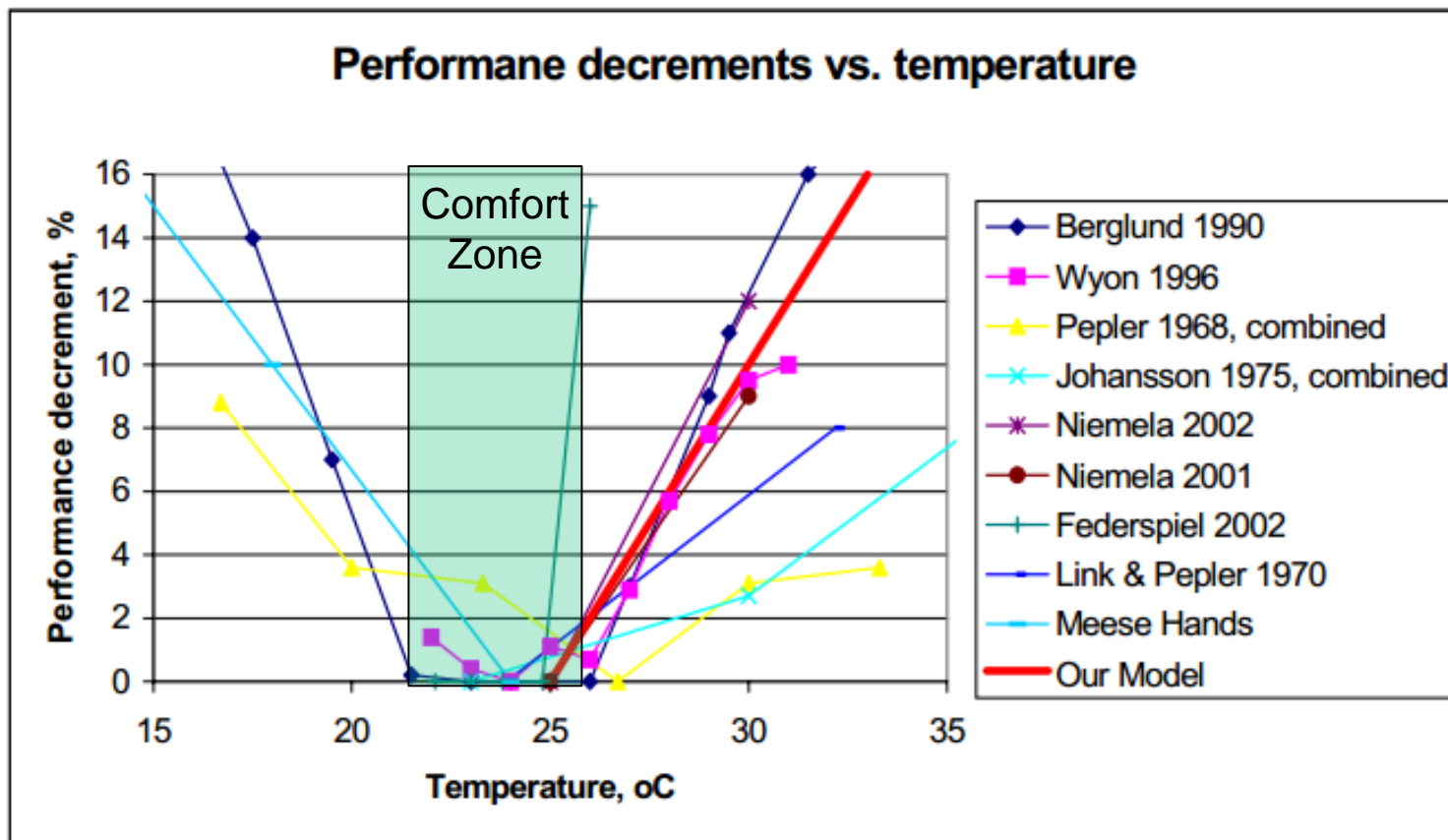
Productivity



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Outside the Comfort Zone (21°C to 26°C/70°F to 79°F)

1°F = 1.1% drop in productivity.



