

# Buildings building towards Net Zero UrbanGrove



Palmetto<sup>®</sup>

GUARDIANS OF GAIA

# Context

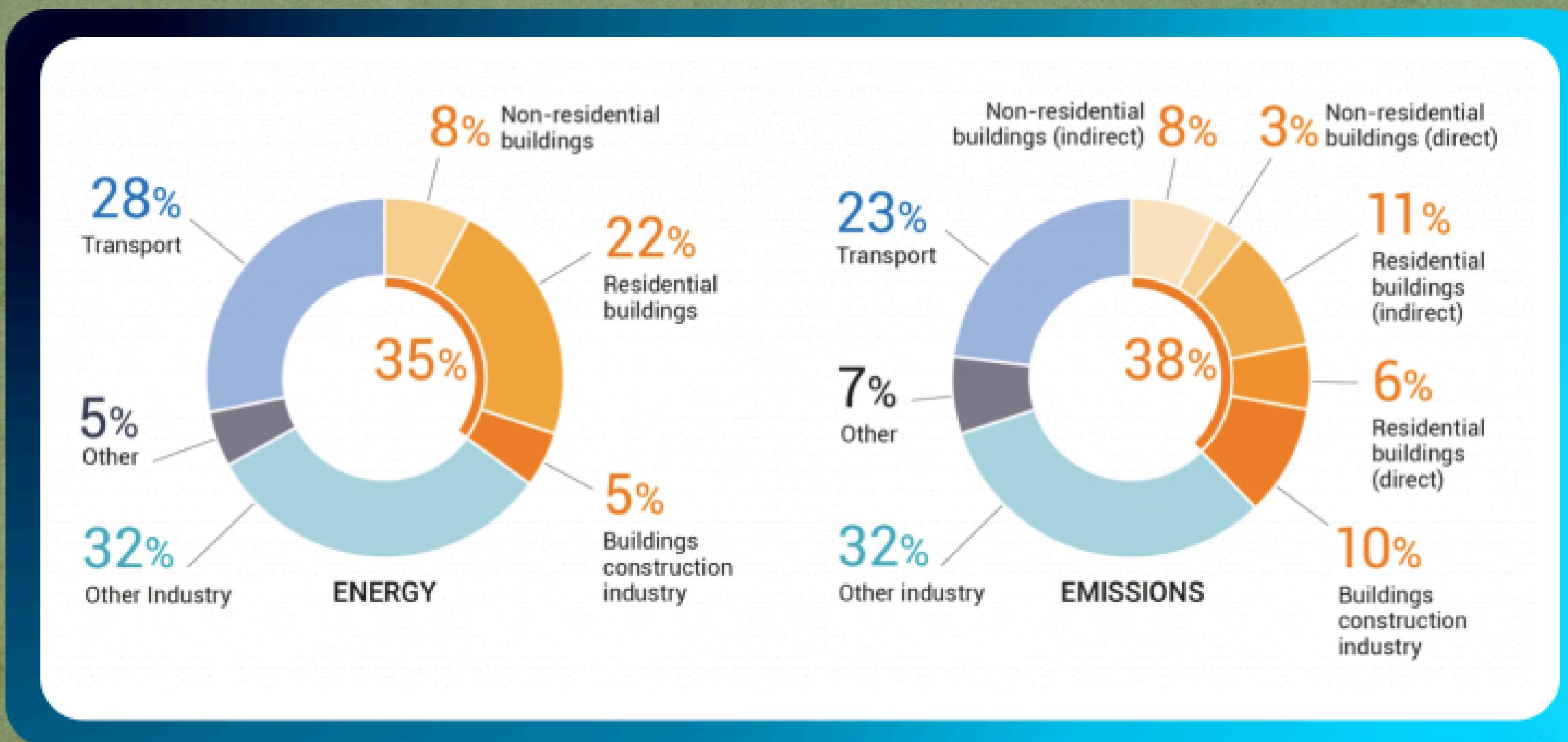
What is energy transition?

