



Flexible Load Management Solutions

NEEA Product Council, November 14, 2023



Mysa is a smart home and energy technology company co-founded in 2016 by brothers Josh and Zach Green in Newfoundland and Labrador

Mysa has sold nearly **500,000** units since shipping the first smart electric baseboard thermostat in 2018

500TM

Technology **Fast 500**

2023 NORTH AMERICA

Deloitte.

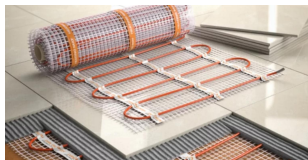
Mysa Products Overview



 **Mysa Smart Thermostat** for Mini-Split Heat Pumps and AC



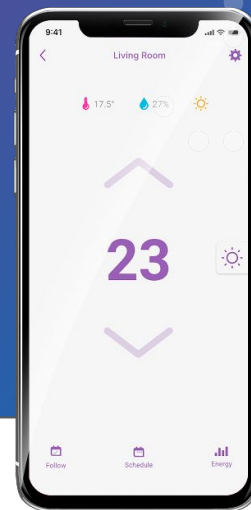
 **Mysa Smart Thermostat** for Electric In-Floor Heating



 **Mysa Smart Thermostat** for Electric Baseboard Heaters



 **Mysa Smart Thermostat** for Electric Baseboard Heaters



 **Control Mysa with FREE mobile app!**



Mysa is a Trusted Smart Home Brand

amazon.com

4.5 ★★★★★ 2,704 ratings



'Best Smart Thermostat
of the Year'

IoT Breakthrough Award

Compatible with Smart Home Technology



The New York Times

Wirecutter

Our pick



Mysa Smart Thermostat

Best baseboard option

A pricey but practically perfect option for adding smart controls to electric baseboard heaters, the Mysa Smart Thermostat uses scheduling, geofencing, and a smart eco mode to save you money while imperceptibly using less energy.

