We partner with climate & energy companies

to validate performance, reduce OpEx, build better products, and accelerate growth.

$17M+
Energy savings delivered

200+
Properties analyzed & monitored

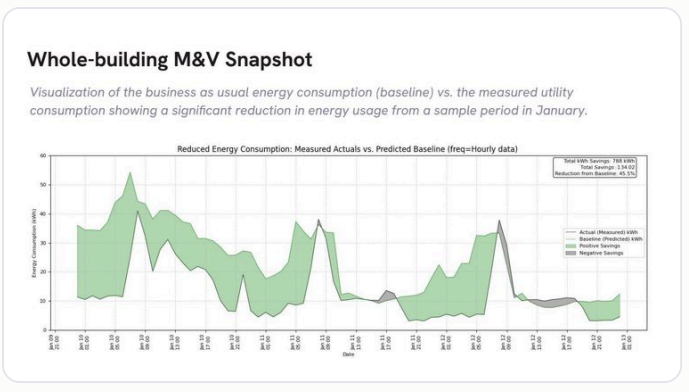
$8M+
Revenue growth driven

$150M+
Venture financing supported

Cumulative figures across W74 client engagements and W74 team-led work.

WHAT WE DO

Sample Project Areas



01

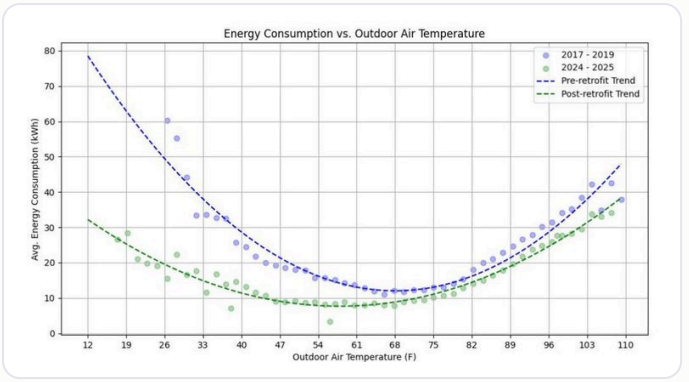
Performance Validation

Measurement & Verification (IPMVP) · Weather-Normalized Baselines · Ongoing Monitoring & Fault Detection · HVAC & Energy System Analysis · Performance Reporting

BEDROCK ENERGY (SERIES A) | LEADING CA HEALTH SYSTEM

Designed and implemented the **Performance validation framework** that quantifies the energy, cost, and GHG savings of Bedrock's ground-source heat-pump technology — and continue to provide performance monitoring. **ML-based IPMVP Option C M&V** deployed across a $16B+ California health system's 50+ properties.

View: Sample M&V Report ↗



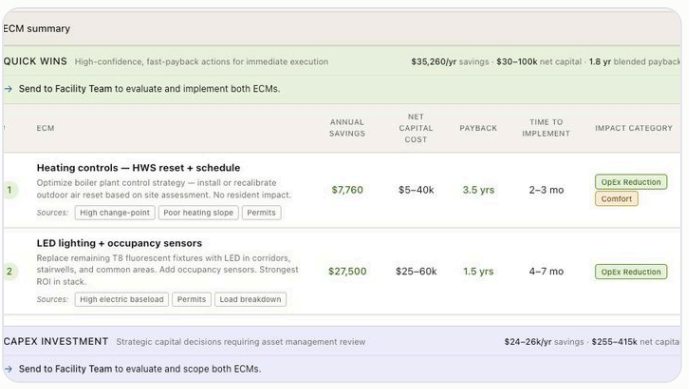
02

Energy & OpEx Reduction

Virtual Energy Audits & Utility Bill Analysis · ECM Identification & Prioritization · Energy Modeling & Load Forecasting · Incentive, Payback & ROI Analysis · Techno-Economic Screening

ACCENTURE SMART BUILDINGS | JANE ENERGY (SEED)

Provided ongoing FDD & HVAC optimization across 150+ properties in Accenture's global Smart Buildings portfolio. Ran virtual energy audits across multifamily, commercial, and industrial portfolios — including several REIT owners — identifying savings of **25–30% of utility spend** per property from utility bills, permits, and weather data, delivered as a prioritized quick-wins-vs-capex roadmap.