GE



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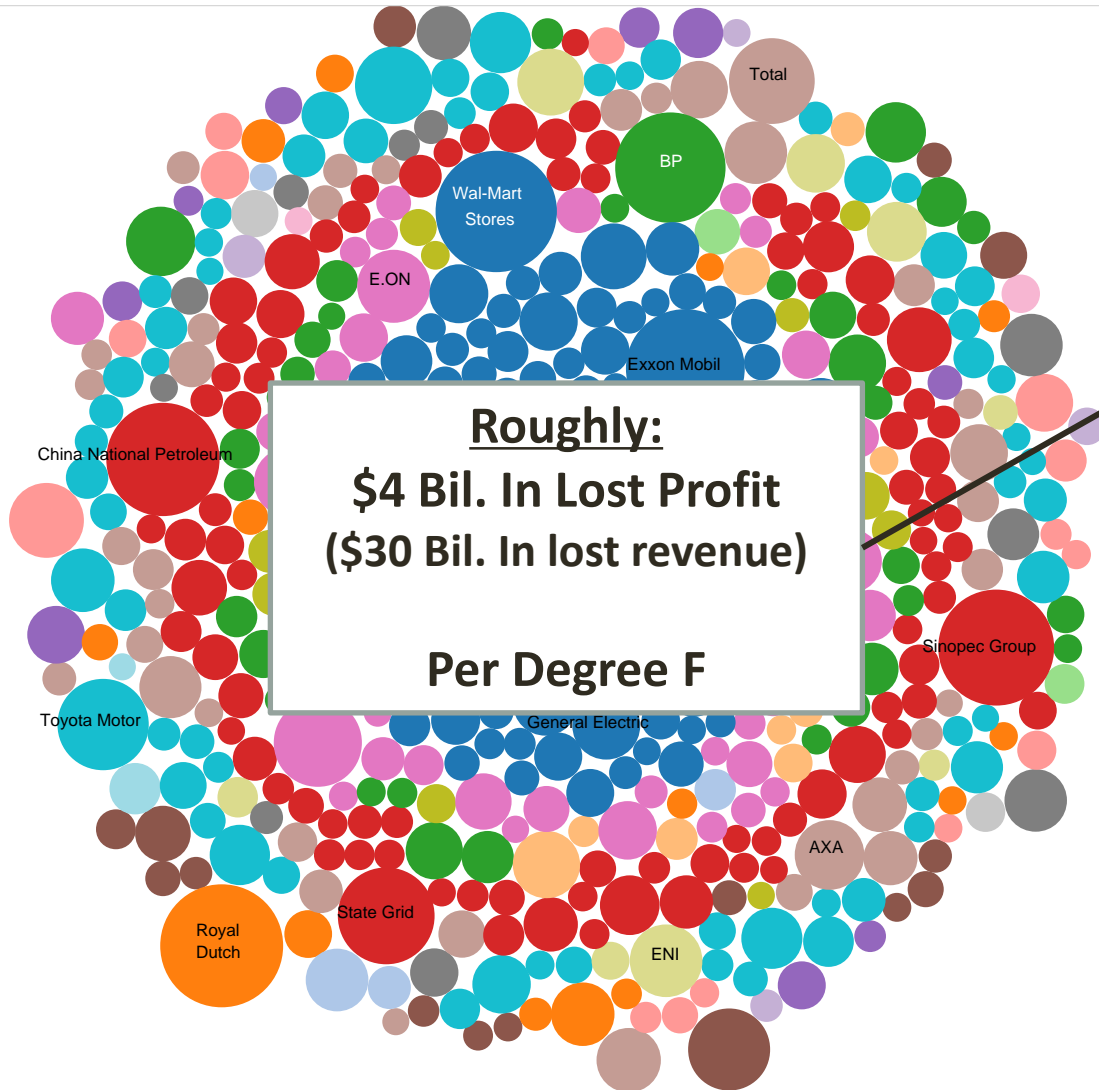
- 300K employees
- 1.1% lost productivity = 27K hours of lost productivity per day.
- @ \$30/hour = \$800K/day **per degree F.**
- @ 251 working days per year =
- @ 10% of workers =

\$20M lost profit per year

(\$150M in revenue)

per degree F

Global 500 largest firms today



Collective Size

Revenue	\$ 30 trillion
Assets	\$121 trillion
# Employees	64.8 million

Countries



Source: Fortune Global 500 2013 and Center for Global Enterprise.

Why can't occupants have more control? If they did..



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We could enhance building operations:

- Actionable data,
- Historical data
- Better decision-making.

= Continuous Process Knowledge

&

Improved Employee Comfort + Productivity

Two Facility Challenges



1. Operational Efficiency
2. Energy Efficiency

The underlying cause for these problems is a **communication disconnect** between facility managers and occupants.

How It Works



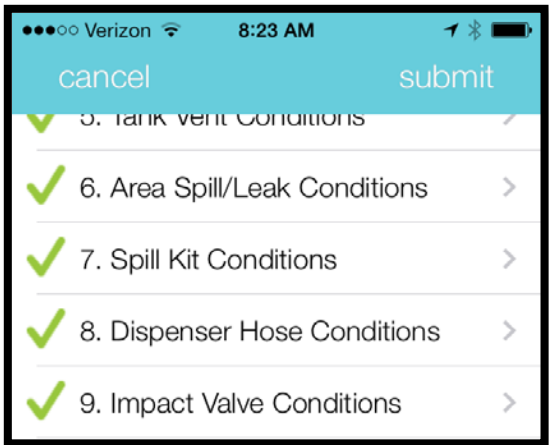
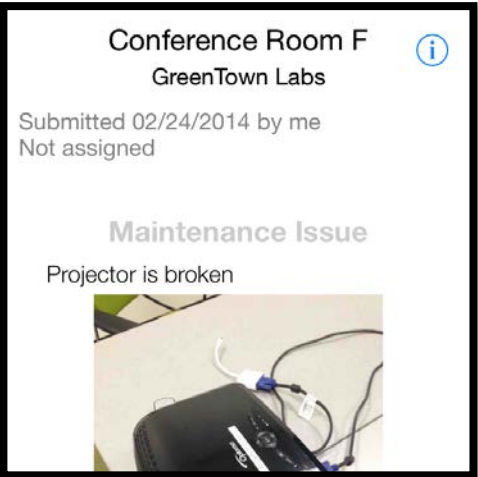
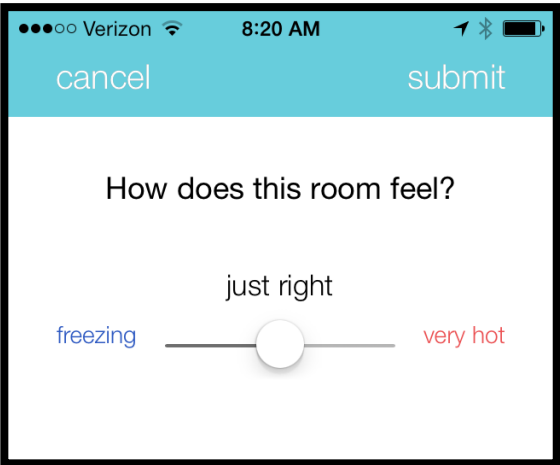
1. Open application