\$109 from Amazon

\$150 from Best Buy



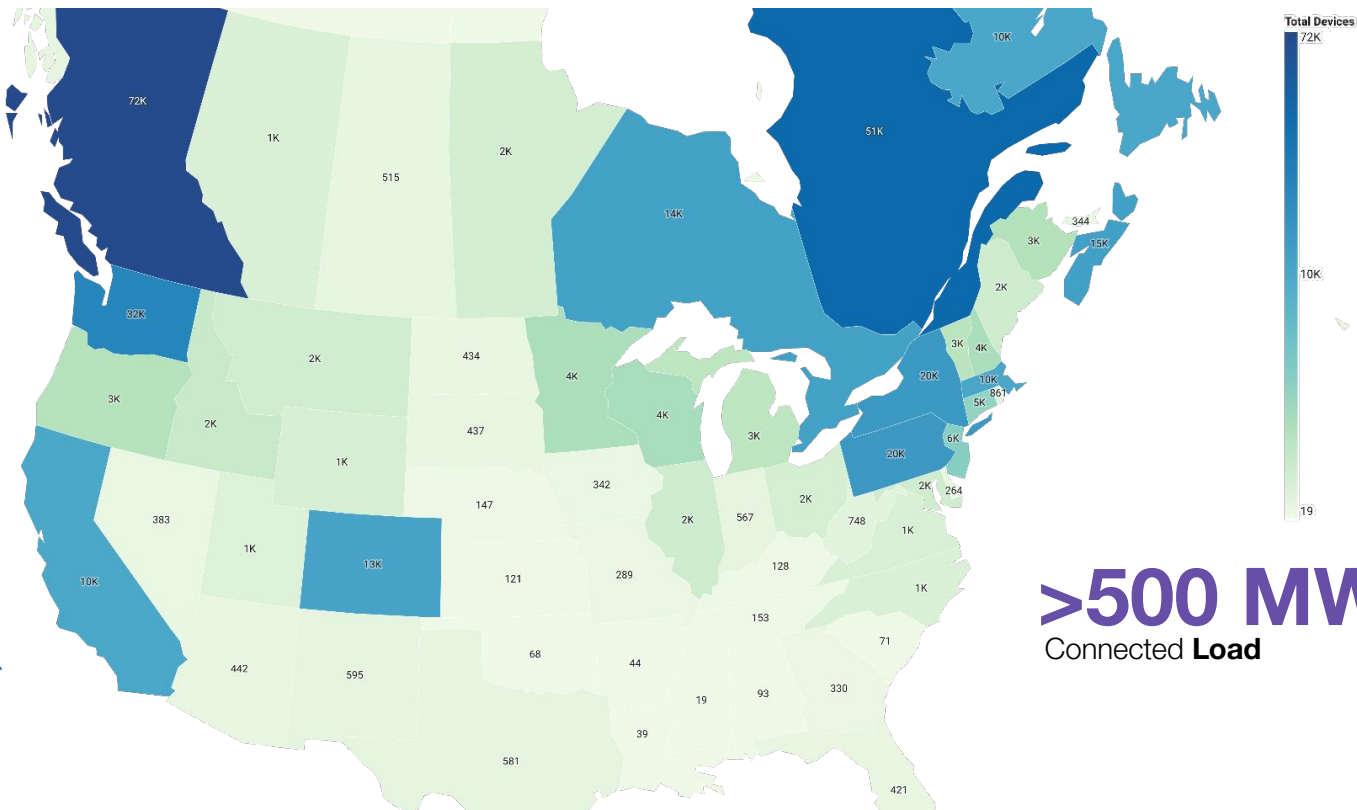
Mysa Footprint in North America

330k+

Devices **connected**

~500k

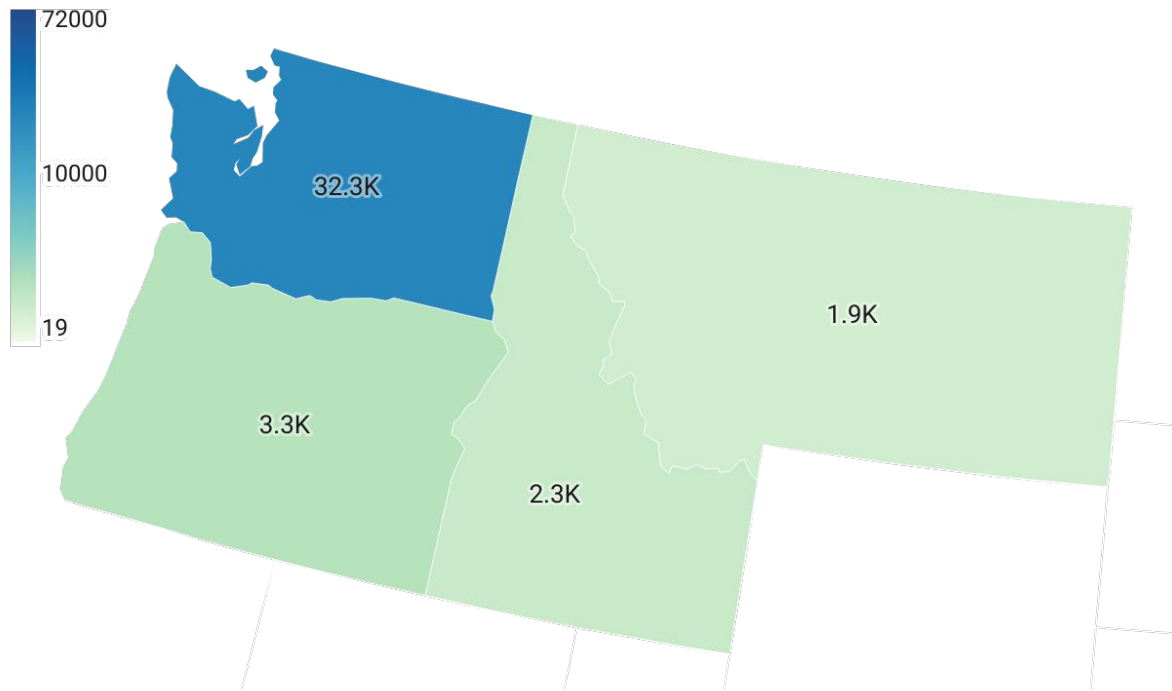
Devices **sold**



>500 MW
Connected **Load**







40,000 Connected Mysa Devices in the Pacific Northwest






Utility Rebates on getmysa.com



[FREE Shipping](#)[FREE Returns](#)[2-Year Warranty](#)[Energy Savings Guarantee](#)



\$14


AS LOW AS
/unit

Until Dec. 31, 2023

Seattle City Light
Rebate Program

Learn More

Rebate courtesy of

 **Seattle City Light**



Utility Rebates on Utility Marketplaces



THERMOSTATS ▾ OUTDOOR LED FIXTURES INTERIOR LED FIXTURES LINEAR LED FIXTURES



FEATURED PRODUCTS



Mysa Smart
Thermostat for
Electric In-Floor
Heating

★★★★★

PSE instant discount:
\$75.00
Manufacturer Discount:
\$30.00
~~\$199.00~~ \$94.00