03

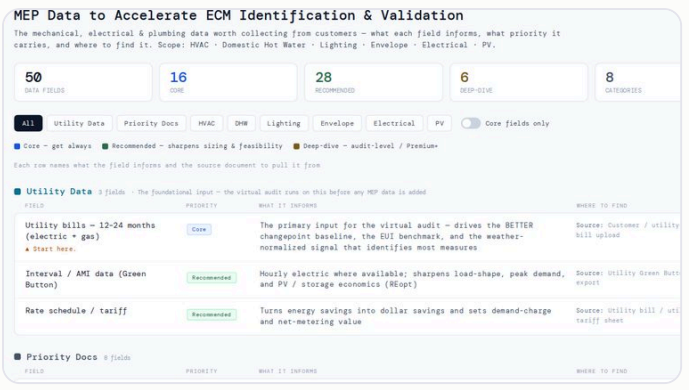
Building Better Products

Product & UX Design · Customer-Facing Reports & Summaries · Web Apps & Dashboards · ML-Powered Product Features · Prototype → Production Builds

JANE ENERGY (SEED) | W74 APPS

Accelerated the design of Jane Energy's **enterprise app & ECM summaries**. Built W74's own forecasting and M&V apps.

Sample ECM Summary ↗ · Energy Forecast App ↗ · M&V App ↗



04

Accelerate Growth

Fundraising & Pitch Support · Investor & Customer Introductions · GTM & Product Strategy · Pilot Planning & Hands-On Delivery · Field Playbooks & Data-Collection Guides

JANE ENERGY (SEED) | STEALTH HVAC ANALYTICS STARTUP (PRE-SEED)

Partnered with Jane to **close their Seed round**; focused on strategy, pitch deck, and investor introductions. Provided hands-on delivery for their first customer pilots, and continue making introductions to prospective enterprise customers. Guided an early-stage HVAC-analytics startup through its **Pre-seed raise**, sharpening the pitch deck and product strategy and delivering initial FDD recommendations.

References & introductions — available on request

TEAM

W74 Team

Bradley Joseph in↗

FOUNDER & CEO

Bradley has spent 17+ years helping companies build energy-centric products and technology.

His experience includes leadership roles at Google Sidewalk Labs, C3 AI, Accenture, BlocPower, and Carbon Lighthouse, spanning AI, building decarbonization, and energy analytics.

He holds an M.S. in Building Technology with a focus on Machine Learning from MIT and a B.S. in Mechanical Engineering with a concentration in Power Generation from the University of Illinois Urbana-Champaign.

Michael Ashida in↗

PARTNER

Michael is a Climate Tech leader with 10+ years of experience helping tech companies develop, manage, and scale their climate products and sustainability initiatives.

His professional work includes time with Meta's Climate Product team, GitHub, and Accenture Smart Buildings.

He holds an MBA from the University of Chicago's Booth School of Business and a B.S. in Mechanical Engineering from the University of Illinois Urbana-Champaign.

Mike Jermann in↗

AI ADVISOR

Mike is a Sr. Machine Learning Engineer at a Silicon Valley tech company with deep expertise in Data Analytics and Software Engineering. Previously, he worked at Google, Uptake, and Venmo.

He graduated with an M.S. in Computer Science from Stanford and holds a B.S. in Electrical Engineering.

James Guo in↗

DATA SCIENTIST

James is a data scientist building next-generation models for energy systems.

Prior to W74, he worked as a biomedical researcher in academia, applying machine learning and data visualization techniques to identify patterns and data-driven insights.

He holds a B.S. in Statistics and Biology from Cornell University and an M.S. in Epidemiology and Clinical Research from Stanford University.

Ready to get started?

info@w74.io
w74.io/request