



INVESTOR PRESENTATION
Fall 2008
Seeking \$5M



Summary

- The distributed utility SmartGrid is a \$12 Billion addressable market.
- Infotility provides a disruptive technology relative to competitors.
- Infotility offers increased reliability, asset utilization, and targeted, SmartGrid decision support.
- Experienced management team and advisors.

Problem

- Challenges maintaining reliability
 - Huge outage costs, PQ, regulations
- Inefficient asset utilization
 - High O&M costs, integration of grid intelligence needed
- Lack of Integration
 - Missing, out of context, unfiltered data, no price visibility
- No localized intelligence
 - No information = no understanding, can't self-heal, vulnerable

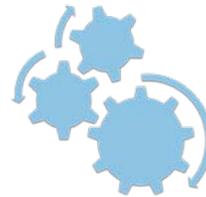
Solution – Dynamic Load Shaping

- With targeted decision support that facilitates network optimization based on economic analysis
 - Asset Utilization
 - Distributed Energy
 - Multi-source data integration
 - Decentralized data filtering and processing
 - “on-the-fly” decision support resolution (vs. hardwired)
- Evolutionary
 - Integrates existing data points to add immediate value
- Revolutionary
 - Will evolve as a SmartGrid platform to allow for extensibility and scalability

Infotility Technology: Attributes

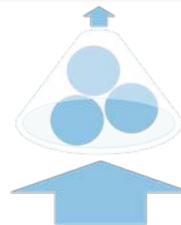
SELF MANAGING

(Adaptive, Flexible, Problem Solving, Learning, Intelligence)



