



# ClarityGrid

# Problems building managers are facing today:

## Operational Energy Waste

**10-30%**

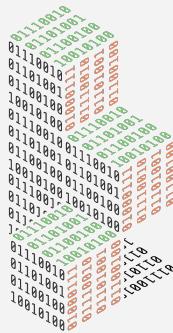
of energy waste is due to avoidable operational inefficiencies.

## Technician Dispatching

**6-12%**

of work hours are spent identifying and dispatching the right technician.

# Building Management without ClarityGrid



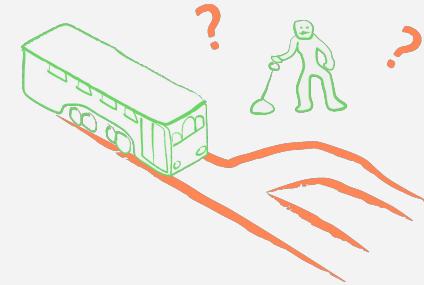
## Data Inundation

Managers sort through long, disorganized lists of BMS Alarms.



## Directionless Alerts

Technicians are sent based on ambiguous and surface-level alerts.

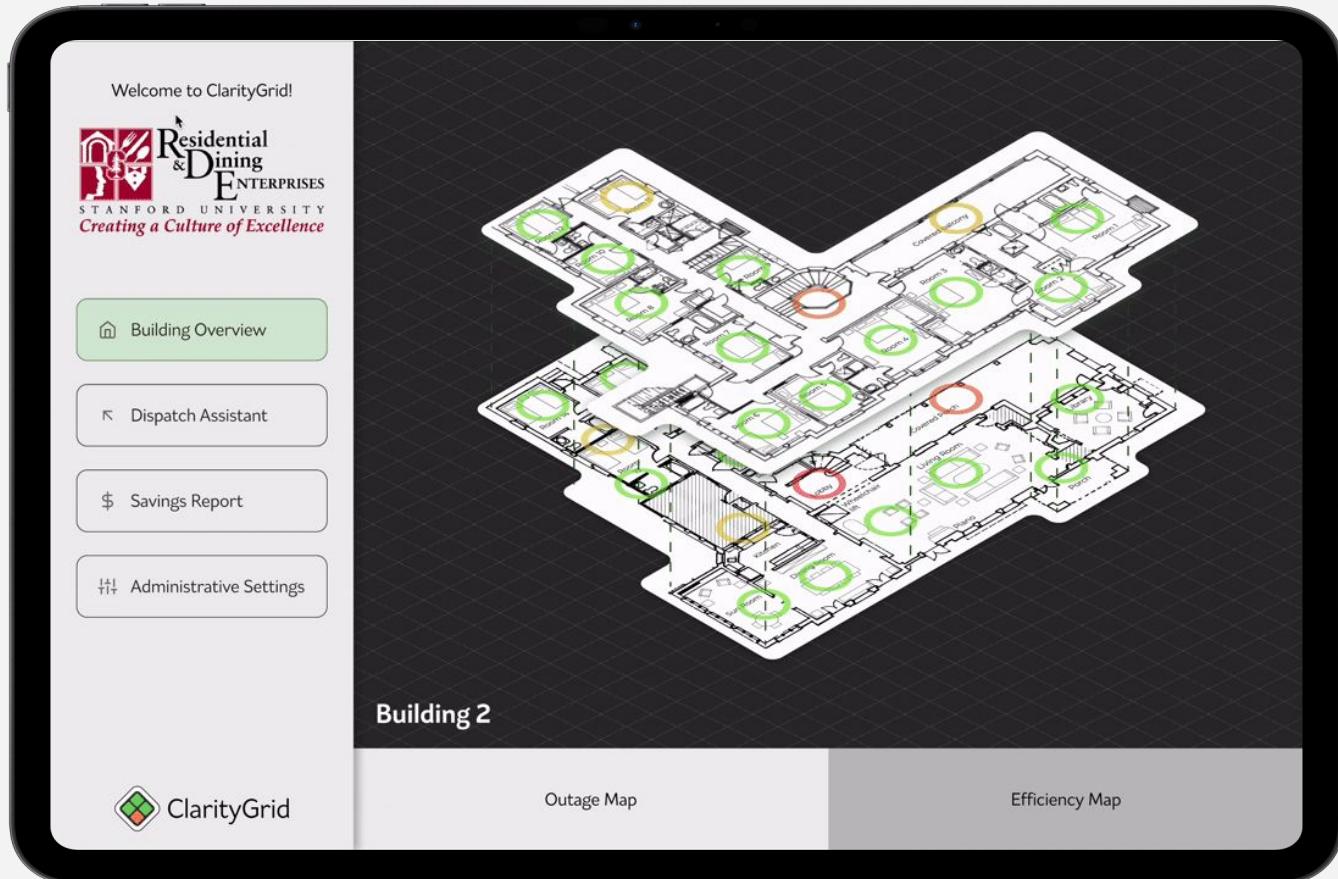


## Decision Paralysis

Managers struggle to make decisions without a way to validate efficacy.



# ClarityGrid



Building Overview

Key Idea

Customer Research

Business Strategy

Execution

Closing Remarks



# ClarityGrid

Task View + Technician Dispatcher

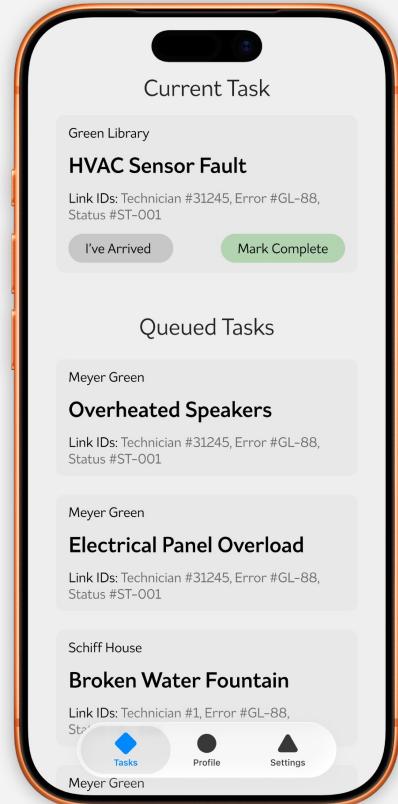


# ClarityGrid

- MOBILE -

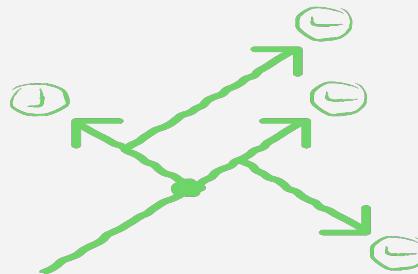


Live Notifications



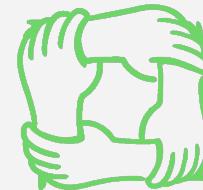
Task Center

# Building Management with ClarityGrid



## Actionable Insights

Managers instantly know highest-impact energy opportunities and the technicians best suited to address them.



## Augmented Teamwork

Everyone sees the trends, and every team member knows exactly what to do—and why it matters.



## Automated Tasks

Once approved, ClarityGrid pushes the work request to your existing system and alerts the right technician.

# Customer Interviews + Mentor Feedback

*“Our biggest bottleneck isn’t the data, but it’s getting the right person to the right job at the right time... I have technicians who are overworked, others who are underutilized, and alerts that don’t tell me who should handle what.”*

**Rami Abdelhadi** | Stanford  
Director of Facilities Operations



Solve Workflow, not just Analytics

Avoid Hardware, Focus on Software (Samantha Lee & Varsha Rao)

# Pretotype Testing

**H1:** Managers' biggest pain is **workflow, not equipment monitoring.**

**H2:** There is demand for a solution that **tells who** should address each issue, not just what the issue is.

← r/EnergyManager · 1d ago  
Additional\_Chef1485

## Building Manager Frustrations

Calling all building managers! What's the biggest problem you're facing in utilizing your BMS data and your people workflow? Fill out our google form if you're frustrated and want to talk more!

