



BorrowWatt

Borrow watts from your neighbors. BorrowWatt is an Energy-Optimization-as-a-Service platform that lets residents trade excess electricity within their building — cutting bills, reducing grid strain, and making clean energy actionable for everyone.

RESIDENTS

MULTIFAMILY OWNERS

INVESTORS

The Problem Is Bigger Than One Electric Bill

America's electricity infrastructure is straining under surging demand — and the costs are being passed down to the people least equipped to absorb them. The burden falls on three interconnected groups, each facing a version of the same broken system.

The Grid

Demand is surging faster than renewable supply can keep up. Utilities are building new peaker gas plants and passing capacity, transmission, and delivery costs directly onto consumers — making electricity more expensive and more carbon-intensive.

Building Owners

Energy costs are largely passed through to residents as a utility expense. Owners have little financial incentive to invest in optimization, yet they risk losing tenants to buildings that offer smarter, lower-cost energy arrangements.

Residents

Tenants want lower electricity bills and want to take real climate action in their daily lives — but are locked out of the tools and markets that could help them. Individual units are too small to participate in energy markets alone.

Why Hasn't This Been Solved?

Each stakeholder in the multifamily energy stack has a structural blind spot — and together, these gaps create a system that optimizes for no one.

ConEd Measures at the Building Level

Utilities like Con Edison meter electricity at the master-meter level and have no visibility into — or interest in — what happens behind the meter. Individual unit-level dynamics, demand peaks, and neighbor-to-neighbor sharing are entirely invisible to them.

Owners Have No Optimization Incentive

Since energy costs are passed through to tenants, building owners bear no direct financial pain from inefficiency. Without a P&L reason to optimize, most owners do nothing — leaving significant savings on the table for everyone involved.

Residents Are Fragmented by Regulation

New York law requires that only Distributed Energy Resources (DERs) exceeding **10 kW** can be aggregated into Virtual Power Plants (VPPs) above **100 kW** to participate in demand response or wholesale energy markets. Individual apartments — with a few kW each — simply don't qualify on their own.

❏ The result: residents are fragmented, owners are indifferent, and the grid pays the price — in capacity costs, emissions, and instability.

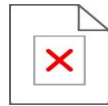
How BorrowWatt Helps

BorrowWatt layers three interconnected capabilities to unlock value that currently sits trapped inside every multifamily building.



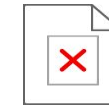
Peer-to-Peer Energy Optimization

Our software lets residents automatically borrow and sell excess electricity capacity from neighbors — reducing the building's collective draw from the grid. If you have a Tesla Megapack, a Powerwall, or a portable power bank, you can sell excess capacity. If you don't, you can still benefit by borrowing from those who do. We automate every allocation decision for you.



Shared Savings Payment Layer

BorrowWatt handles the financial plumbing. The building pays ConEd at the master-meter level; residents pay the building. Our platform automatically splits the cost savings generated by optimization between the property and each participating unit — so everyone sees a real reduction on their bill, with zero manual effort.

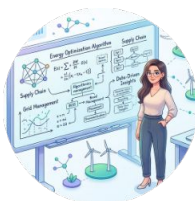


VPP Demand Response Revenue

By aggregating capacity across enough units in a building, BorrowWatt can qualify the building as a Virtual Power Plant participant — unlocking demand response revenue from grid operators. This creates an additional income stream that is shared back with the building and its residents.

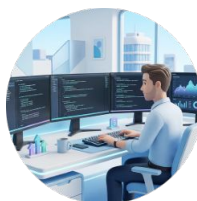
Why We're Uniquely Built for This

The intersection of energy markets, software engineering, and go-to-market execution is rare. Our founding team brings exactly that combination — and it's our strongest competitive moat.



Millend — Operations Research & AI

Operations Research PhD specializing in energy markets. Millend is architecting BorrowWatt's price discovery engine and energy optimization algorithms, leveraging agentic AI to handle real-time dispatch decisions at unit-level granularity.



Yuyang — Software Engineering

Columbia SEAS alumnus and Software Engineer at a top hedge fund. Yuyang is the technical backbone of the platform — building the infrastructure for real-time energy tracking, peer transactions, and payment settlement at scale.



Yirui — Energy Policy & Go-to-Market

With a background in energy policy and consulting, the go-to-market strategy is led from deep sector knowledge — navigating utility relationships, regulatory frameworks, and building owner partnerships to unlock commercial traction fast.