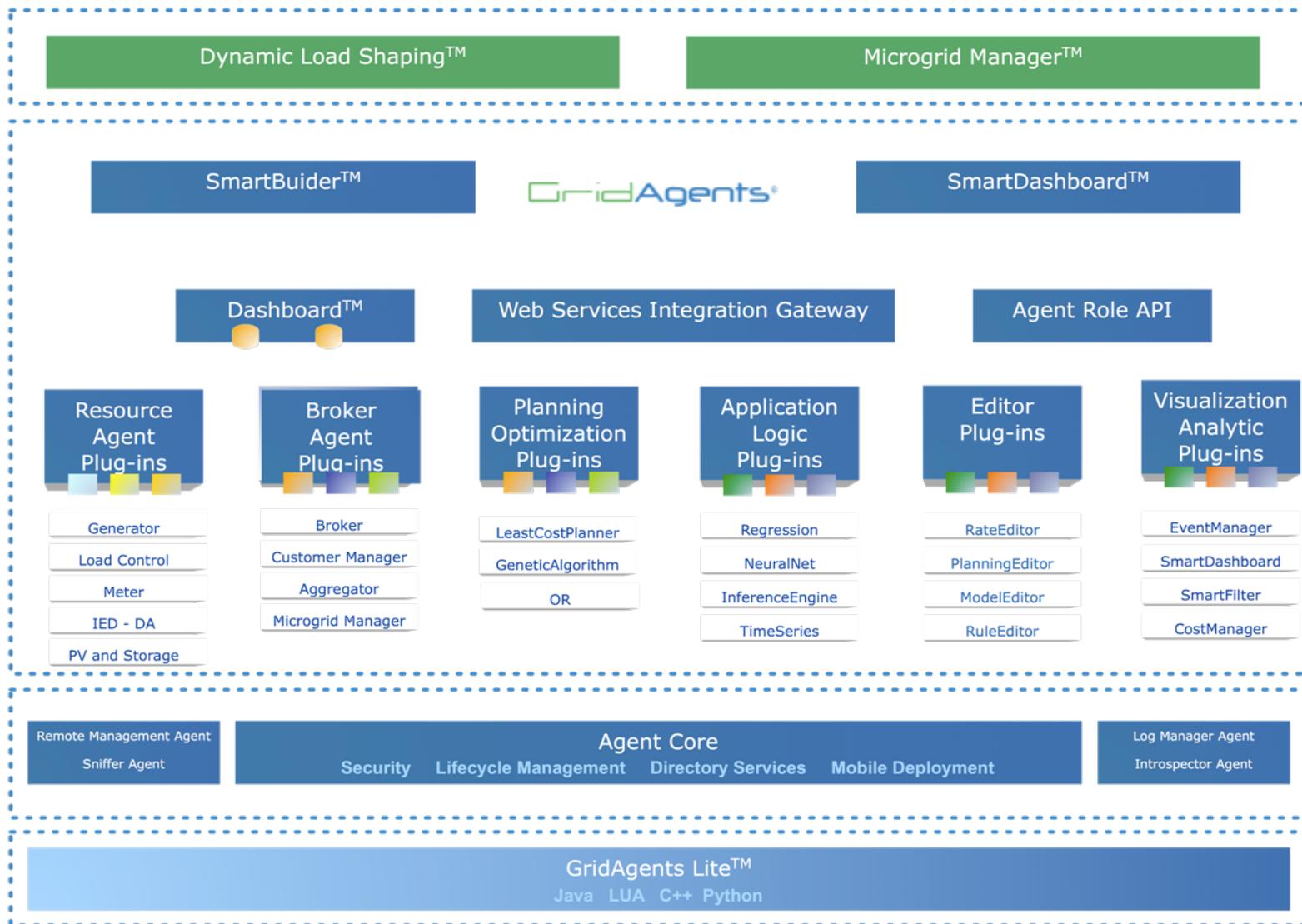
DECISION SUPPORT

(Render effective decisions about which actions to take)



LOCATE (Search Engine) **FILTER** (Stream Processing) **COMMUNICATE** (Alerts)