2. Identify location



Submit **Comfort** Report Submit **Maintenance** Report Submit **Inspection** Report*



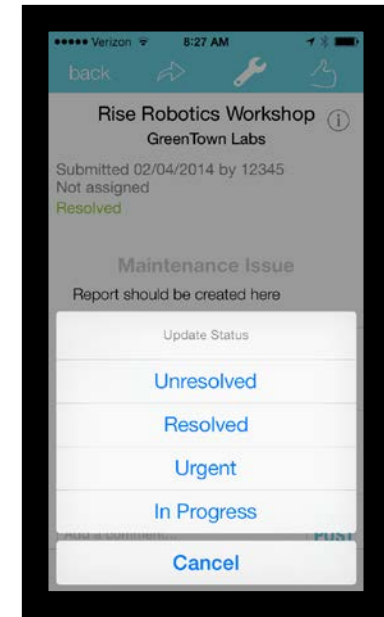
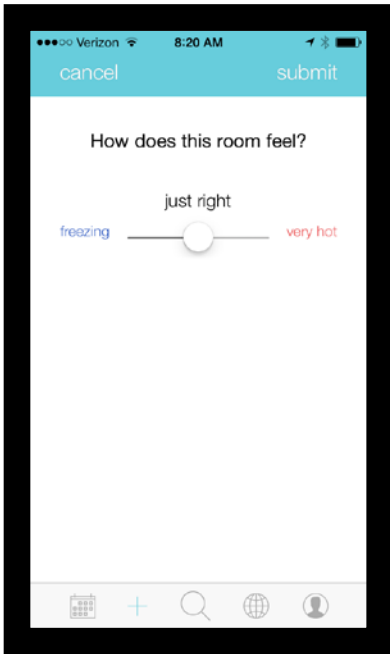
*Only available for facility managers

How it Works



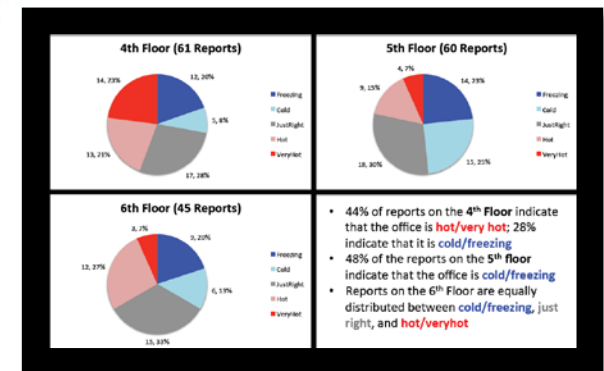
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1. Gather Data

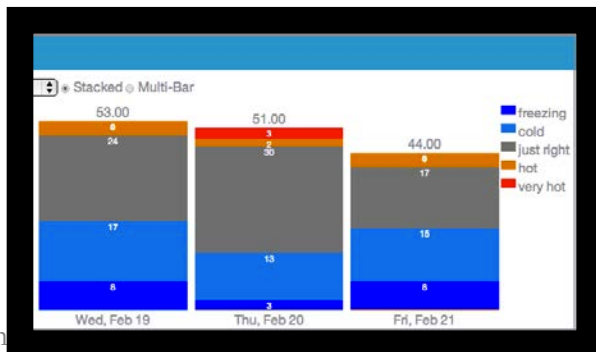


2. Take Action

3. Analyze



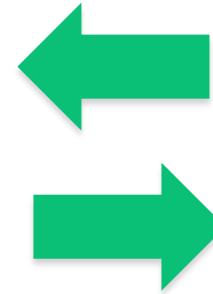
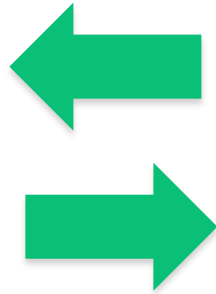
4. Measure



One Solution



Building occupants



Facility managers

CrowdComfort eliminates this **communication disconnect** by providing a turnkey solution that streamlines, analyzes, and stores reporting data across the spectrum of facility operations.

Sound Simple?



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Yes!

