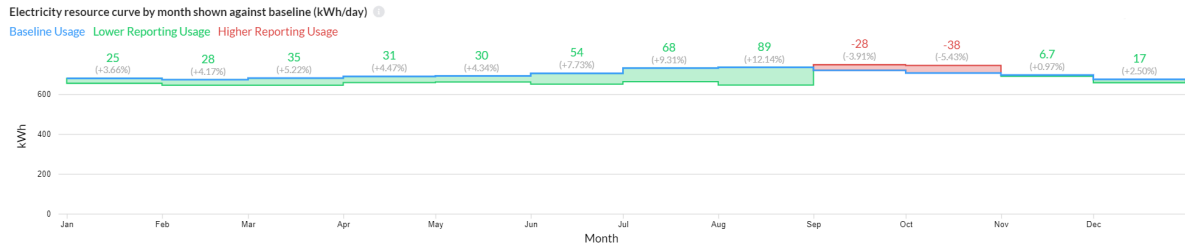




## Demand FLEXmarket

The Demand FLEXmarket combines pay-for-performance with an open market of qualified aggregators delivering energy efficiency and demand flexibility solutions. Recurve provides revenue-grade meter level analytics and open-source advanced M&V to help utilities plan, procure and deploy Demand Flexibility and Energy Efficiency; this model empowers utility programs and market aggregators to innovate on the business models and technologies delivered to customers. The Recurve Platform provides a scalable solution for Population NMEC (Normalized Metered Energy Consumption) programs in which savings results are measured at the meter by detecting changes compared to past energy consumption.



For the purposes of the Demand FLEXmarket, an “aggregator” is defined as any market participant that is implementing demand flexibility projects with end customers and “aggregating” a portfolio of energy savings - examples include contractors, trade allies, and demand response providers. Traditional programs often involve a prescriptive set of measures or a large administrative burden for both the utility and the aggregator. Recurve streamlines program administration to reduce transaction cost and assign as much budget to incentives as possible. Since energy reduction is being measured at the meter, there is no need for prescriptive measure sets, and aggregators are able to provide solutions that fit individual customer needs.

The Demand FLEXmarket is built with these three principles in mind:

- Simplification:** Reduce or eliminate common technical and administrative barriers associated with traditional deemed and prescriptive pathways.
- Flexibility:** Allow aggregators to meet the needs of individual customers in terms of comfort, technology fit, and project cost.
- Scale:** Leverage a growing number of aggregators participating in the FLEXmarket by granting immediate access to future marketplaces after signing the initial Flexibility Purchase Agreement (FPA). To access new marketplaces, aggregators just need to accept the program M&V terms.

