



NEW YORK
STATE OF
OPPORTUNITY.

RetrofitNY

RetrofitNY

LIFE NYC Regional Meeting

Market Opportunity for New York State

Affordable Housing



1.7 million units



\$1.2 billion/year



The Business Opportunity for Suppliers

- 1 Deeper projects
- 2 More projects
- 3 Be at the forefront of a large new market



The Business Opportunity for Property Owners

- 1 Increase property value
- 2 Better health, comfort, and affordability
- 3 Similar or lower net cost of rehab per unit
- 4 Lower maintenance and operation costs

New York, NY

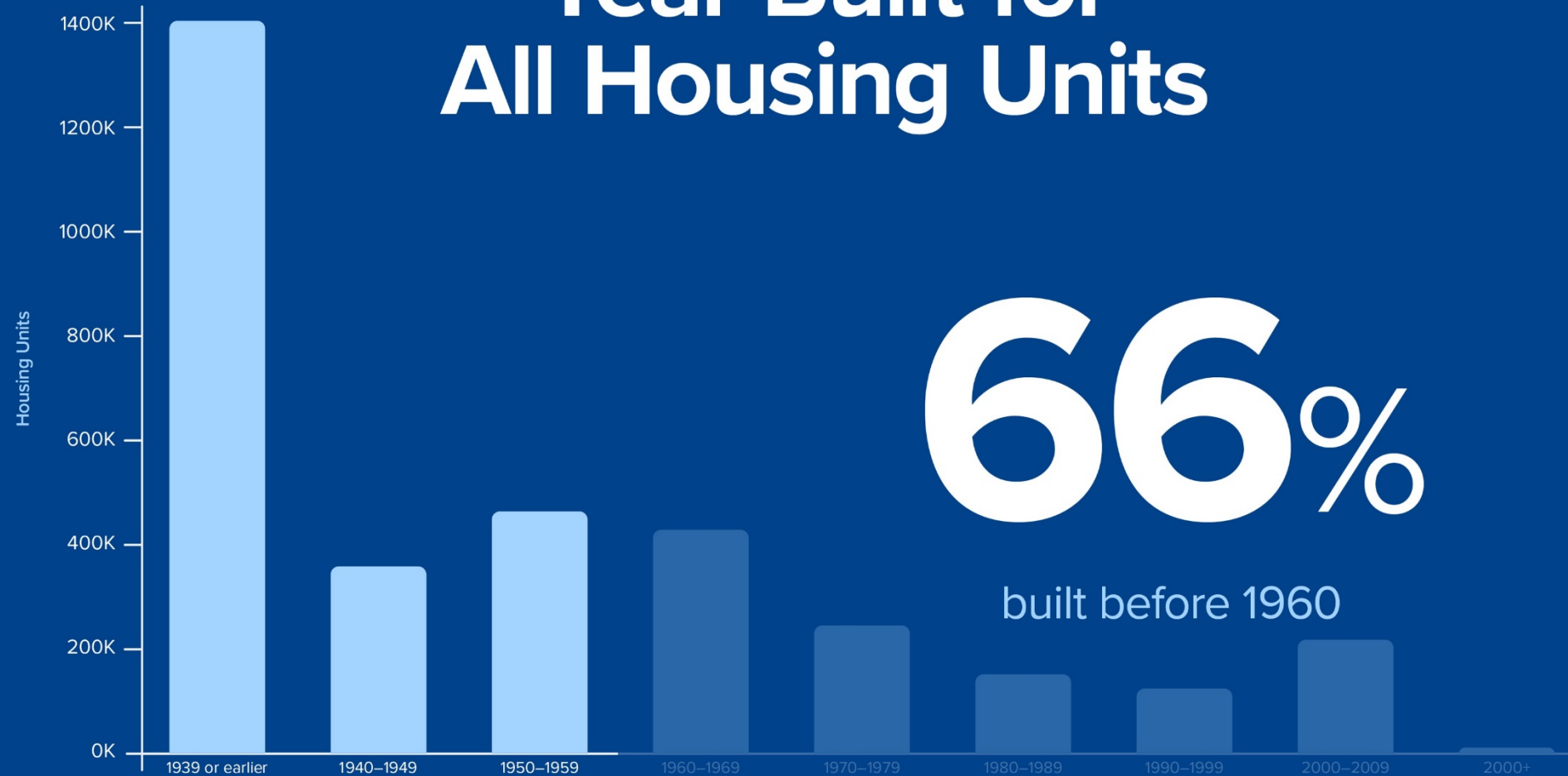
Year Built for All Housing Units



Source: U.S. Census Bureau, 2010–2012 American Community Survey

New York, NY

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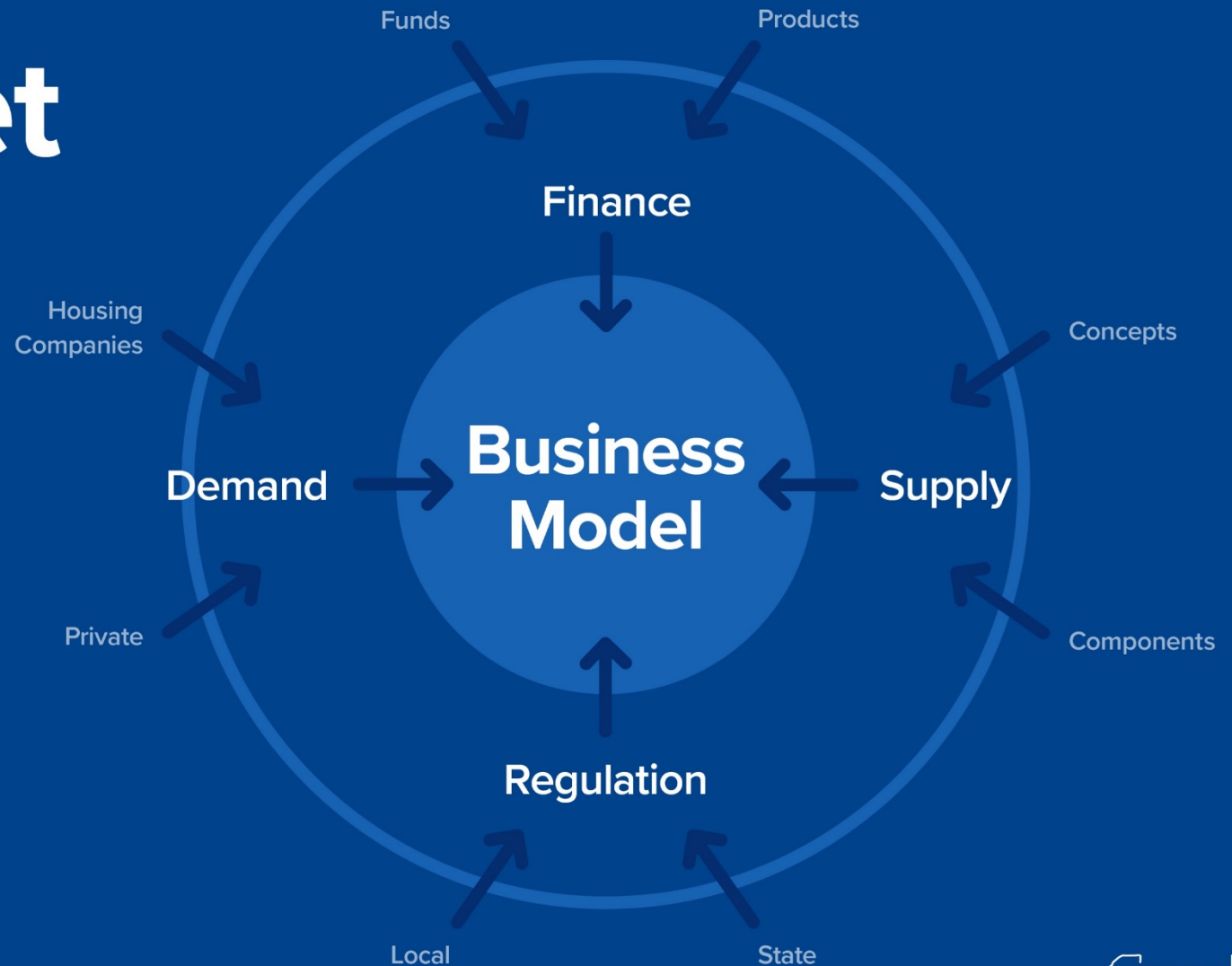