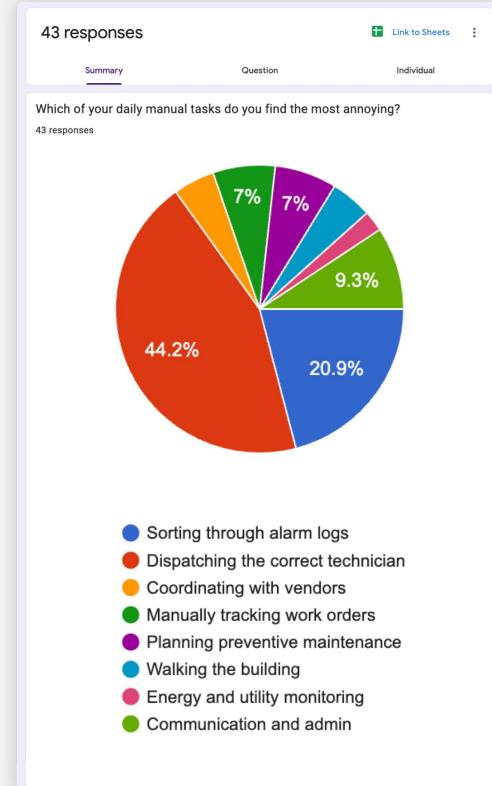
<https://forms.gle/K45kM5vFXKR3n459>

↑ 74 ↓ 8 ↗ Share

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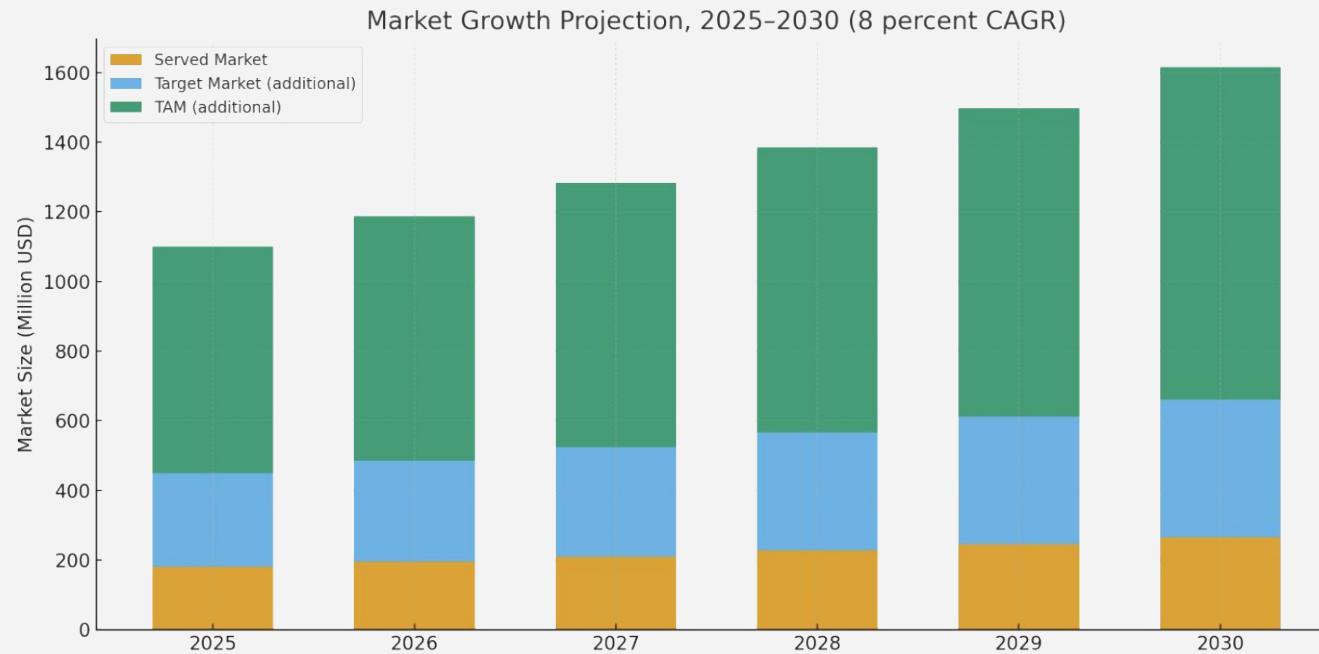
# User Feedback