Sinopé Smart
Thermostat for
electric heating

★★★★★

PSE instant discount:
\$75.00
~~\$139.99~~ \$64.99



Google Nest
Thermostat-Snow

★★★★★

PSE instant discount:
\$75.00
Manufacturer Discount:
\$40.00
~~\$129.99~~ \$14.99



Mysa V2 Smart
Thermostat for
Electric Baseboard
Heaters

★★★★★

PSE instant discount:
\$75.00
Manufacturer Discount:
\$30.00
~~\$149.00~~ \$44.00



Mysa LITE Smart
Thermostat for
Electric Baseboard
Heaters

★★★★★

PSE instant discount:
\$75.00
Manufacturer Discount:
\$30.00
~~\$109.00~~ \$4.00



ecobee Smart
Thermostat Enhanced

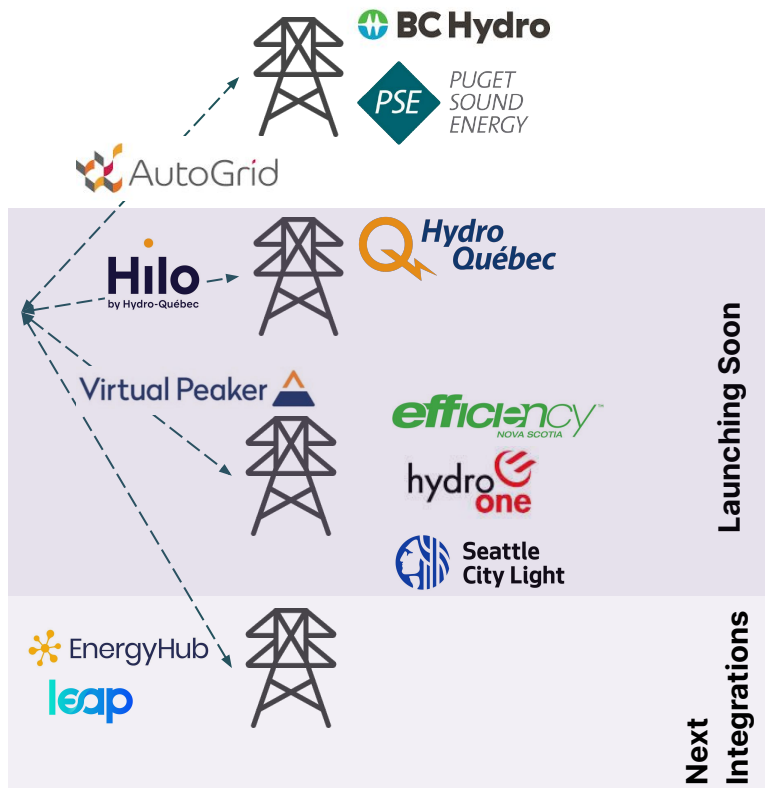
★★★★★

PSE instant discount:
\$75.00
Manufacturer Discount:
\$20.00
~~\$189.99~~ \$94.99