Net Zero Retrofits

Benefits

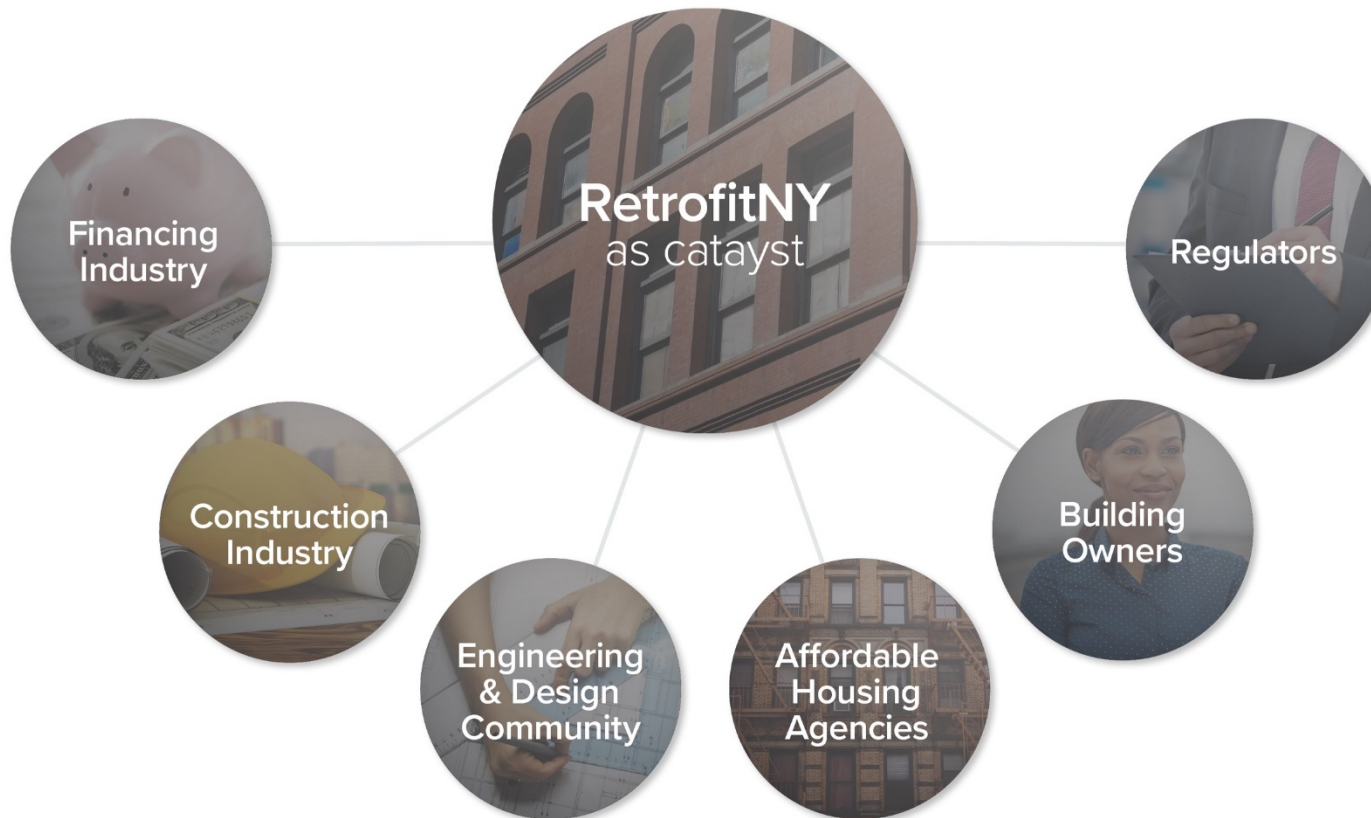
- Residents
- Building Owners
- City & State
- Environmental Impact

Main Market Barriers



RetrofitNY's Role

Market Transformation & Aligning the Market





Construction
Industry



Engineering
& Design
Community

Your Role

- Innovate
- Participate
- Usher in gold standard design and construction
- Guarantee energy savings

And RetrofitNY is here to make all of this easier for you.