*“ClarityGrid would save me about thirty minutes every morning because I no longer have to sort through alerts and figure out which technician should take each one.... [it] turns a list of notifications into clear assignments based on skills, workload, and location.”*

**Gerry Hamilton** | Stanford University  
Director of Facilities Energy Management



# Market Size



# Customer Acquisition

## Target Demographic

Facility directors

Energy and Maintenance  
Managers

Operations lead

## Acquisition Channels

Industry Conferences

Direct Outreach

BMS / Contractor Partnerships

Problem-Focused Content  
(alert fatigue, technician  
overload)

# Acquisition Economics

**\$6,000**

Per Qualified Lead

**10%**

Conversion Rate

**\$60,000**

Marketing spend /customer

LTV : CAC of **3.7**

# Business Model

**\$75,000**

ACV

**\$10,000**

On-Boarding Fee

**~\$3,500**

Per building

Software only platform use daily by facility teams

BMS + CMMS configuration and workflow setup

Add buildings or activate advanced modules

# Funding

Stage 1

**\$15,000**

Bootstrapped MVP

Stage 2

**\$275,000**

SBIR Grant

Stage 3

**\$750,000**

Seed Round

Stage 4

**Series A**

and beyond...

# Partners and Allies

Partners



Stanford ENERGY

Allies

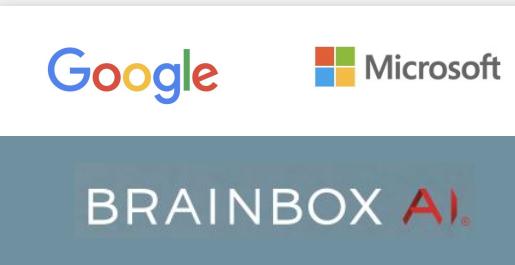
# Market Competitors

Legacy BMS incumbents



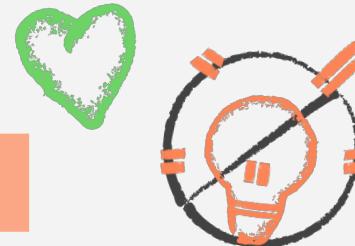
Analytics/FDD platforms

Startups & potential entrants

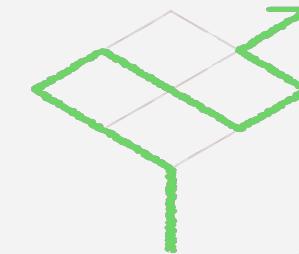


# Important Lessons

Start with a real need, **not** a solution.



Prototype with purpose and be willing to pivot.



Teams move faster with trust and frequent check-ins.





# ClarityGrid

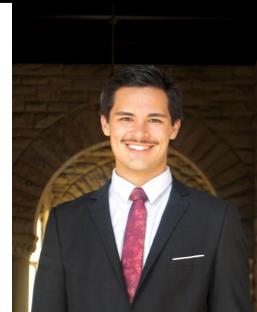
**Ellie Brew**

CEO



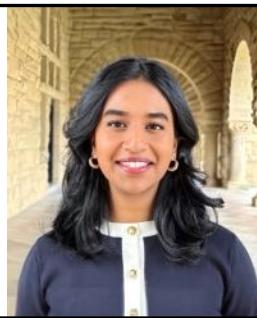
**Matthew Guck**

CPO



**Meghana Paturu**

CTO



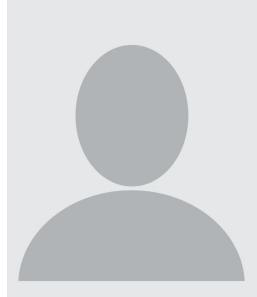
**Natalie Abboud**

Head of Operations



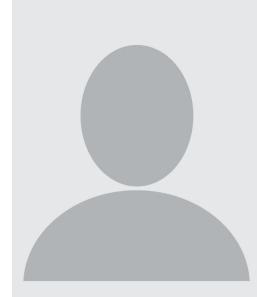
**First hire...**

ML Engineer



**Second hire...**

Public-sector  
specialist



# The Problem

**Large commercial buildings waste significant energy because facility teams lack clear, actionable insights from overwhelming and underutilized BMS data.**