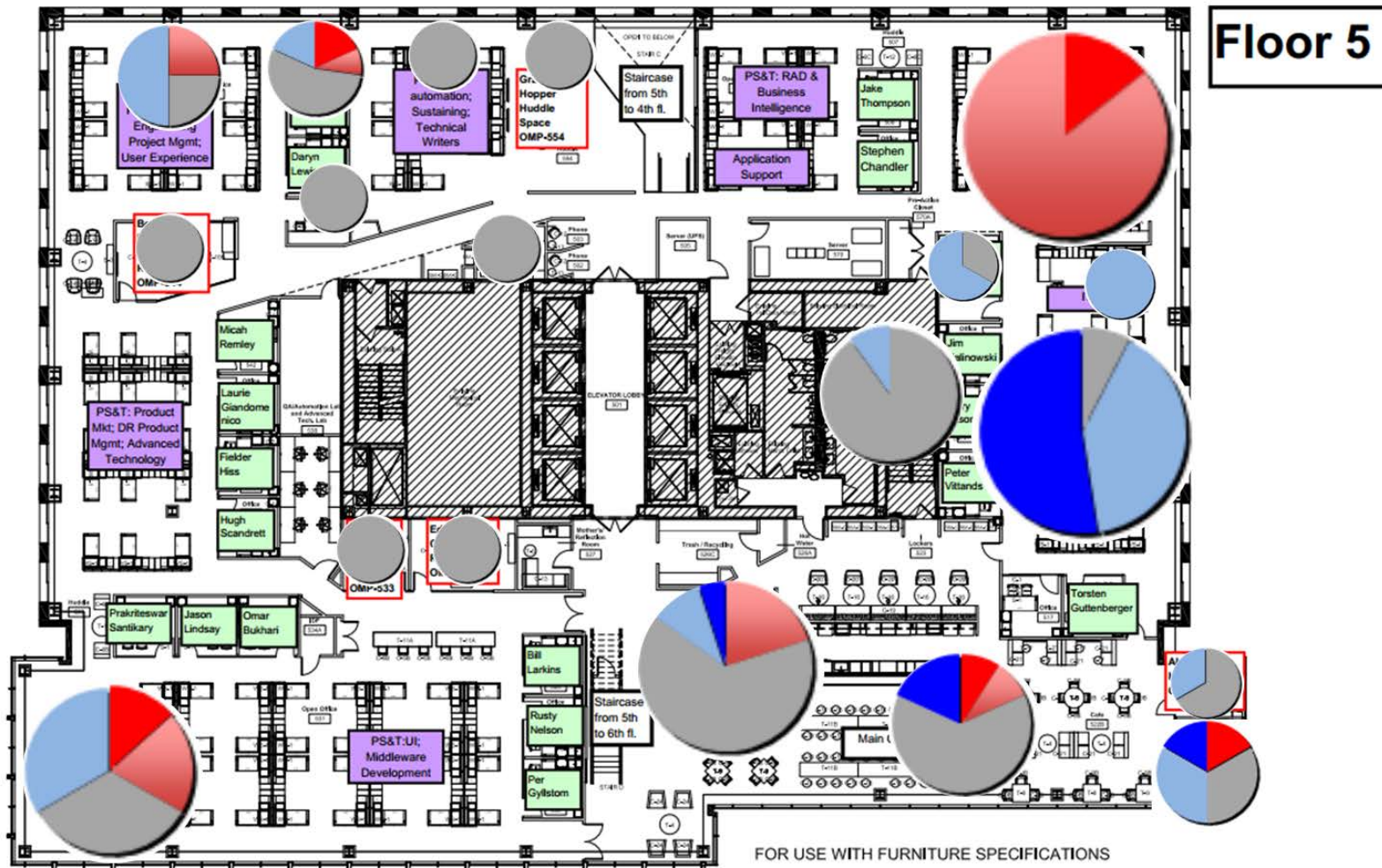
But we may have discovered something that will change way the people and buildings interact....

forever!

What We Found



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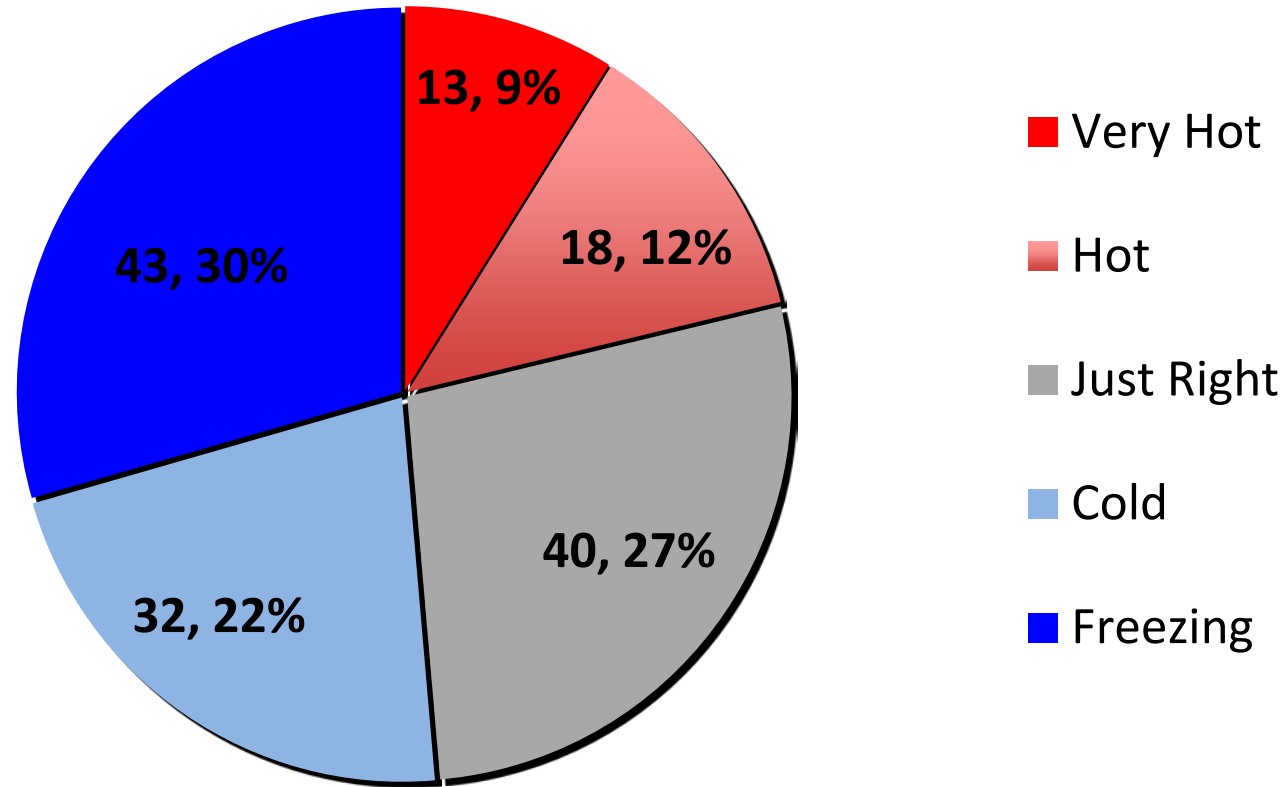