How we can help you
RetrofitNY

Create a large scale, self-sustaining market for net zero energy retrofit solutions

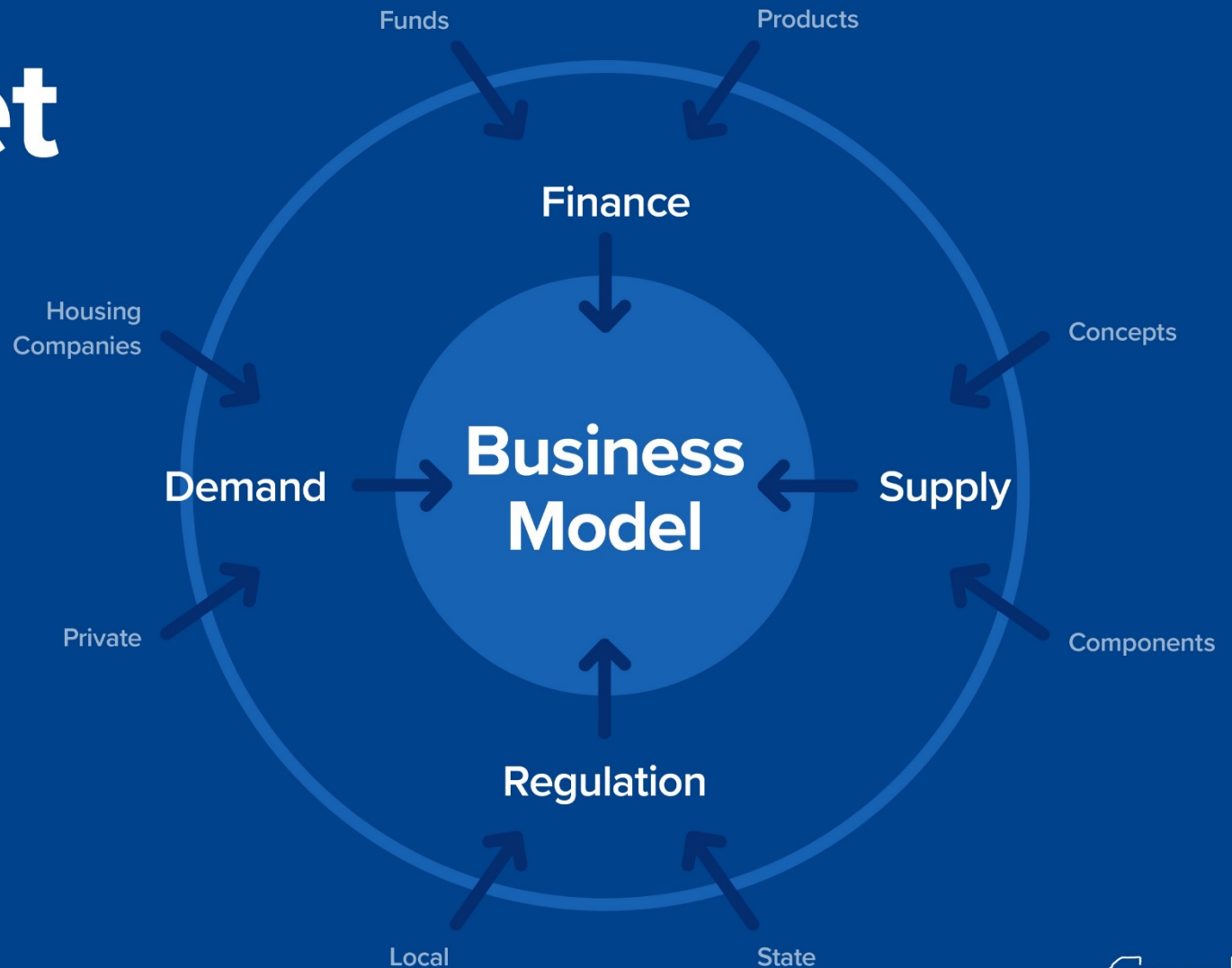
Industry-designed, cost-effective,
net zero energy retrofit solutions
for tenanted buildings.

Implement solutions on a large scale to
drive industrialization and reduce costs.

How RetrofitNY overcomes market barriers

Main Market Barriers

Independent and here
to catalyze the market



The Dutch Model

Energiesprong:



Netherlands



France



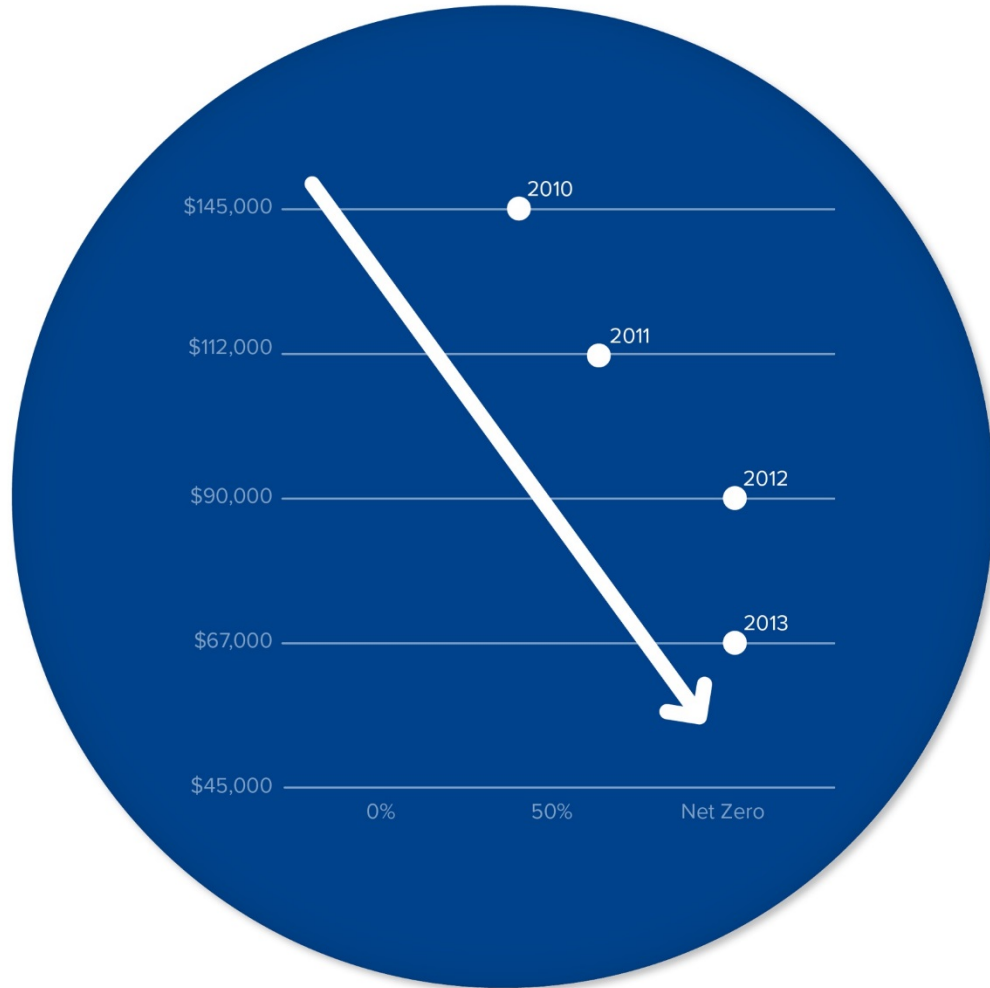
United Kingdom



New York



Germany



A successful model to show market potential

Cost per Unit & Performance of Retrofits

By reaching scale, this solution
will become the standard.

This is where the market is headed,
and you can be ahead of the curve.



We're Going to Make It Easy

Elements

- New mechanical works
- Highly insulated building envelope
- Solar

We Make It Easy for You

- 1 Selecting the most prevalent building types in the state.
- 2 Aggregating demand to create a large pipeline of deep retrofit projects.
- 3 Identifying pilot buildings for industry partners to innovate, build, test, and improve solutions.
- 4 Removing regulatory barriers and creating financing solutions.
- 5 Capitalizing on the larger pipeline of retrofits we are creating.
- 6 This is going to become the standard, this is where the market is going, be ahead of the pack.

Supply Side of the Equation

We want you to

- *Create bold, innovative, constraint-free solutions.*
- *Get to net-zero.*



**Get
creative.**



Imagine you could add long-term energy savings to your retrofit budget.

What your company could do for this building, for the people who live here.

**Now imagine
housing in New York
transformed.**

You get to

- 1 *Access a profitable, innovation-rich, and regulatory-friendly billion dollar annual market.*
- 2 *Participate as a proof of concept partner.*
- 3 *Be first to market.*
- 4 *Be best positioned to capitalize on this new market.*

*So how do we do
this together?*

Be part of something big.

*We're rolling this out state-wide.
This starts today.*

Where we'll be in five years

The solutions exist, more and more buildings are being retrofitted, the market is taking off.

The solutions can be financed and built easily.

Where we'll be in one year

The first round of pilots are built and being tested, and the second round of pilots are beginning to improve performance and lower costs.



RetrofitNY

Thank You