



# 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

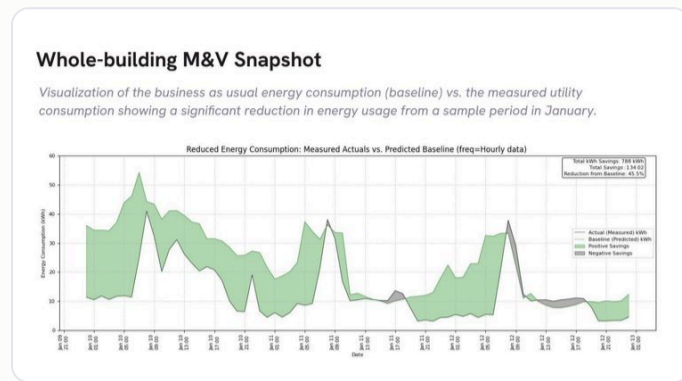
**\$150M+**

Venture financing supported

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

## WHAT WE DO

### Sample Project Areas



01

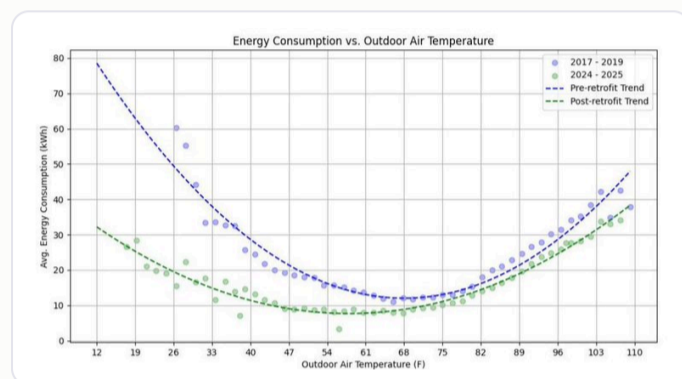
### Performance Validation

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.

**ECM summary**

**QUICK WINS** High-confidence, fast-payback actions for immediate execution. **\$35,260/yr savings** · **\$30-100k net capital** · **1.8 yr blended payback**

→ Send to Facility Team to evaluate and implement both ECMs.

ECM	ANNUAL SAVINGS	NET CAPITAL COST	PAYBACK	TIME TO IMPLEMENT	IMPACT CATEGORY
<b>1 Heating controls — HWS reset + schedule</b> Optimize boiler plant control strategy — install or recalibrate outdoor air reset based on life assessment. No resident impact. Source: High change-point   Floor heating stage   Permits	\$7,760	\$5-40k	3.5 yrs	2-3 mo	Cost Reduction Comfort
<b>2 LED lighting + occupancy sensors</b> Replace remaining T8 fluorescent fixtures with LED in corridors, stairwells, and common areas. Add occupancy sensors. Strongest ROI in stack. Source: High electronic baseline   Permits   Load breakdown	\$27,500	\$25-60k	1.5 yrs	4-7 mo	Cost Reduction

**CAPEX INVESTMENT** Strategic capital decisions requiring asset management review. **\$24-28k/yr savings** · **\$255-415k net capital**

→ Send to Facility Team to evaluate and scope both ECMs.

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](#)

**MEP Data to Accelerate ECM Identification & Validation**

The mechanical, electrical & plumbing data with collecting from customers — what was filed before, what priority it carries, and where to find it. Scope: HVAC · Domestic Hot Water · Lighting · Envelope · Electrical · PV.

50 (ALL) · 16 (UTILITY DATA) · 28 (PRIORITY DATA) · 8 (RECOMMENDED) · 8 (PRIORITY DATA)

ALL · Utility Data · Priority Data · HVAC · DHW · Lighting · Envelope · Electrical · PV · Done fields only

Done — get always · Recommended — changes rising & feasibility · Done also — multi-level / Premium

Each row marks when the field enters and the source document to pull it from.

Field	Priority	Notes	Source
Utility Data (Done)	High	The foundational input — the virtual audit data on this before any MEP data is added.	Master: TO: FDD
Utility bills — 12-24 months (Electric + Gas)	High	The primary input for the virtual audit — drive the BETTER change-point baseline, the EUI benchmark, and the weather-normalized signal that identifies most measures.	Master: Instrument / Utility: EUI: Update
Interview / AME data (Green Buttons)	Recommended	Manually identify where available; sharpens load-shape, peak demand, and PV / storage economics (EUIs)	Master: Utility Screen Data: Interview
Rate schedule / tariff	Recommended	Turns energy savings into dollar savings and sets demand-charge and net-metering value.	Source: Utility: EUI: Update / Utility: Tariff: Update

Priority Data (Done)

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?

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[w74.io/request](https://w74.io/request)