Fourth Floor Reporting



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4th Floor # of Reports

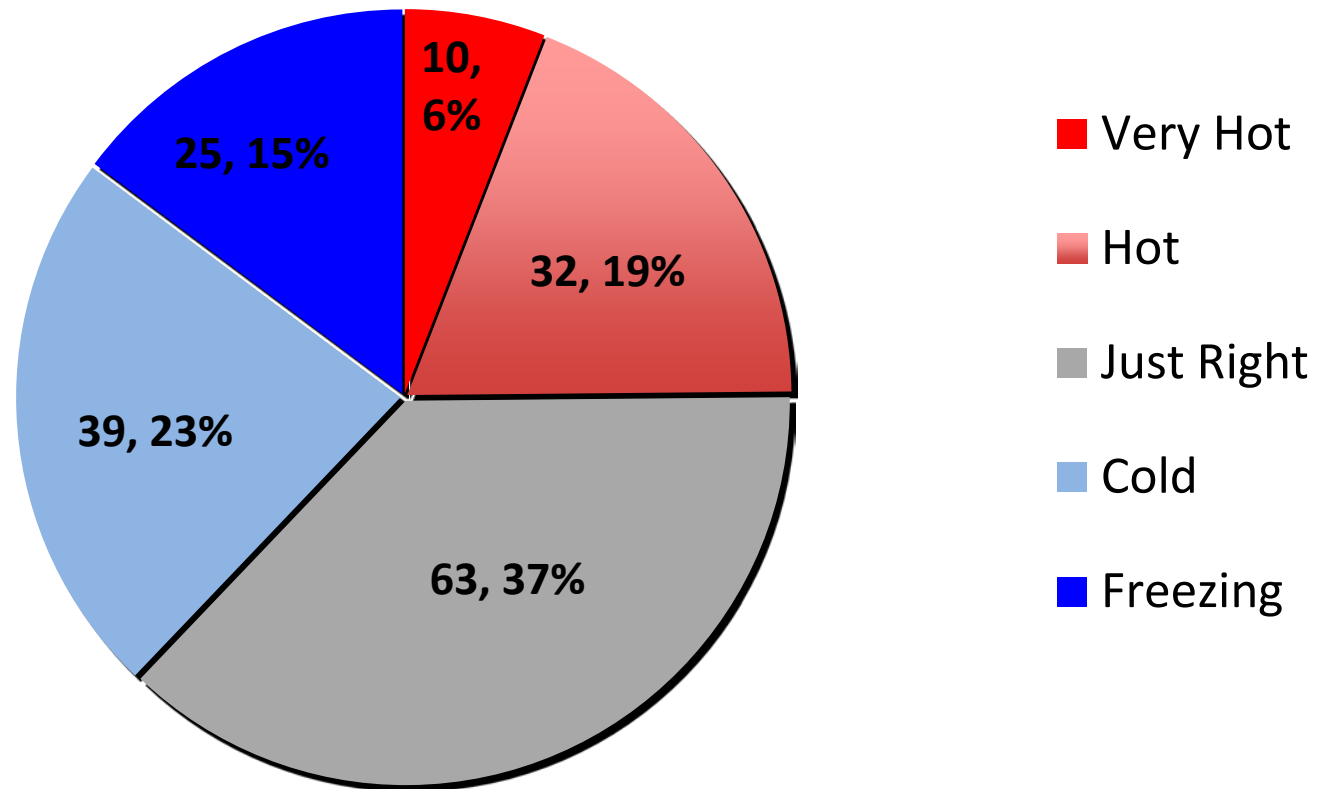


Fifth Floor Reporting



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5th Floor # of Reports

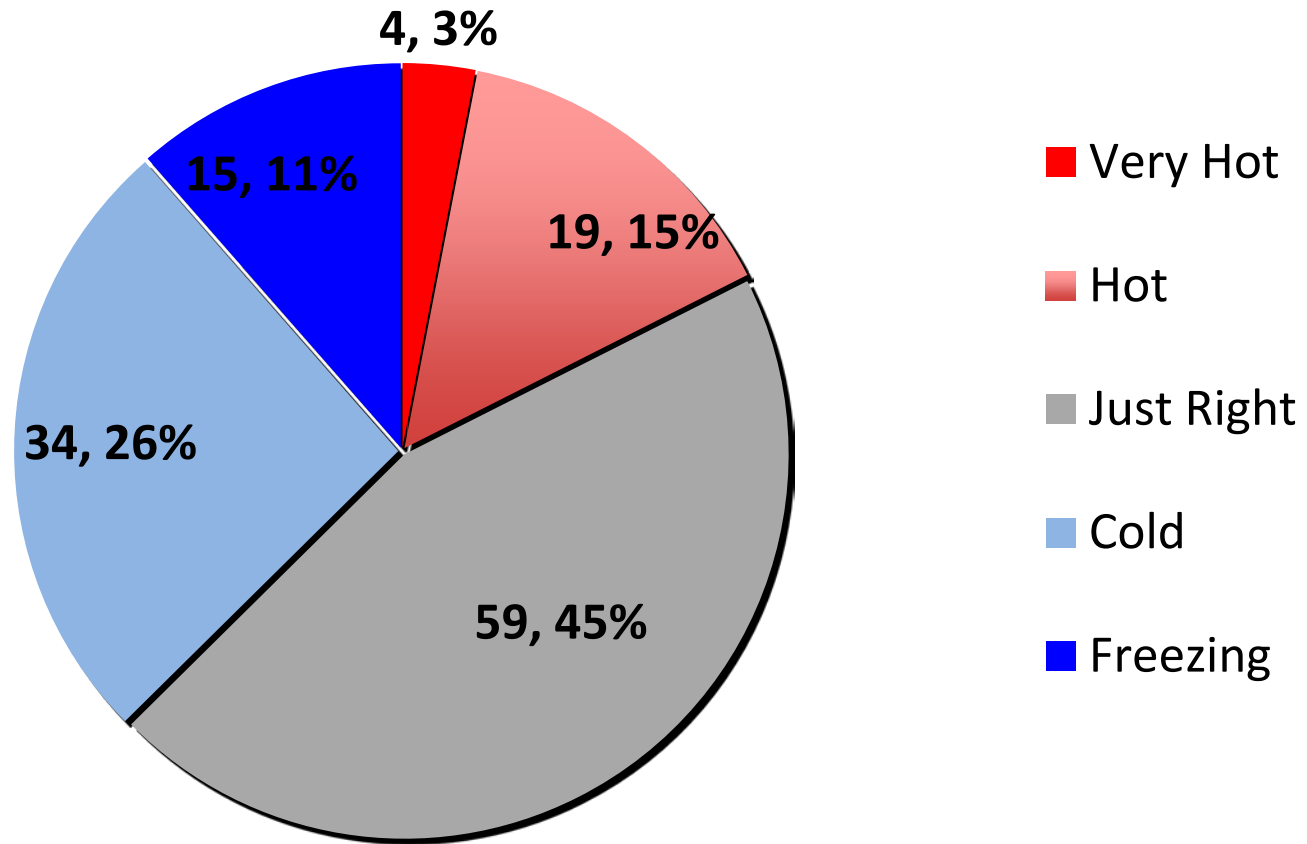


Sixth Floor Reporting



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6th Floor # of Reports

