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### Abstract

BlocPower is a Brooklyn based climate technology leader rapidly greening American cities. Since its founding in 2014, the company has completed energy projects in more than 5,000 households, commercial buildings and houses of worship. BlocPower utilizes its proprietary software for analysis, leasing, project management and monitoring of clean energy projects. The company is backed by the world's top investors, including Goldman Sachs, Kapor Capital, Microsoft's Climate Innovation Fund, Andreessen Horowitz and American Family Insurance Institute for Corporate and Social Impact. This paper will explore the overall marketing and outlook plan of BlocPower which was ranked as one of the top leading innovative clean energy companies in America.

## **BlocPower's Marketing and Outlook Plan**

### **January 2018 - Current**

BlocPower, a leading national climate tech company focused on greening and electrifying aging buildings, announced significant momentum in 2022. According to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022), BlocPower has signed contracts to electrify all buildings in major cities.

BlocPower has won several large-scale electrification projects in California, Colorado, Illinois, Wisconsin and New York. In addition, BlocPower has trained thousands of individuals in green jobs and relaunched BlocMaps, a software platform to help urban sustainability planners to plan green building programs at city scale. BlocPower was named startup Innovator of the Year by the National Venture Capital Association, 4th most innovative company in the world by Fast Company and TIME's 100 most influential companies according to (BlocPower Achieves Significant Climate and Business Momentum in 2022). According to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022) BlocPower mission is to reduce 30% of America's greenhouse gas emissions while creating smarter, greener, healthier buildings for all in which they took major leaps forward in 2022.

### **Retrofit Buildings**

#### **January 2014 - Current**

According to (BlocPower Ranked #4 on Fast Company's 2022 Most Innovative Companies List Worldwide, March 2022), BlocPower has retrofitted more than 1,200 buildings in more than 25 American cities, replacing unhealthy, fossil fuel burning heating and cooling systems with clean efficient, all electric air source heat pumps, water heaters and solar panels. It leverages advanced technologies to monitor energy consumption, digitally simulate the most impactful green energy solutions and dramatically lower the cost of construction and installation.

### **BlocPower Innovative Financing Solution**

#### **January 2014 - Current**

According to (BlocPower Ranked #4 on Fast Company's 2022 Most Innovative Companies List Worldwide, March 2022) Blocpower has created an innovative financing solution that enables building owners in low to moderate (LMI) communities to upgrade their buildings with cutting edge solutions that improve the health of residents, lower their energy bills and fight the effects of climate change. BlocPower is offering smart, all electric heating, cooling and hot water systems to building owners for no money down by using government subsidized programs such as the Infrastructure Act of 2022 signed by U.S. president Biden.

### **Building Decarbonization**

#### **January 2020 - Current**

According to (BlocPower is turning every home into the equivalent of a Tesla, March 2022) BlocPower has signed several large scale decarbonization contracts, including installing heat pumps, solar and electrical vehicle (EV) charging equipment, replacing gas appliances, weatherizing homes, providing no cost financing and more.

**Ithaca, N.Y.**

Decarbonizing 6,000 buildings, the first city scale electrification project in the U.S.

**Menlo Park, CA**

Decarbonizing 10,000 buildings. BlocPower's second city scale project.

**East Bay Community Energy**

Decarbonizing low and moderate income (LMI) homes in the San Francisco Bay Area, after a successful phase 1 in 2021.

**Denver**

Decarbonizing 200 LMI multifamily homes in Denver County

**San Jose, CA**

Decarbonizing 250 LMI homes and buildings

**San Luis Obispo CA**

Pilot program to decarbonize 10-15 buildings.

In addition, to cities and utility partnerships, BlocPower inked deals with Harvest Thermal to deploy its smart thermal storage systems in future electrification projects and Fujitsu General America to bring split terminal heat pumps to the U.S. for the first time according to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022). Both decarbonization partners enable BlocPower to deliver accessible and affordable upgrades to the families and building owners that need it most. BlocPower also has completed hundreds of household retrofits across the country in 2022, bringing the total number of energy projects to over 5,000 projects according to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022). Additionally, the city and statewide decarbonization projects will be announced throughout 2023.