Commercial buildings account for almost 20% of U.S. energy use

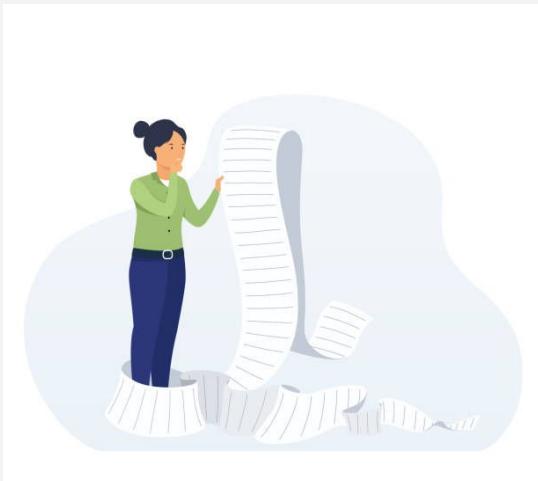


10 - 30% of energy used in commercial buildings is wasted from improper operations



<20% of all building data is ever analyzed or used to optimize performance or reduce energy waste

# Pre-ClarityGrid Landscape



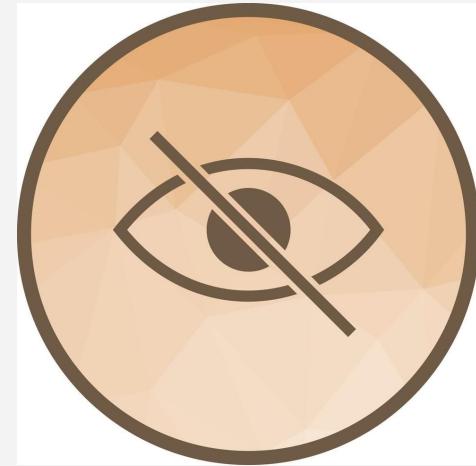
## Overwhelming Alerts + Spreadsheets

Managers sort through long, disorganized lists of BMS Alarms



## Confused Technicians w/ Unclear Tasks

Technicians receive vague notifications (don't know what to prioritize + who should handle what)



## Leadership Lacks Visibility

Directors have little insight into whether maintenance decisions are actually effective

# The solution (Matthew's diagram should be here)

- Home page: map of buildings at stanford with 5 red dots (representing 5 technicians addressing 5 errors), if you click on red dot it shows a message box with 4 brief details (technician name, error type, and status (ETA) and each one is a link you can click to access more information) SO this means that we will have a home page (1st Slide), Technician Page (2nd Slide), Alert Error Page (3rd Slide), Status Page (4th Slide)
- 5th Slide: Technician Perspective (they get an alert pop-up, and then they have click to start so that time triggers) → this can be like 2 screens

# Post-ClarityGrid



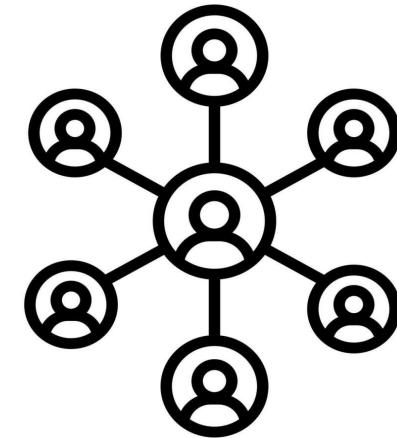
## Clear, Prioritized Dashboard

Managers start the day with a concise view of top energy-saving opportunities and recommended technicians.



## Automated Task Routing

Once an item is approved, ClarityGrid sends a work request into the existing system and notifies the right technician.



## Better Team Coordination

Directors track performance trends, and every team member understands what needs to be done and why.