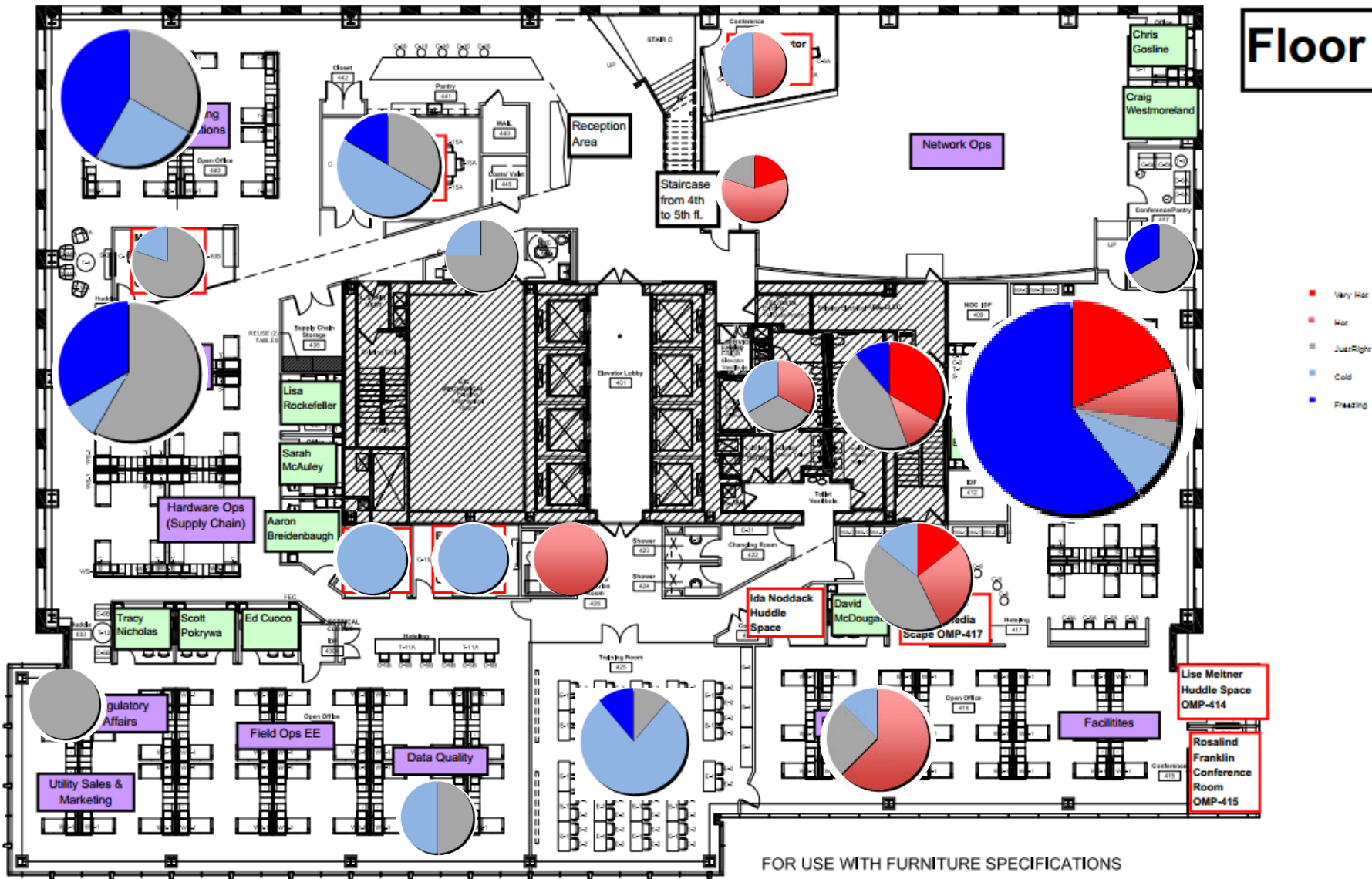


Reporting by Marker: 4th Floor



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Floor 4



FOR USE WITH FURNITURE SPECIFICATIONS

Proof Positive...



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Human Network of Things

+

The Internet of Things

=

**A Breakthrough in
Comfort... Energy... &... Productivity**