According to (Ithaca, NY Selects BlocPower to Green Entire City, First Large Scale City Electrification Initiative in the U.S., November 2021) BlocPower's proposal estimates that the installation of air source heat pumps paired with supporting energy efficiency upgrades and other building improvements will cut Ithaca's 400.00 tons of CO2 by 40% and create new green energy jobs as well.

## **Workforce Development**

### **August 2021 - Current**

According to (Mayor Adams, BlocPower Announce Significant Expansion of Precision Employment Initiative to Provide City of New York, October 2022) the

Precision Employment Initiative began in the summer of 2021, initially serving residents in Brownsville, Brooklyn, Mott Haven, Bronx and Jamaica, Queens. Thanks to the Adam's administration's investment, the Precision Employment Initiative is now able to serve participants from East New York, Brooklyn, Far Rockaway, Queens, Flatbush, Brooklyn, Harlem, Manhattan, and Melrose, Bronx with the possibility of expanding to serve residents of additional neighborhoods within the year. The program is called the Civilian Climate Corps which connects New Yorkers at risk of gun violence with job training opportunities in a variety of high demand, good paying green economy jobs, including solar, heat pump and electric vehicle charging installation, as well as HVAC, energy efficiency auditing and more.

According to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022) the New York City Mayor's Office of Criminal Justice, BlocPower awarded a \$54 million contract expansion to train 3,000 city residents to use clean energy jobs to reduce gun violence as part of Mayor Eric Adams's Precision Employment Initiative (PEI). The new contract expanded upon the original 37 million PEI contract from 2021, which launched the Civilian Climate Corps. To support this growth BlocPower has opened two new training facilities in Brooklyn and Bronx since 2021.

To showcase the Civilian Climate Corps' remarkable success, BlocPower has issued a Year One Impact Report highlighting the program's first year milestones. One year after its September 2021 launch, the Civilian Climate Corps which consist of the

following:

- Trained more than 1,700 NYC residents, of which 81% were previously under or unemployed
- Helped secure more than 400 job placements
- Saw incidents of gun violence fall more than 28% in two communities where the Civilian Climate Corps recruits' members.

According to (Mayor Adams, BlocPower Announce Significant Expansion of Precision Employment Initiative to Provide City of New York, October 2022) the eligible program participants are enrolled in job training and offered pathways to permanent good paying jobs at starting salaries of \$20 per hour or more in a wide array of industries, including green energy, technology, administrative services and entrepreneurship. Additionally, the youth cohorts served by the program receive training in soft skills, including conflict resolution, critical reasoning and emotional intelligence, as well as technical and vocational skills according to (Mayor Adams, BlocPower Announce Significant Expansion of Precision Employment Initiative to Provide City of New York, October 2022)

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### **BlocMaps Expansion + Data & Tech Partnerships**

#### **January 2021 - Current**

According to (BlocPower is turning every home into the equivalent of a Tesla, March 2022) BlocPower wrapped 2021 by announcing the Bezos Earth Fund Backed Building Data Collective (BDC) an open-source dataset and recommendation engine for more than 100 million buildings across America. In 2021, citizens, cities and utilities across the country will already benefit from it. The (BDC) has allowed BlocPower to make major strides in achieving its goal of providing customized green upgrade recommendations for every home and building in the country that is 100% free of charge. According to (BlocPower is turning every home into the equivalent of a Tesla, March 2022) after launching in New York State earlier in 2021 property owners in Denver, CO and Menlo Park, CA can answer a few simple questions about their home or building and receive a free instant building report. According to (BlocPower is turning every home into the equivalent of a Tesla, March 2022), BlocPower has expanded its proprietary, AI powered software platform, BlocMaps, which is used by municipalities

and utilities to develop and implement equitable, data driven decarbonization strategies.