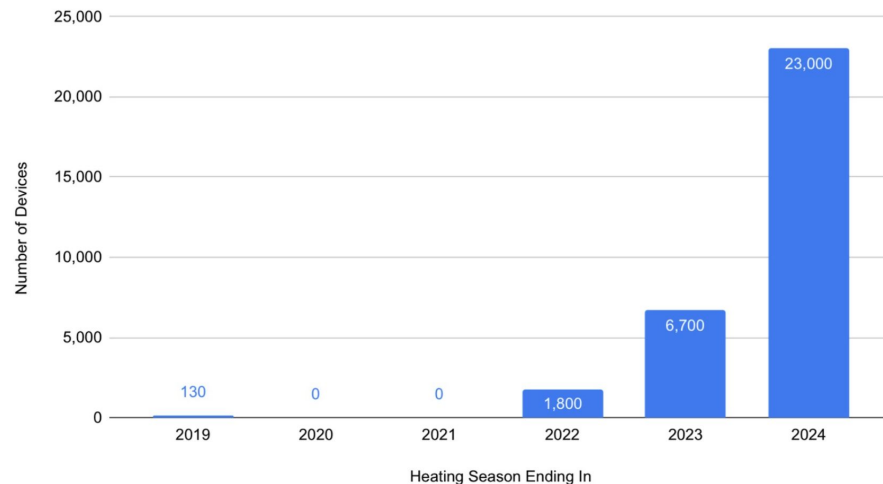




Utility Demand Response Programs



Expecting 250% growth in
DR enrolled devices this
heating season





Product Overview



Mysa Products and Services

HARDWARE

Electric
Baseboard
Heating



Electric In-floor
Heating



Ductless
Mini-split Heat
Pumps



Central HVAC
24V



>90% thermostat
compatibility in North
America

RESIDENTIAL

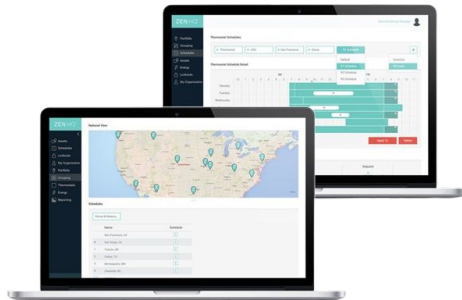


Mysa APP

Energy management
for homeowners

BUSINESS

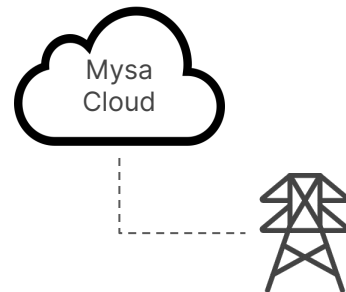
Software



Mysa HQ

Energy management
solution for SMBs

UTILITIES



**DEMAND RESPONSE
API**

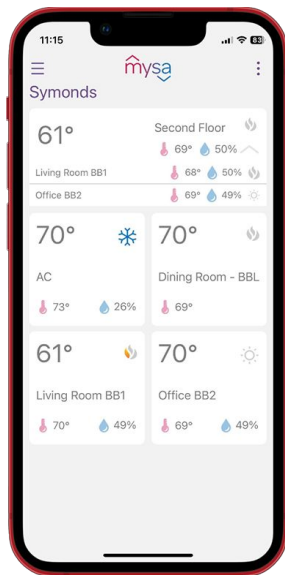
Harness the load shift
potential of thousands
of thermostats