Pipeline Highlights – July 11



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Leads



Qualified



Inbound



Unnamed
Fortune 100 Co.



Hanita Coatings



Trials & Customers



GREENTOWNLABS



CADMUS



Unnamed S&P 500
Data Tech Co.

?



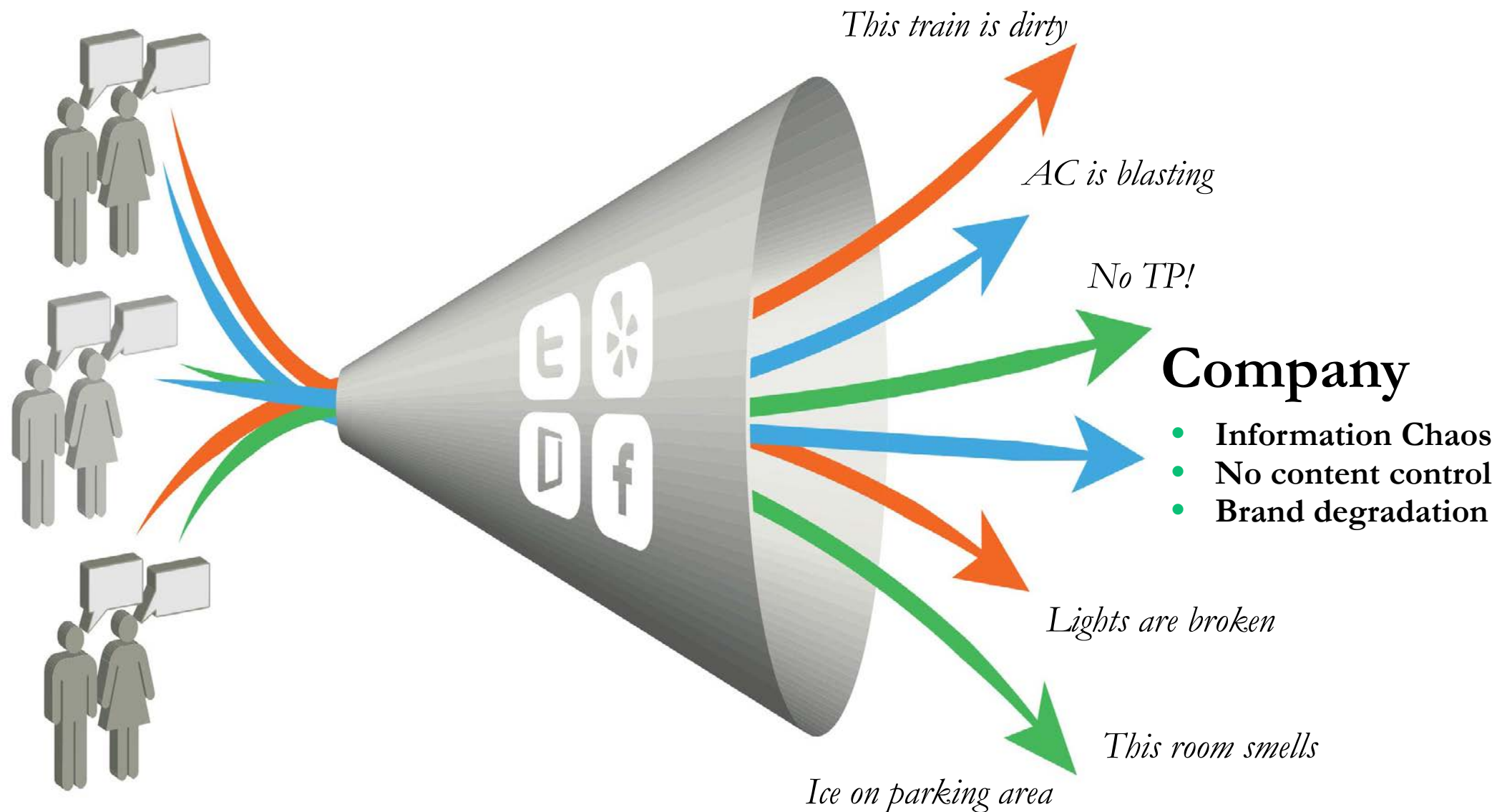
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**What is driving this interest
& adoption?**