# What's at stake?

\$26.8 trillion global Commercial Real Estate asset value and 38% overall carbon emissions from the built environment.



# Problem, as it is



The need to expand on decarbonization measures at a faster, larger pace.

# UrbanGrove



## ENERGY PRODUCTION VS CONSUMPTION

Understand how much you consume and how much you can produce.



## PREDICTIVE RECOMMENDATIONS

Find ways to reduce emissions and financial spending.



## FINANCIAL BENEFITS

See promising returns on investments, money wise, earth wise.

# How does UrbanGrove Work?

The screenshot shows a web browser window with a dark theme. The address bar displays "localhost:5173". The main content area features a large green header with the text "Geocoding Data Input". Below the header is a search bar with the placeholder "Search for an address". At the bottom of the form, there is a field labeled "From Date:".

localhost:5173

B2B      Home ▾      About      Contact

Geocoding Data Input

Search for an address

From Date:

# UrbanGrove Business Strategy

## Target Market

- CRE owners, developers

## Value Proposition

- Reduce energy costs and emissions with actionable insights.
- Simplify ESG compliance with automated reporting.
- Predict ROI and optimize retrofit investments.

## Revenue Model

- Freemium: \$
- Tiered Pricing: \$\$
- Performance-Based: \$\$ + 

## Go-to-Market Strategy

- Partnerships
- Direct Sales
- Marketing

## Competitive Edge

- Tech
- Regulatory
- Transparency

## Metrics for Success

- Customer Acquisition
- Engagement
- Impact
- Revenue

## Growth Plan

- Short-Term: Pilot projects and client feedback.
- Mid-Term: Expand to key U.S. and global markets.
- Long-Term: Develop marketplace integration and vertical-specific solutions.

## Exit Strategy

- Acquisition by EMS/BAS providers or an IPO highlighting CRE decarbonization leadership.

Up to  
**21%**

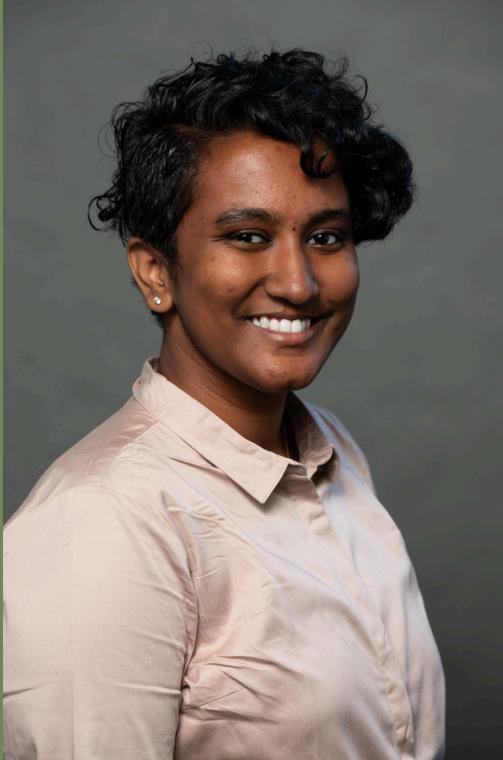
With UrbanGrove's focus on commercial real estate, we get to cut down emissions by 11%, with a scalable future version tackling industrial emissions by an additional 10%.

# Conclusion

1. Measurable
2. Recommendations
3. Personalized



# Meet the team, from Illinois Tech, Chicago



Pranathy Mutcherla

Master of Science in  
Computer Science,  
May 25



Raj Dummugudupu

Master in Computer  
Science, May 25



Saikiran Somanagoudar

Master in Computer  
Science, May 25



Gayatri Chachad

Master of Science in  
Sustainability Analytics  
and Management, May 25

Decarbonization  
with electrification  
using data, that's  
us.

Questions?