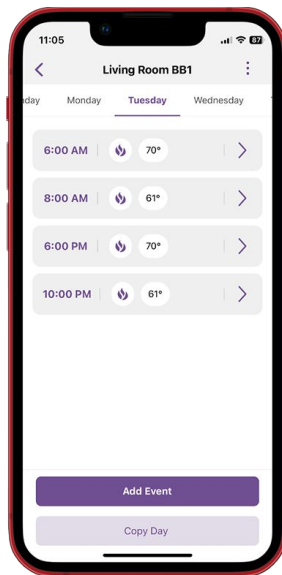
Mysa's Mobile App



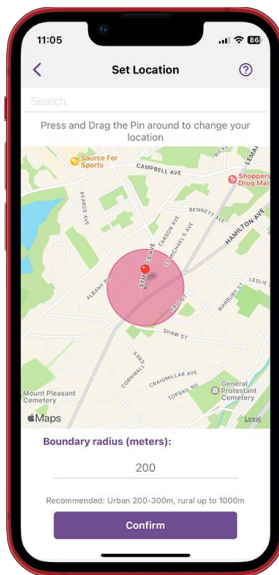
Remote control
from anywhere



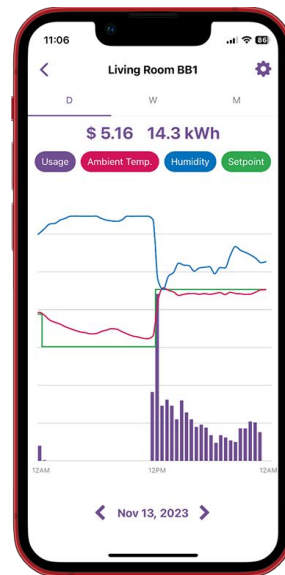
Control multiple
units



Easy
scheduling



Geolocation



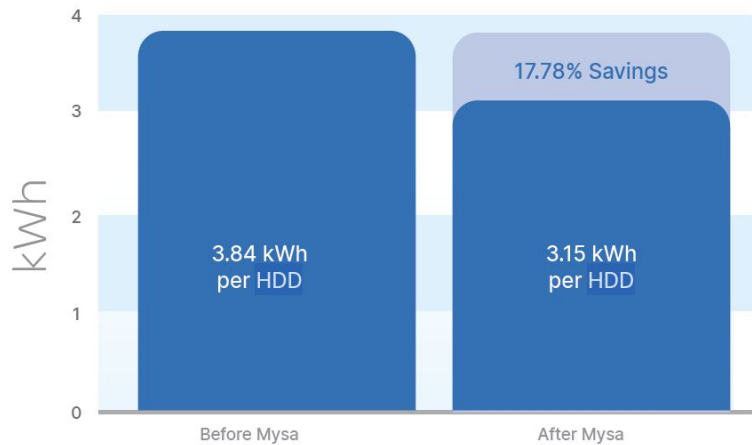
In App Energy
Charting





Baseboard Energy Efficiency: Internal Bill Study

Impact of Mysa Smart Thermostats on Energy Savings*



HDD = Heating Degree Days

Mysa Completed an internal study of it's customers and found:

Customers can save ~18% with the addition of a Smart Connected Thermostat (Mysa).

Study Details:

- 18 Homes, across US and Canada
- 138 Utility bills reviewed
- Voluntary participation
- Varying weather conditions normalized with Heating Degree Days (HDD)



Advocating to include Line Voltage in Energy Star's Connected Thermostat Standard

Energy Star is developing a v2 spec for Connected Thermostats.

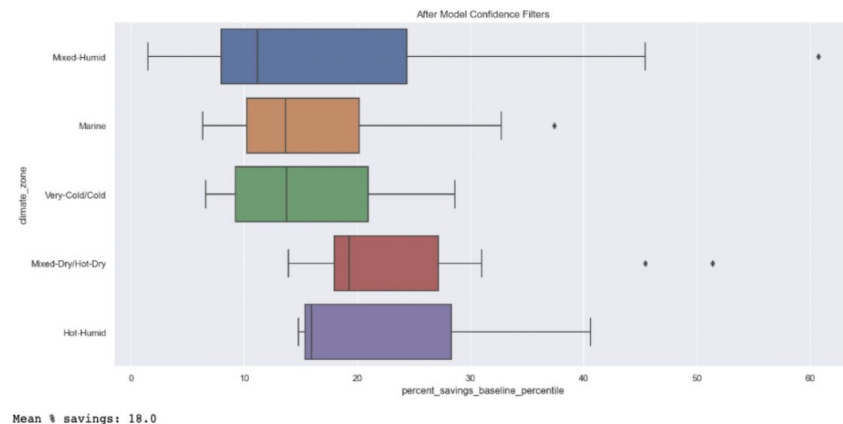
Mysa aims to be the first Line Voltage Thermostat approved under this specification.

Part of the process is using ES's Field Savings Software to analyze a random sample your thermostat fleet to assess runtime reduction.

Shown to the right are results from a random sample of 1000 thermostats across the US.

Analysis of Mysa LVTs using ENERGY STAR Field Savings software

Average 18% runtime reduction across all climate zones





Demand Response using Baseboard Thermostats



In 2021, Mysa partnered with Autogrid to support BC Hydro's Peak Rewards BYOD pilot program

During the 2022 heating season, Mysa tripled the program's enrollment goal

Mysa has already nearly hit the program's enrollment goal (15,000 devices) for the 2023 heating season

Events

- ❑ Avg event 3.2°F setback over 2 hours
- ❑ Up to 5.4°F setback for up to 4 hours

Demonstrated Load Shed

- ❑ 0.3 - 0.5 kW per baseboard thermostat
- ❑ 1.0 - 1.5 kW per home

Customer Impacts

- ❑ Avg 13% opt-out rate during events
- ❑ 90% of surveyed respondents (over 300) said their comfort was not disrupted



Mini-Split Heat Pump Study (part 1)