Problem: Broadcasted Feedback in the Physical World



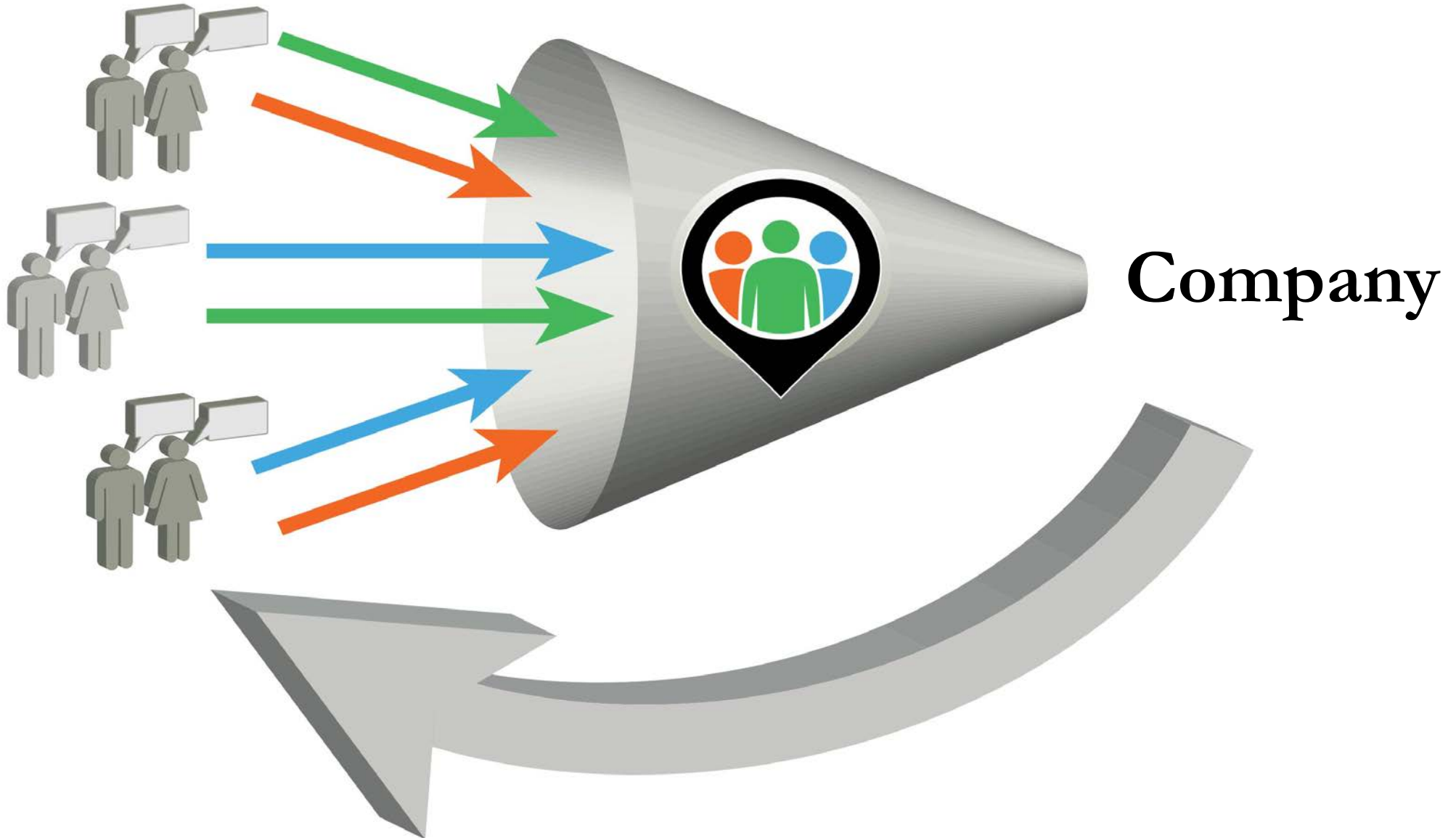
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Solution: Flipping the Funnel



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Company

Disrupting Building Management



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CrowdComfort is leveraging the cross-section of building, mobile tech, and human science to increase the efficiency & productivity of people & processes in buildings.