

# COMCAST RISE APPLICATION

\$10,000 Grant + Marketing Services  
Cielo Azul LLC / I.H.P.

## SECTION 1: BUSINESS INFORMATION

Field	Response
Legal Business Name	Cielo Azul LLC
DBA	I.H.P. - Intelligent Home Protection
Address	4801 N Blackwelder Ave, OKC, OK 73118
Employees	1-5
Revenue Range	Under \$500,000

## SECTION 2: OWNER INFORMATION

Field	Response
Owner Name	Eric De Loera
Title	Founder & CEO
Race/Ethnicity	Hispanic/Latino

## SECTION 3: BUSINESS DESCRIPTION

### What does your business do?

Cielo Azul LLC is developing I.H.P. (Intelligent Home Protection), a revolutionary smart home platform that prevents property damage before it happens. Unlike existing solutions that monitor only one risk (water OR fire OR electrical), I.H.P. is the first platform to correlate multiple perils simultaneously—water leaks, electrical faults, structural issues, HVAC failures, and environmental hazards—to detect dangerous failure patterns before catastrophic loss occurs. The problem is massive: American homeowners suffer \$150 billion in property damage annually. Water damage alone costs \$15 billion per year, with 14,000 incidents happening every single day. Insurance carriers are desperate for solutions—they've passed \$21 billion in premium increases to consumers since 2021. Our technology uses Matter 1.4-compliant sensors with Thread mesh networking, designed to integrate seamlessly with Tesla Powerwall, Apple HomeKit, Google Home, and Amazon Alexa.

## SECTION 4: COMMUNITY IMPACT

### How has your business impacted your community?

As a Hispanic entrepreneur in Oklahoma City, I'm building I.H.P. to protect working families who can least afford catastrophic home damage. A single water leak averaging \$14,000 can devastate a family's finances and potentially lead to displacement or foreclosure. My background in construction (LUXX BUILDZ / De Loera Development) showed me firsthand how preventable most home disasters are—if homeowners had the right technology and information. I.H.P. will make comprehensive home protection affordable and accessible. By partnering with insurance carriers, we can offer devices at reduced cost while lowering premiums for participating homeowners. My goal is to prevent 10,000 home disasters in Oklahoma within our first five years.

## SECTION 5: USE OF GRANT

### How would the Comcast RISE grant help your business?

The \$10,000 Comcast RISE grant would accelerate three critical areas: 1. PROTOTYPE DEVELOPMENT: Fund initial sensor hardware for our first 10-home pilot program in Oklahoma City. 2. MARKETING & AWARENESS: Build our digital presence to attract insurance carrier partners and early adopter homeowners. 3. TECHNOLOGY INFRASTRUCTURE: Establish cloud computing infrastructure for our data platform. The marketing services and technology upgrades from Comcast RISE are equally valuable—we need professional creative assets and reliable connectivity to demonstrate credibility to insurance industry partners. This grant represents seed funding that positions us for larger SBIR federal grants (\$274,000+) currently in application.

## SUBMISSION CHECKLIST

- Business license (Cielo Azul LLC Articles)
- Government-issued ID
- Proof of business address
- W-9 form

**Apply at:** [comcastrise.com/apply](http://comcastrise.com/apply)