# INITIAL Customer Interviews (~20) & Mentor Feedback

- Solve Workflow, not just Analytics
- Avoid Hardware, Focus on Software  
(Samantha Lee & Varsha Rao)

6 PIVOTS  
LATER...

“Our biggest bottleneck isn’t the data, but it’s **getting the right person to the right job at the right time** ... I have technicians who are **overworked** , others who are **underutilized** , and **alerts that don’t tell me who should handle what** . ”

~ Executive Director of Facilities Operations

# Pretotype Testing



r/EnergyManager • 1d ago

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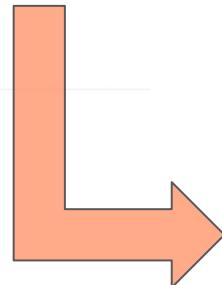
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<https://forms.gle/K45kM5vFXKXR3n459>

↑ 36 · ⚡ 11

Reddit post we used to share our Google Form with building managers about BMS and workflow frustrations



43 responses

+ Link to Sheets

⋮

Summary

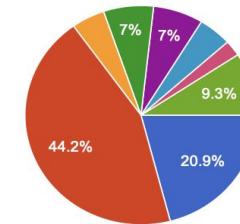
Question

Individual

Which of your daily manual tasks do you find the most annoying?

43 responses

Copy chart



- Sorting through alarm logs
- Dispatching the correct technician
- Coordinating with vendors
- Manually tracking work orders
- Planning preventive maintenance
- Walking the building
- Energy and utility monitoring
- Communication and admin

# Customer Acquisition

## Who we target



Facility directors



Energy and Maintenance  
Managers



Operations lead

*Holds purchasing power*

## Acquisition Channels

High value contracts have  
different sales approaches

Industry Conferences

Direct Outreach

BMS / Contractor Partnerships

Problem-Focused Content (alert  
fatigue, technician overload)

# Acquisition Economics

\$6,000 /  
Qualified  
Lead

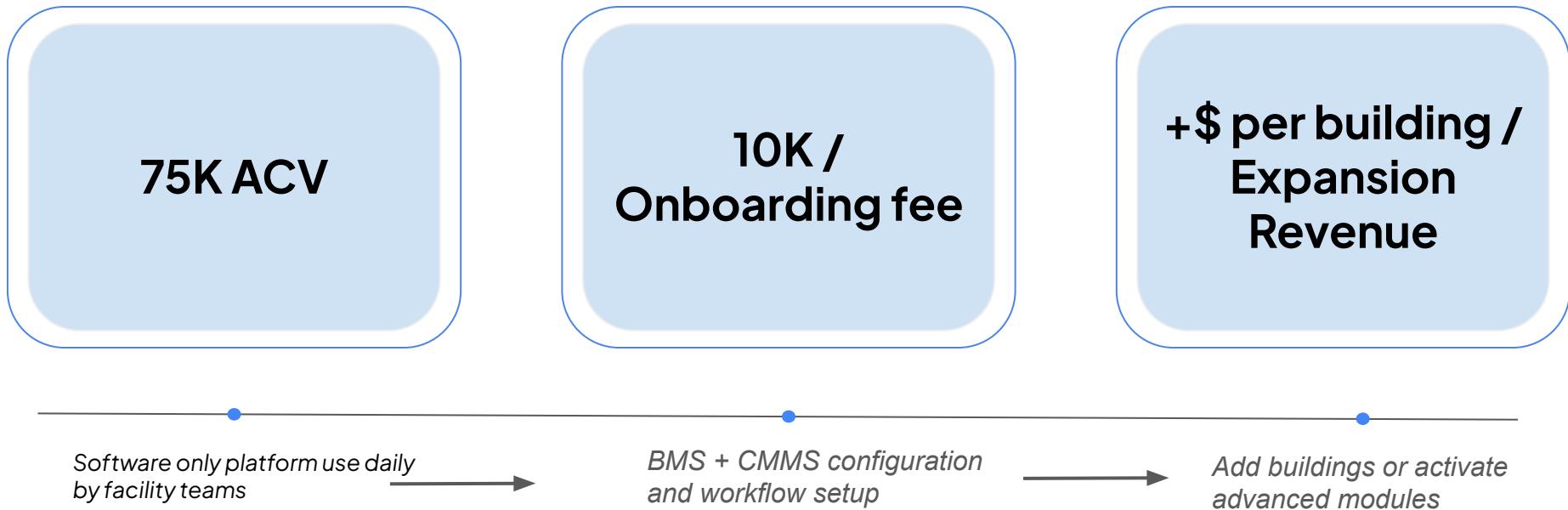
10% conversion  
→ 10 leads = 1  
customer

