Simply
Agnostic
Controls

Simply Agnostic Controls

We've engineered BMS solutions spanning roughly a billion square feet,
sold $100M+ in building systems, and built AI-driven enterprise software.

Dustin Branting

CEO

Specifications
Distech Controls

Sales Leader
Johnson Controls

Specifications
Siemens

Sein Idle

COO

Founder
Neighborly IT

Network Engineer
Ratheon

Network Engineer
CSRT

Jeremy Nation

CTO

Founder
Cryofolio

Software Engineer
Cisco

Software Engineer
Ely Lily

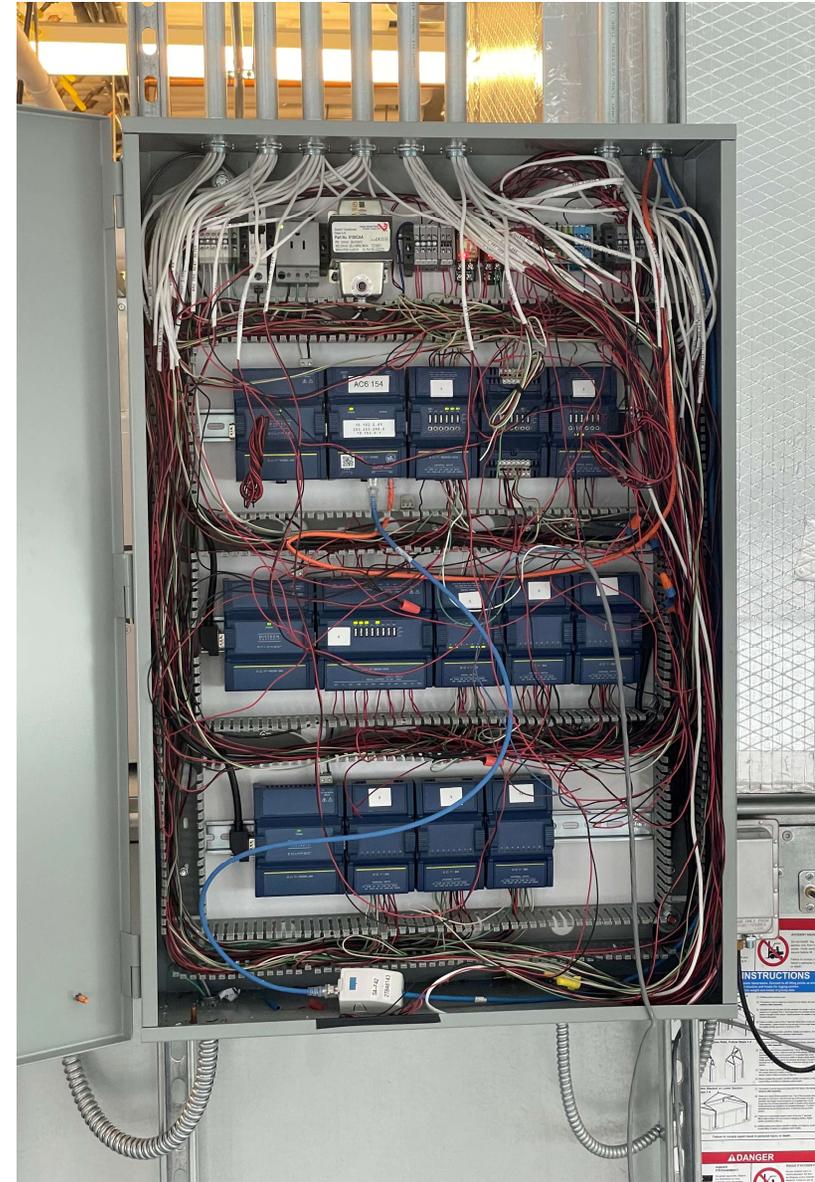# Commercial Buildings lack affordable HVAC control

Cost Scales Wrong

- $20k–$100k installs don't pencil for light commercial
- ROI collapses before the first controller is mounted

Complexity Blocks Adoption

- Long installs, custom programming, brittle systems
- Contractors avoid selling it. Owners avoid buying it.