Beyond New York City, BlocMaps added several new regions in 2022 with further expansion planned throughout 2023. Platform expansions include Ithaca, NY, San Luis Obispo, CA, and Chicago, IL (via ComEd).

### **Project Funding**

#### **January 2022 - Current**

Financing is key to decarbonization and in 2022 according to (BlocPower is turning every home into the equivalent of a Tesla, March 2022) BlocPower is proud to announce a \$30 million project financing commitment from the Microsoft Innovation Fund. The funds were incorporated into a \$50 million project financing facility established and funded by the Goldman Sachs Urban Investment Group in 2022. Among these three partners, BlocPower has significant current and future access to capital. In addition, outside of the loan facility, BlocPower received \$1.4 million in financing and incentives from the East Bay Community Energy in California and a \$3 million guarantee from Kresge Foundation. The company raised an additional \$1.6 million in crowdfunding primarily via RaiseGreen.

#### **Clean Transportation Projects**

##### **August 2022 - Current**

Blocpower is working with the New York State government and several clean tech

startups to green urban transportation. According to (ChargerHelp! And BlocPower Partner, January 2022) BlocPower is training workers for the green transportation industry through their partnership with ChargerHelp.

**CTAP-** BlocPower is providing financing for Dollaride's Clean Transit Access Program (CTAP), which was awarded \$10 million to bring all electric transportation services to underserved NYC communities.

**CALSTART-** BlocPower (in conjunction with ChargerHelp) will administer the EV charger technician training program for CALSTART's Freight Electrification as a Service Transformation (FEaST) which will bring EV freight trucks and charging infrastructure to New York City and the Hudson Valley.

## **Thought Leadership**

### **Spring 2022**

BlocPower is proud to contribute to the cutting edge thinking of building electrification, green workforce development and the broader decarbonization ecosystem. According to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022) in the spring of 2022, BlocPower Director of Policy, Clare Doyle Dowd, briefed the Progressive Caucus of the U.S. House of Representatives on building electrification, health and workforce, while CEO and founder Donnel Baird spoke at the White House Council on Environmental Quality's Sustainability Series in the summer. At

the federal level, BlocPower was selected by the U.S. Department of Energy's National Renewable

Final Marketing Analysis Paper

12

Energy Laboratory (NREL) as both a PowerConnector and a Technical Assistance Provider for its Community Leap program. (NREL) and the Well Fargo Foundation included BlocPower as its inaugural Innovation Incubator cohort focused on the demonstration projects relating to building decarbonization technology. BlocPower also contributed to the ULI's 2022 Global Sustainability Outlook.

## **Awards & Recognition**

### **2022-**

According to (BlocPower Achieves Significant Climate and Business Momentum in 2022, December 2022) the company and its executives won several prestigious awards in 2022 including:

- CNBC Disruptor 50 (second consecutive year)
- Fast Company 50 Most Innovative Companies (#4 overall, #2 in Energy)
- TIME 100 Most Influential Companies
- TIME's 2022 Dreamer of the Year (CEO Donnel Baird, inaugural award recipient)
- Business Insider 100 People Transforming Business (CEO Donnel Baird)

- Brooklyn Magazine's 50 Most Fascinating People (CEO Donnel Baird)
- National Venture Capital Association 2022 Startup Innovator of the Year

In summary, BlocPower is a Brooklyn based climate technology leader rapidly greening American cities. Since its founding in 2014, the company has completed energy projects in more than 5,000 households, commercial buildings and houses of worship. BlocPower utilizes its proprietary software for analysis, leasing, project management and monitoring of clean energy projects. The company is backed by the world's top investors, including Goldman Sachs, Kapor Capital, Microsoft's Climate Innovation Fund, Andreessen Horowitz and American Family Insurance Institute for Corporate and Social Impact.

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