Infotility Technology: Architecture

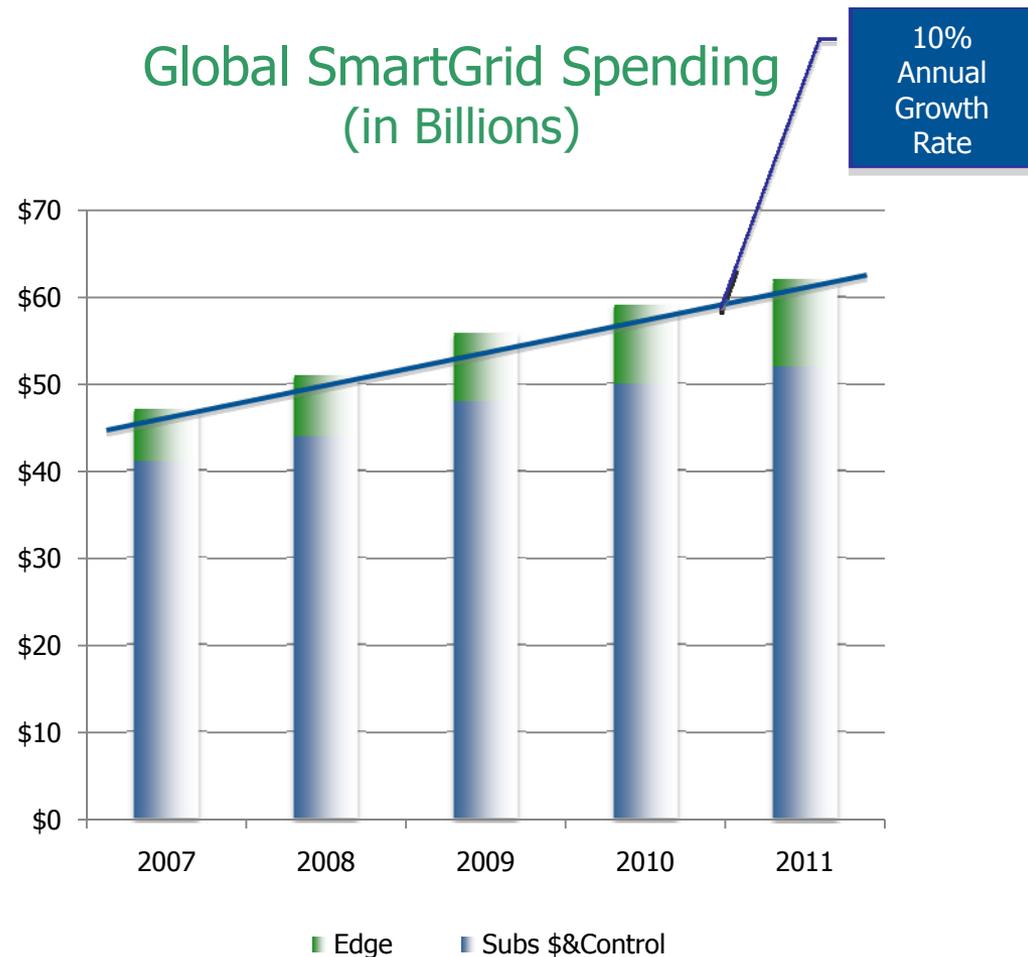


Value to Customers: 12-30% Cost Reduction

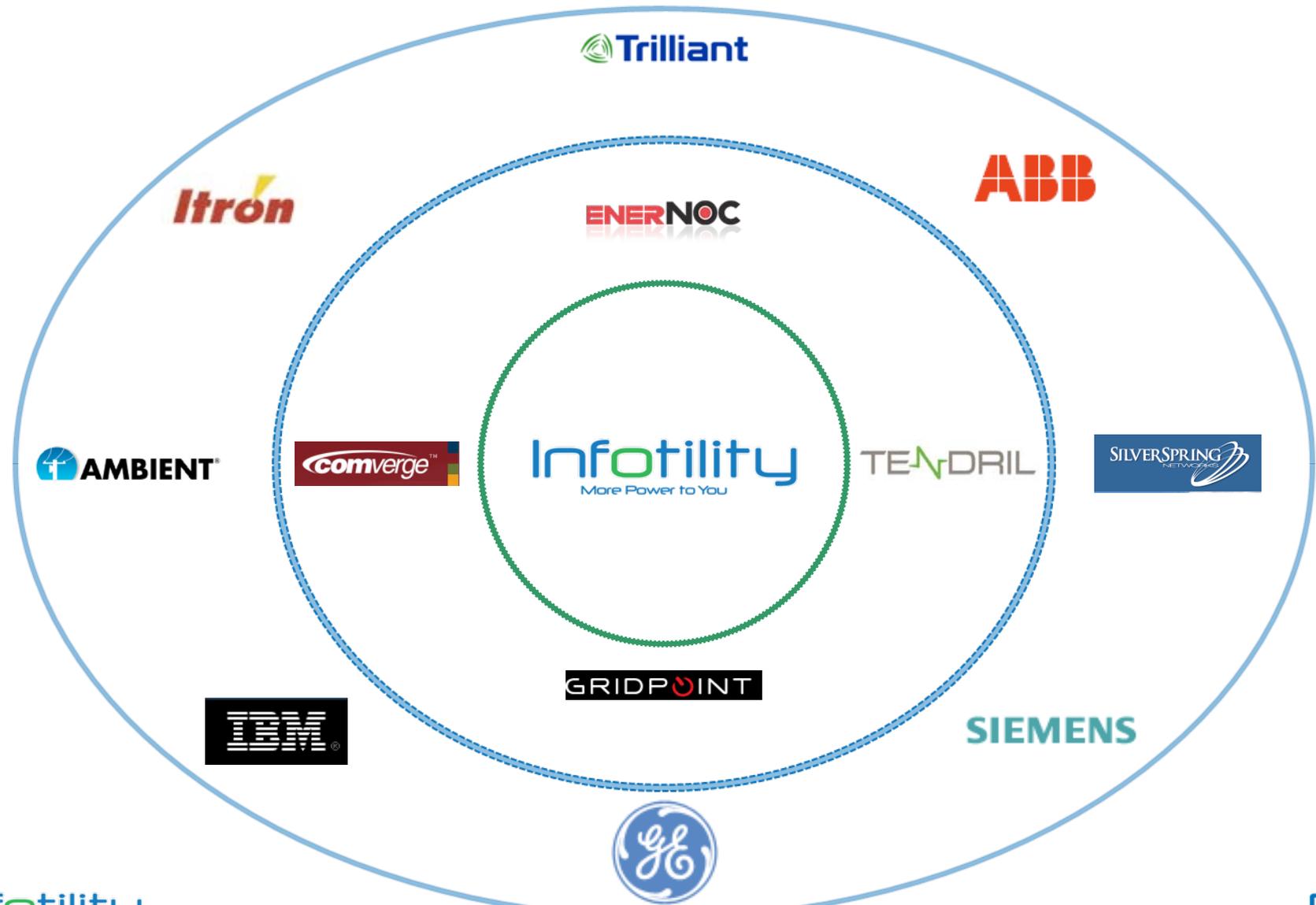
- Operations Cost savings
 - Asset Management Costs “bits are cheaper than iron” (5-10%)
 - Mitigation of lost revenues and SLA penalties (2-5%)
 - Reductions in field service and maintenance cost (2-5%)
 - Self-management and automated improvement (savings resulting from agent learning improved response (3-10%))
- Managed Grid Resources
 - \$kW Managed (\$300/kW)
 - Demand Response, Ancillary Services
 - Optimized Resource Deployment
- Additional Revenues
 - Provides foundation for new products and services