We Do What Competitors Can't

Two players have tried to crack this market. Both fell short — one by design, one by choice. BorrowWatt closes the gap with automated optimization and a behind-the-meter structure that bypasses regulatory gridlock.

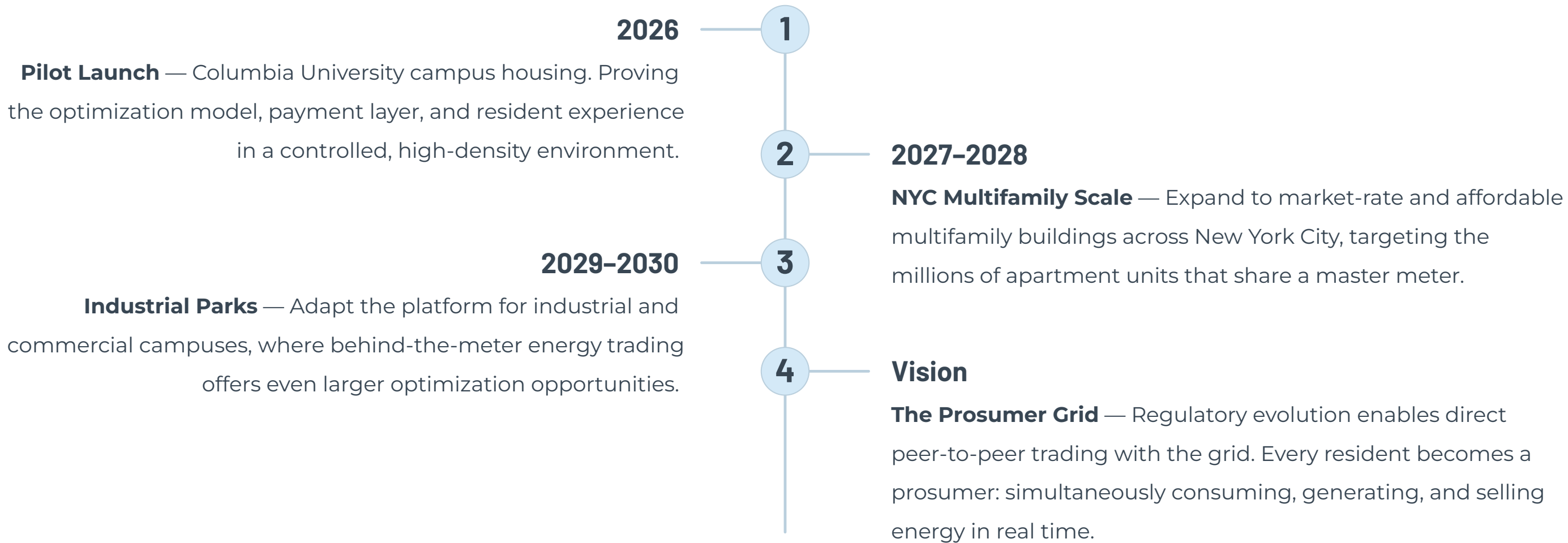
Capability	BorrowWatt	Logical Buildings	LO3 Energy
Automated energy dispatch & optimization	✔ Yes	✗ No	⚠ Partial
Peer-to-peer energy trading between units	✔ Yes	✗ No	✔ Yes (blockchain)
No behavior change required from residents	✔ Fully automated	✗ Manual participation	✗ Active user required
Behind-the-meter structure (no ConEd conflict)	✔ Master-meter contracts	✔ Yes	✗ Regulatory battles
VPP / demand response revenue sharing	✔ Yes	✔ GridRewards only	✗ Never scaled
Commercial scale achieved	🚀 In progress	✔ Deployed	✗ Stalled

📌 **Key insight:** Logical Buildings requires residents to actively change behavior during demand response events. LO3 Energy's blockchain approach triggered regulatory friction with ConEd. BorrowWatt contracts at the master-meter level — making peer-to-peer trading a behind-the-meter arrangement that requires no utility permission to launch.

What's Next: From Pilot to Prosumer

Economy

ConocoPhillips is executing a disciplined, staged expansion — starting with a high-visibility institutional pilot and scaling through NYC's dense multifamily stock toward a future where every resident is an active energy market participant.



The endgame isn't just cheaper electricity bills — it's a fundamentally different grid, built from the bottom up, one apartment at a time.