Result: Dumb control a Massive Scale

- No visibility, no optimization, no fault detection
- Energy waste and equipment abuse are normalized

We're on a mission to make HVAC automation affordable for commercial buildings

* ~ 5 Package Rooftop Units per Site

~ 100 Split Fan Coil Unit per Site

~ 6 Million Commercial Bldgs. in US

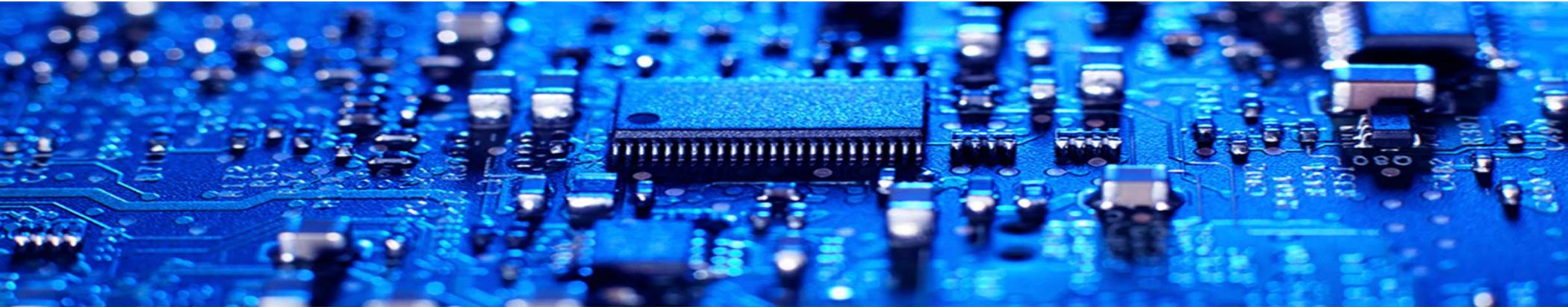**Average Automation Price = $25,000**

1,600 Sites in US

40M Doesn't Scale or create ROI

Average Automation Price = $250,000

26,000 Hotel Properties in US

6.5B Doesn't Scale or create ROI

4.2 Million < 25k square feet

Less than 15% have Automation

85% Resort to Dumb Thermostats

What needs to happen to make this possible?

### 1. Controls Must Move to the Edge

2. Hardware/Software Must Replace Custom Engineering

3. Distribution Must be Open

BMS needs to stop relying on top-down architectures that stack cost on top of cost. Edge intelligence removes layers of networking and labor.

BMS relies on complex wiring and custom engineering that slows adoption. It needs simpler, stat-like installs and software that works in human language, not block programming.