SmartGrid - Market Opportunity

- Global SmartGrid market projected to reach \$60B by 2010
- 10% Annual Growth
- North American utilities will spend over \$20B per year on SmartGrid projects by 2010
- Top 15 target North American IOUs have budgeted \$3B to \$6B per year for SmartGrid Projects.
- 15% on software (\$450M and \$900M annually).



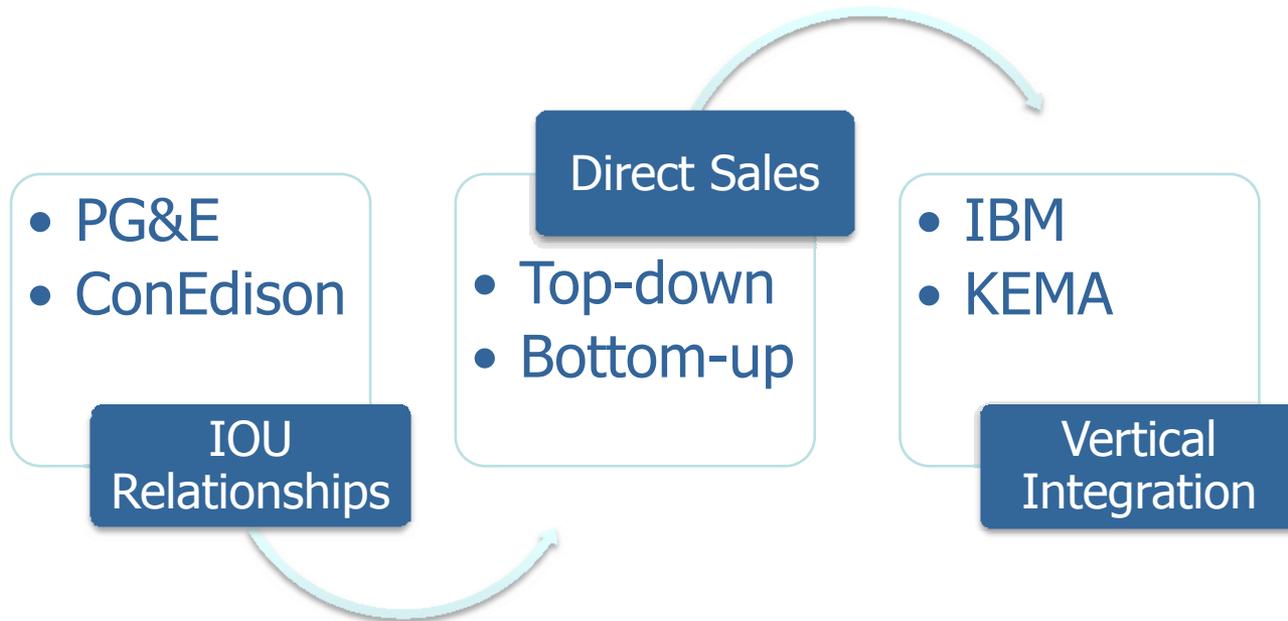
Competition



Sustainable Competitive Advantage

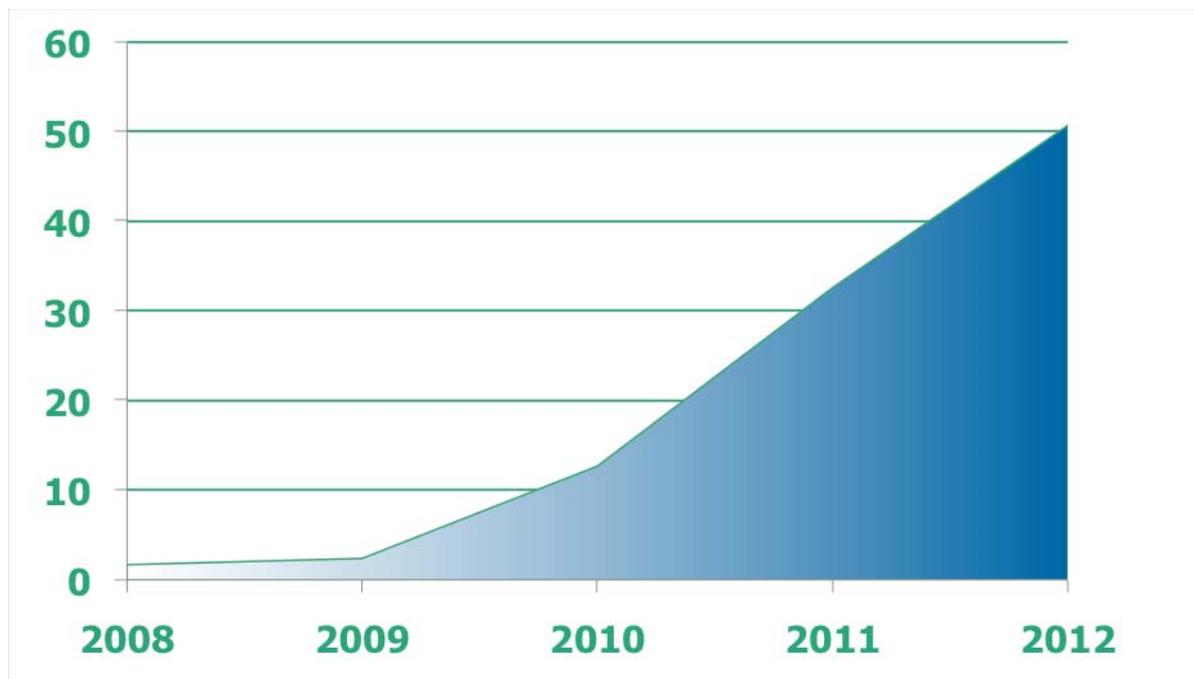
- Pure-play software
- Inside the utility
- Distributed Intelligence & Data Filtering
- Unique Optimization & Localized Decision Support
- Patents, Industry Knowledge, Sales Pipeline

Go-to-Market Strategy



Financial Roadmap

Revenue Projects: 2008-2012



	2008	2009	2010	2011	2012
New Customers	0	2	7	15	22
Revenues	1.4M	1.7M	13M	32M	50M
Gross Margins	99%	99%	99%	94%	94%
Net Margins	7%	-13%	34%	37%	38%

