

## Buildings are uncomfortable, expensive to cool, and dependent on the grid.

Windows drive up to 40% of cooling loads. Interior blinds cost \$200–\$400 per window to replace every 5–10 years — and they don't stop heat. Occupants overheat, HVAC runs at peak, and utility bills climb.

**40%** of cooling load driven by windows

**#1** complaint: thermal discomfort

**80%** of 2050 buildings already exist

**\$22B+** global window retrofit market

## SolMod is the middle ground.

Exterior-mounted solar louvers that block heat before it reaches the glass, restore airflow, and generate clean electricity — without replacing windows or tying into the building's electrical system.

### STEP 1

#### Block the Heat

Louvers intercept solar radiation on the exterior — before it enters the glass. Up to 90% solar gain reduction.

### STEP 2

#### Restore Airflow

Adjustable angles allow natural cross-ventilation through the window. No sealed-building compromise.

### STEP 3

#### Generate Power

PV cells on each louver blade produce low-voltage DC electricity from the same facade that shades.

## Built for buildings that need it most

### Student Housing

Aging dorms, comfort complaints, climate action plans, and students who notice when rooms overheat.

### Multifamily Residential

Tenant complaints, blind replacement costs, and cooling bills that landlords absorb or tenants escalate.

### Campus & Government

Performance mandates, deferred maintenance, and public accountability for energy and comfort standards.

### Commercial Office

Sealed curtain walls, LEED/WELL goals, and tenant retention tied to thermal comfort.

### Founder

David (Dave) MacDonald — M.S. Energy Systems, UC Davis Energy & Efficiency Institute. Background at Apple and UC Davis.

### Stage

Pre-seed / Pilot-ready. Product architecture complete. Energy modeling pipeline built. Seeking first pilot deployments.

# Start with a Pilot

**We don't sell projections.** We install on 4–20 windows, measure what happens, and deliver procurement-ready data your team can act on.

## PHASE 1

### Site & Baseline

- Select target facade & orientation
- Document baseline comfort conditions
- Define success metrics with stakeholders
- Coordinate installation window

## PHASE 2

### Deployment

- Install louver system on target windows
- 4–10 week on-facade stability period
- Non-disruptive facilities coordination
- Deploy thermal & generation monitoring

## PHASE 3

### Measurement & Readout

- Post-install performance data collection
- Pre/post comfort & energy comparison
- Plain-language procurement summary
- Next-step deployment recommendation

## What You Get

### Comfort → Fewer complaints

Occupant surveys, complaint frequency tracking, temperature and solar heat gain reduction — measured, not modeled.

### Energy → Lower peak demand

HVAC runtime reduction, peak demand cut during solar gain hours, cooling load before/after comparison.

### Cost → Reduced bills

Demand charge savings, blind replacement elimination, ITC eligibility documentation (30% federal solar tax credit).

### Operations → Less maintenance

Install time benchmarks, maintenance observations, facade cleaning access, window compatibility confirmed.

## Ideal Pilot Site

- **South or west-facing facade** with significant solar exposure
- **Documented comfort complaints** — heat, glare, or both
- **Limited rooftop solar** opportunity or constrained electrical capacity
- **Internal champion** — sustainability, facilities, or energy manager
- **Willingness to share** baseline energy and comfort data
- **Accessible window openings** on 4+ windows in a common zone

## What Happens Next

### STEP 1

#### Share your building

Building type, facade orientation, current comfort issues, and energy context.

### STEP 2

#### We model & scope

Site-specific analysis and pilot scope tailored to your building, climate, and operational constraints.

### STEP 3

#### You get a decision-ready readout

Plain-language summary with measured results — built for procurement and leadership review.

## Ready to explore a pilot?

Share your building profile and constraints. We will respond with a practical pilot path designed around measurable outcomes and operational reality.

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