Restrictive distribution and licensing for both hardware and software limit adoption. Open access is required for controls to scale beyond large buildings.
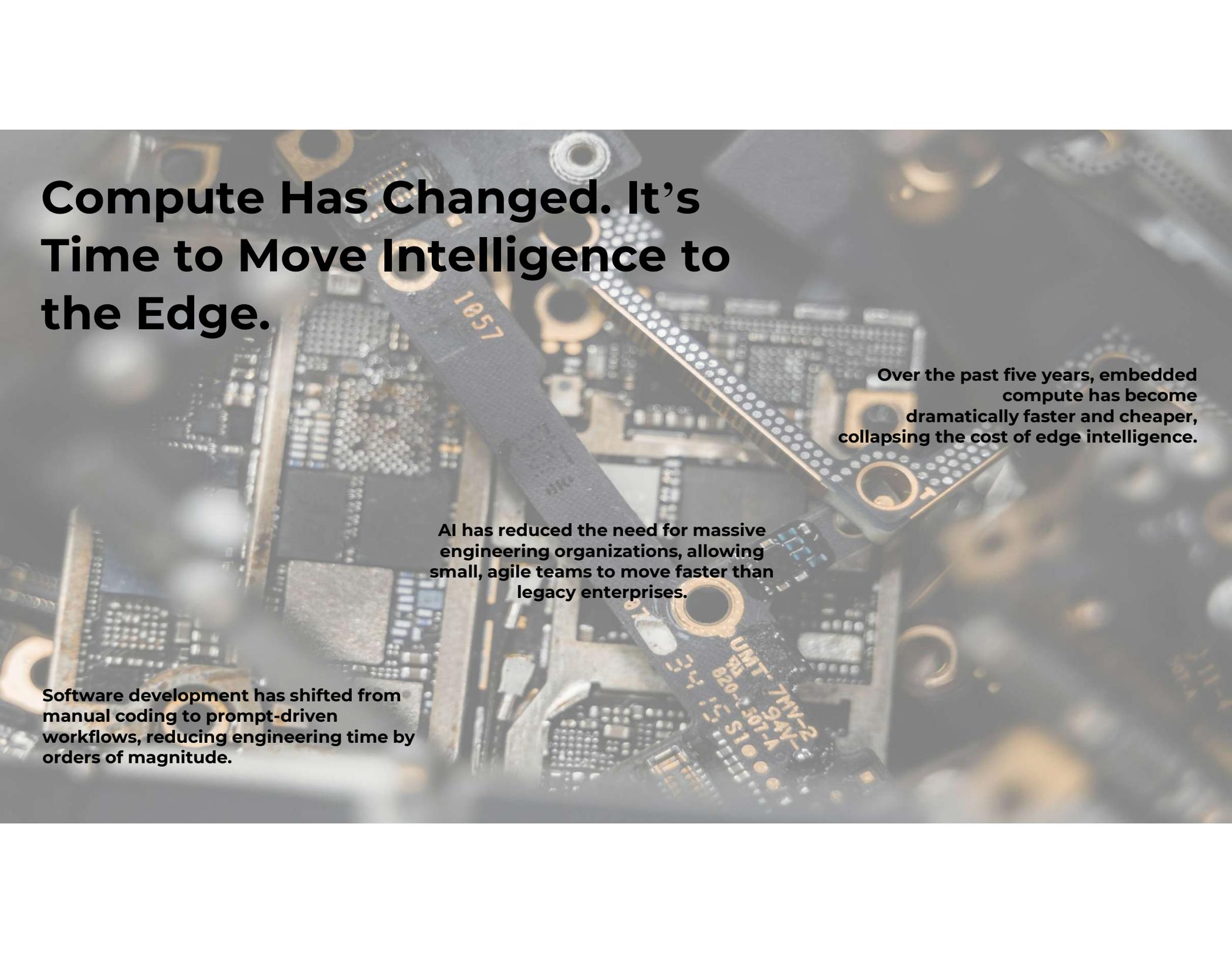
Compute Has Changed. It's Time to Move Intelligence to the Edge.

Over the past five years, embedded compute has become dramatically faster and cheaper, collapsing the cost of edge intelligence.

AI has reduced the need for massive engineering organizations, allowing small, agile teams to move faster than legacy enterprises.

Software development has shifted from manual coding to prompt-driven workflows, reducing engineering time by orders of magnitude.

We've Patented a Way to Cut HVAC Control Install Costs by ~80%

Application Specific Backplanes

Universal hardware forces custom engineering in the field. Application-specific backplanes match the control hardware to the HVAC equipment upfront.

Two-Piece, Decoupled Thermostats

We separate intelligence and UI from I/O. The same smart front-end snaps onto different HVAC applications without rewiring or redesign.

Broad HVAC Application Coverage

Legacy "smart" thermostats stop at basic AC units. Our architecture supports a wide range of HVAC applications (VAV, FCU, Unit Vent, more).

Prompt-Driven Control Logic

Traditional BMS relies on block programming and custom logic per site. Human-readable, prompt-driven configuration replaces that work entirely.

Why This Creates a Market Others Can't Easily Follow

**Legacy Infrastructure Can't Support the Price Point**

Incumbent BMS vendors are built around high-margin projects and specialized labor. Dropping control costs by 80% breaks their economics, not just their pricing.

Existing Platforms Are Architecturally Locked

Top-down control architectures depend on panels, servers, and proprietary tooling. Shifting to edge-native control requires rebuilding the platform, not extending it.

