



MyHEAT Imagery Inc.

Partnership Kit for Program Implementers & Administrators

June 2025

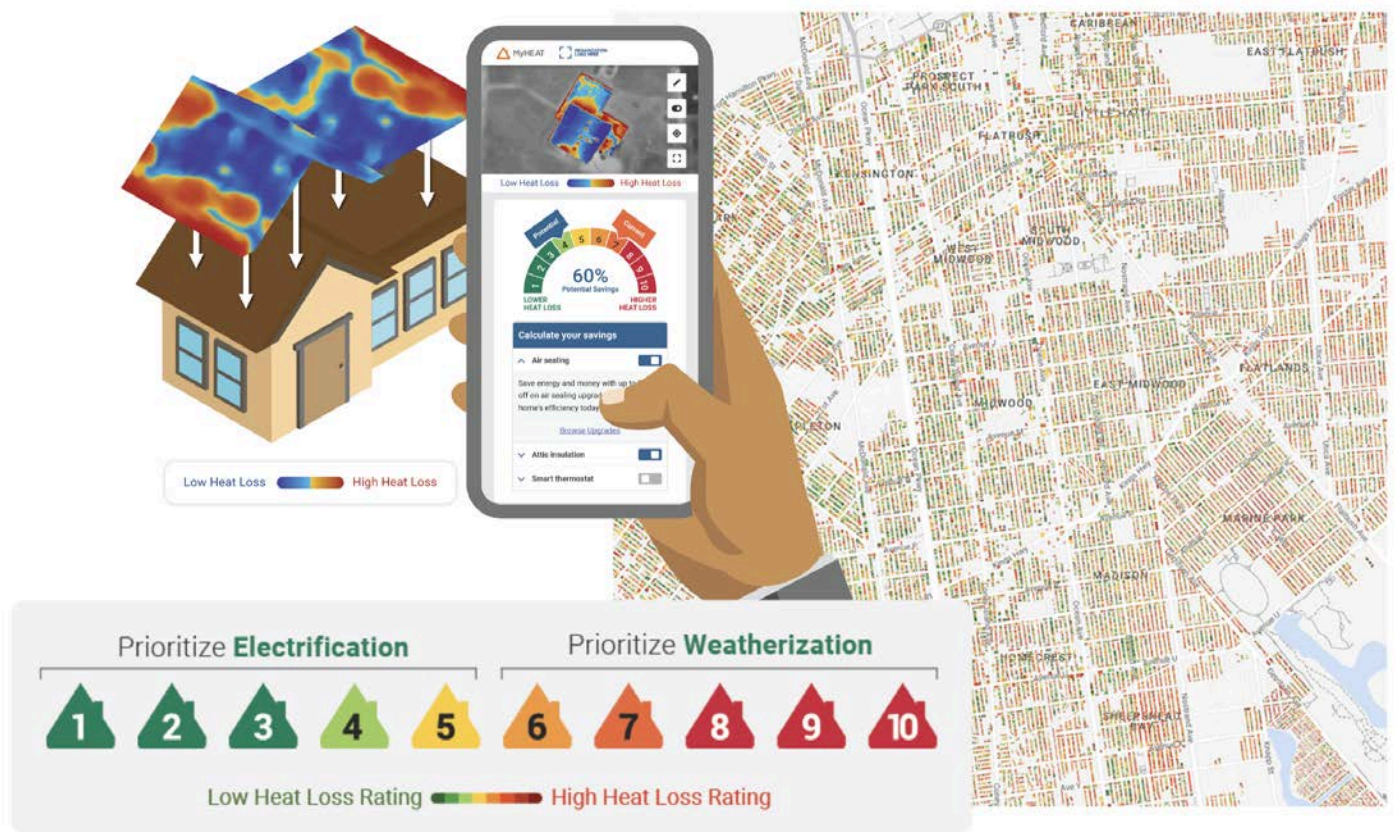
Company Information

Established in 2016, MyHEAT is the leading provider of city-scale building heat loss maps, with a data library spanning more than 10 million buildings across 50 North American cities.