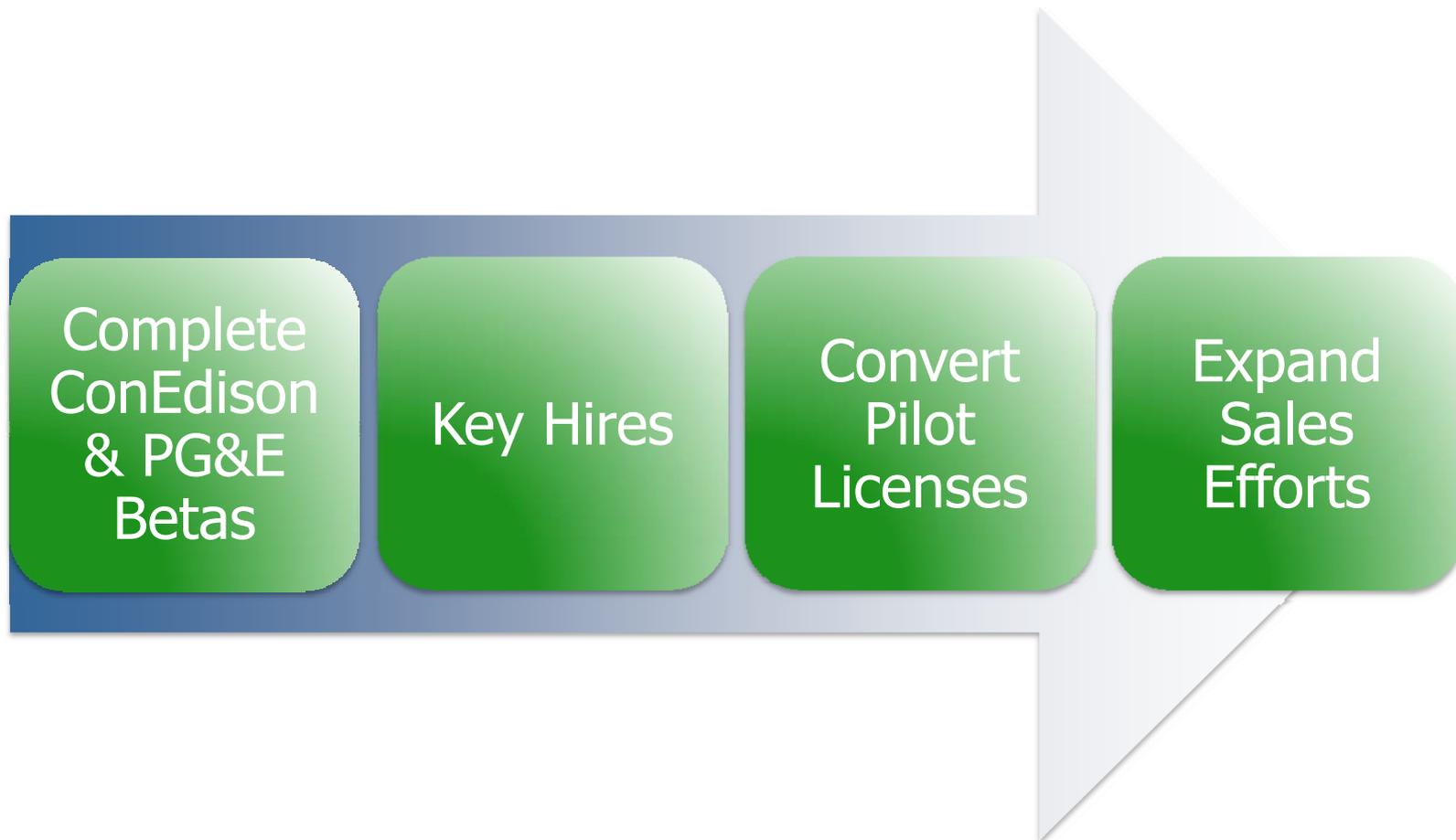
The Team

- **David Cohen – CEO & CO-Founder.**
 - 20+ years of energy software product leadership and innovation. Early member, rapid growth of Silicon Energy acquired by Itron for \$82M in 2001. ICF, Architectural Energy Corporation, Joint Center for Energy Management, GridWise, ACORE, SVLG
- **James McCray – COO**
 - 27 years of energy and metering industry and software product marketing and management experience. Built Siebel Systems \$300M global Energy Software Vertical business between 1999 and 2004. Accenture, Green Building Studio, ICF, RLW Analytics, PG&E.
- **Dr. Robert Dodier, PhD – Chief Scientist**
 - 15 years of modeling, decision analysis, and AI software. Expert on probabilistic models called belief networks. Adaptive House Project, CSG Analytics, Athene Software, Joint Center for Energy Management
- **Dr. Peter Curtiss, PhD – CTO**
 - 20+ years of building energy, renewable energy technology, and AI software. Joint Center for Energy Management, Architectural Energy Corporation, and University of Colorado.
- **Richard Barone – Director of Business & Product Development**
 - 15 years of software and business development experience with web-based applications for major corporations including Citibank, Standard & Poor's. Developed strategic business models for NREL and Delta Dynamics.

Current Status

- Currently 2 years into a 3-year DOE GridAgents R&D project partnering with ConEdison Distribution Engineering and Demand Response Program staff
- Engaged in ConEdison HQ beta
- Partnering with PG&E Network Operations, Smart Gru and Demand Response Program staff on GridAgents pilot demonstration in downtown SF
- Launched large-scale project with ConEdison, and Verizon in Manhattan
- Two provisional patents pending on core intellectual property

Next Steps



Thank You

Questions?