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

Year Built for All Housing Units

66%

built before 1960

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

Benefits
- Residents
- Building Owners
- City & State
- Environmental Impact
Main Market Barriers

Business Model

Finance

Funds

Products

Supply

Concepts

Components

Regulation

Local

State

Private

Demand

Housing Companies
RetrofitNY’s Role

Market Transformation & Aligning the Market

- Financing Industry
- Construction Industry
- Engineering & Design Community
- Affordable Housing Agencies
- Building Owners
- Regulators
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

Retrofit NY
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.
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.
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.
Thank You