MyHEAT's Heat Loss Maps and Ratings, created with advanced AI and Machine Learning, help utilities and program administrators to prioritize energy efficiency outreach and engage customers across residential and commercial & industrial customer segments.

Implementers, Program Managers and Contractors use the MyHEAT platform to find buildings suitable for weatherization, electrification, or demand response, and target these customer segments (e.g. market-rate, Disadvantaged/Overburdened, LMI/Income-Eligible) to increase program participation.

MyHEAT works both directly with utilities, and with program administrators. Collaboration with MyHEAT brings innovation and differentiation from competitors. Our solution can be deployed for the cost of a U.S. postage stamp (per building per year), providing a cost effective way to sharpen program outreach, engage building owners, and improve contractor success.



Heat Loss Maps and Ratings are presented on a web platform, providing segmentation, targeting and innovative customer engagement tools that can elevate a variety of energy efficiency programs

Use Cases

MyHEAT makes energy efficiency programs smarter, more targeted, and more engaging. Our solution empowers administrators, implementers, contractors, and building owners to take action—with confidence.

- **Support Any Program:** Residential, commercial, or industrial — thermal data works across the board.
- **Unlock Smarter Targeting:** Combine thermal insights with third-party data to zero-in on high-potential opportunities.
- **Ditch the Guesswork:** Replace generic models with striking thermal imagery and real-world data.
- **Win More Work:** Contractors use images as visual proof to pre-qualify leads and close sales.
- **Drive Customer Action:** Seeing their own energy loss motivates people to act — fast.
- **Supercharge Your Marketing:** Boost campaign performance with powerful, attention-grabbing visuals.
- **Plan Smarter Systems:** Integrate energy loss data into non-wires and non-pipeline alternatives.

Trusted by Leading Utilities & Program Administrators

MyHEAT works with leading companies across the U.S. helping new and existing programs reach new success levels. Here are two of our most recent projects.



Results Snapshot

31%

Uplift across all efficiency programs

2.2x

Increase in likelihood to install an energy efficiency measure

8.1%

Reduction in natural gas usage per \$100 of savings shown

Why Work With Us?

Whether we go to bid together for an RFP, or we work together on mid-cycle opportunities, more and more program administrators see value in including MyHEAT in program design and implementation.

- **Low-Lift, High-Impact** – Thermal imaging is a low-lift, high-impact addition that enhances every stage of program delivery.
- **Smarter Targeting** – Identify homes, buildings and customer segments with the highest potential for energy savings.
- **Surgical Spending** – Focus program dollars where they'll deliver the greatest return.
- **Pre-Qualification Made Easy** – Prioritize homes for weatherization, electrification, and demand response.
- **Contractor Enablement** – Equip contractors with visual tools that improve post-audit conversions.
- **Proven Engagement** – Drive action with clear, personalized insights and an engaging experience.

FAQ

- **Security**
 - MyHEAT has achieved SOC2 Type II certification, a testament to our commitment to safeguarding data and providing a secure, utility-grade solution.
- **Privacy**
 - Individual customers who do not wish their building to be present on our maps can easily opt-out. Our opt-out rate is below 0.05%.
- **Data Accuracy**
 - Our thermal sensor is world-class, and capable of measuring extremely small temperature differences across rooftops, and between rooftops and ambient temperatures.
- **Integration**
 - While our solution is most often hosted by us as a secure web-platform, we offer an API to integrate with CRM and other systems, and to increase the ways customers can interact.
- **Scalability**
 - A minimum of 50,000 buildings can provide a cost-effective program with MyHEAT, but projects that include more buildings enjoy economies of scale, bringing down the cost per building. There is no maximum.

Ready to learn more? Get in touch: solutions@myheat.ca