\$60,000  
marketing spend  
/ customer



LTV : CAC of 3.7

# Business Model



## Allies



Stanford ENERGY

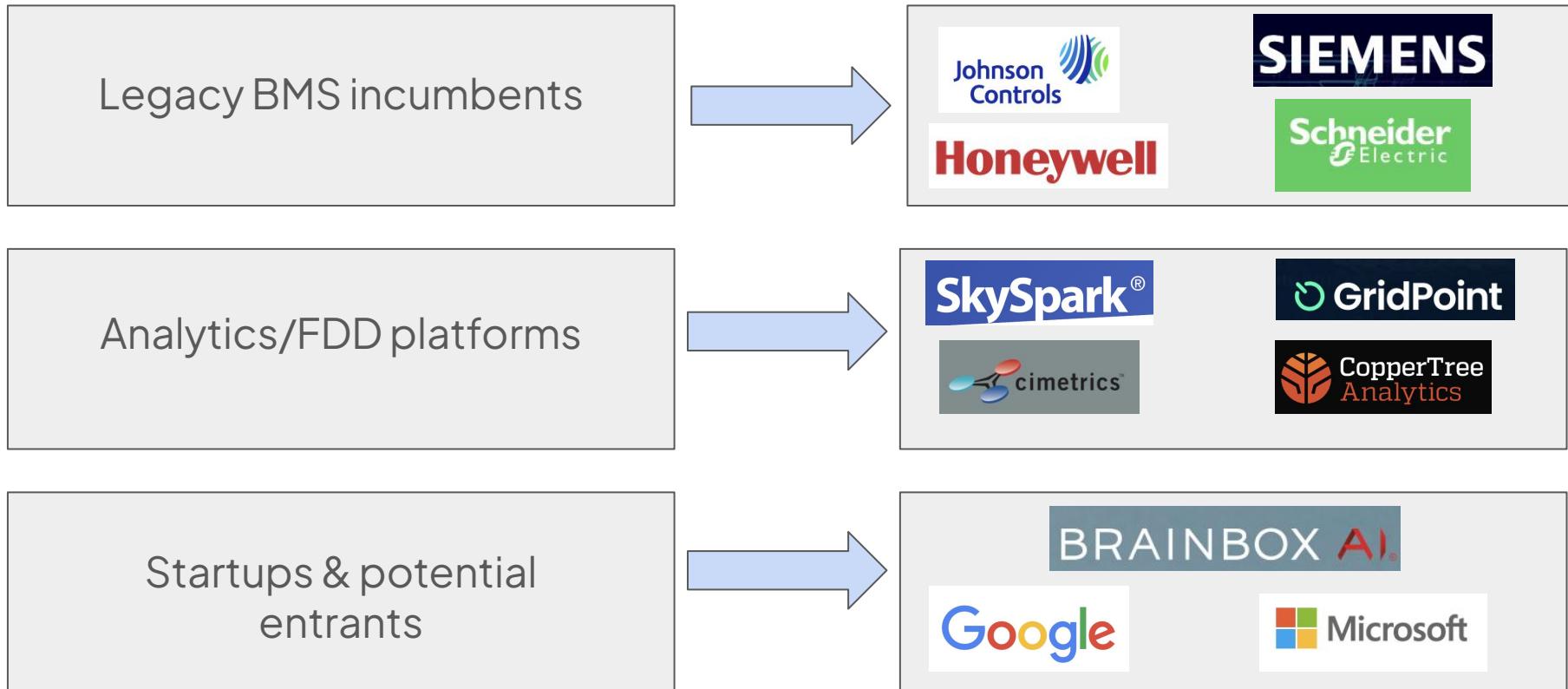
## Partners



## Distribution

1. Deploy through service contracts already held by ABM, JLL, and CBRE
2. Use mentor and alumni networks to reach operations directors
3. Scale across building portfolios once pilots show improved response times

# Competition



# Important Lessons

- Start with a real need, not a solution.
- Prototype with purpose and be ready to pivot.
- Teams move faster with trust and frequent check-ins.