Larson
Energy
Research

Minisplit Heat Pump Thermostat Temperature Setback Benefits

22 February 2023

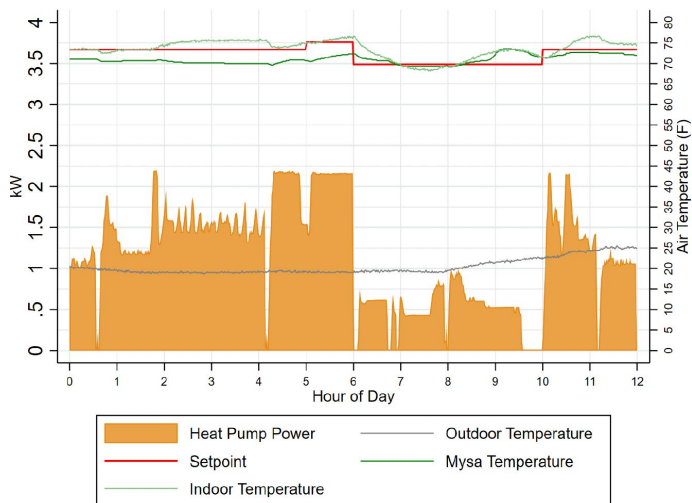
IECC Zone ⁷	Representative City ⁸	Savings by Schedule Heating			Savings by Schedule Cooling		
		4F	8F	9F	4F	8F	9F
1	Miami, FL ⁹	n/a	n/a	n/a	10%	19%	22%
2	Tucson, AZ	10%	14%	22%	8%	17%	19%
3	Atlanta, GA	7%	10%	18%	11%	20%	24%
4	New York, NY	6%	9%	16%	12%	21%	25%
4C	Seattle, WA	7%	10%	18%	11%	13%	24%
5	Denver, CO	7%	11%	16%	16%	27%	29%
6	Halifax, NS	6%	9%	15%	14%	17%	26%
6	Rochester, MN	4%	7%	11%	16%	24%	30%
6	St Johns, NF	6%	9%	15%	21%	24%	33%
7	International Falls, MN	3%	6%	10%	17%	23%	28%



Mini-Split Heat Pump Study (part 2)

Larson
Energy
Research

Mini-Split Heat Pump Heating Load Shift Demonstration



T4 Average Power Reduction Summary

Site	Mini-split Size Nominal Tons	Average kW Reduction		Percent Reduction	
		1 Hour Shed	4 Hour Shed	1 Hour Shed	4 Hour Shed
1	1.58	0.23	0.12	33%	18%
2	1.50	0.50	0.53	33%	36%
3	1.11	0.63	0.61	53%	56%
5	---	0.92	0.66	65%	53%
6	1.33	0.52	0.44	70%	63%
7	1.13	0.40	0.32	54%	45%
Average		0.51	0.42	51%	45%

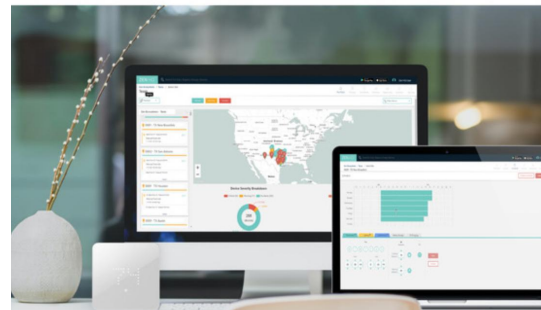
Data showed an average of 500 W power reduction
for 1 hour and 400 W for 4 hours

Acquisition of ZEN IP Assets



+

ZEN HQ™



- Closed April 2023
- Acquired low voltage Thermostat and fully developed Energy Management System (EMS)

With ZenHQ and a full suite of smart thermostat products, Myma has the most comprehensive yet affordable, EMS on the market

Mysa HQ delivers predictable savings to SMBs with:



SCHEDULING

Apply standard schedule templates or customize your own 7 day schedule with 15 minute block micro-scheduling.



LOCKOUT CONTROL

Ensure your enterprise stays on schedule by preventing unauthorised adjustments.



Reporting

Reduce cost, meet sustainability and ESG targets



Multi-site Control

Custom organized to your business from global to device
- advanced admin permissioning



Are manual adjustments
costing your business money?

A lockbox isn't the solution.

Mysa HQ is a cloud based HVAC Management System



Current Customers on Mysa HQ Platform





What's Coming Next From Mysa..

4 Major Areas of Developments for 24/25:

- Continue to expand and support our consumer platform
- Develop a consumer version of the Zen Low Voltage Thermostat
- Expand Demand Response to support +1 additional aggregator
- Invest in our new B2B platform and bring in the Mysa products



3 Challenges we're focused on:

1. DR incentives for zoned HVAC systems with multiple thermostats (common in Line Voltage)
2. Ensuring Line Voltage Thermostats are included in Energy Star upcoming specification
3. Solving integrated HVAC control for residential and business customers.

Contact Us

Mark Smit

Director, Policy & Business Development

mark.smit@getmysa.com

Peter Gifford

Vice President, Product Development

peter.gifford@getmysa.com

Mailing address:

Empowered Homes Inc

(Mysa Smart Thermostats)

34 Harvey Road, Suite 402

St. John's, Newfoundland

A1C 2G1 - Canada