Channel Conflict Prevents Open Distribution

Legacy vendors rely on closed dealer networks and licensing revenue. Open distribution and simplified installs directly threaten their existing channels.
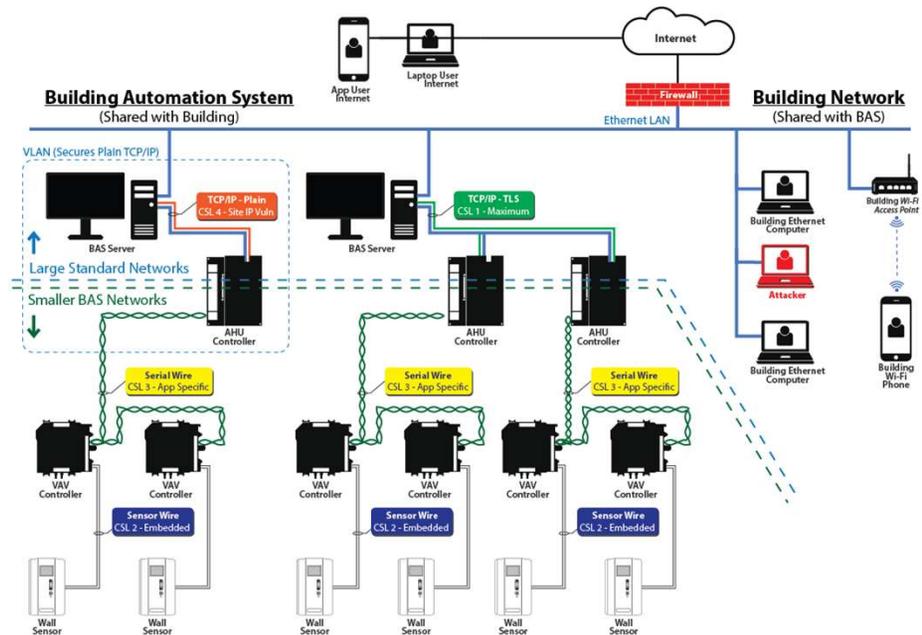
Here is what we've accomplished so far

Built & Tested Real Hardware

Working prototypes have been built and tested. This removes core technical risk.

Secured Institutional Capital

Pre-seed funding led by Antler validates the team and the market thesis. External capital reduced early execution risk.

Protected the Architecture

Multiple patents filed covering the hardware, software, and cost-reduction mechanisms. This locks in the cost-curve advantage.
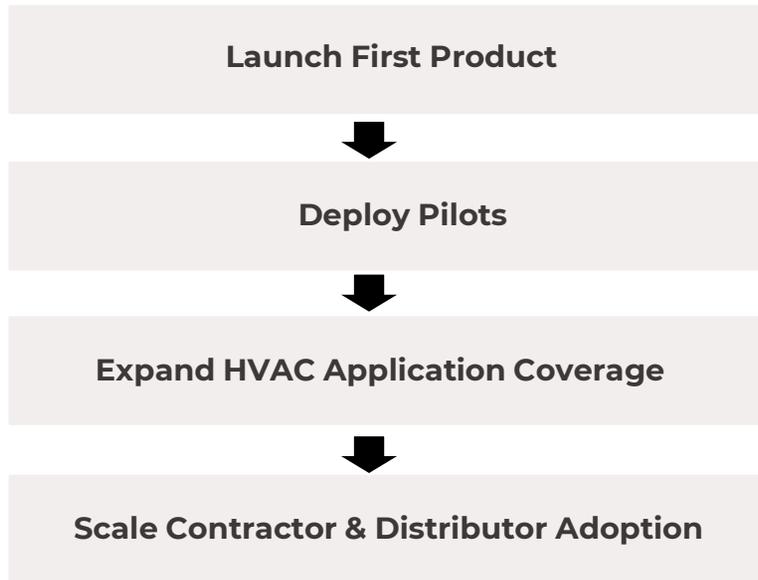

Entered Manufacturing

Designs are finalized and manufacturing is underway. The product has moved from prototype to production.

What we are going to do this year

Launch First Product

↓

Deploy Pilots

↓

Expand HVAC Application Coverage

↓

Scale Contractor & Distributor Adoption

How This Scales

Start with Light Commercial

We begin where cost sensitivity is highest and controls are most broken. Light commercial gives us volume, fast installs, and repeatable deployments.

Expand Through Software Integrations

Once deployed, our software integrates with external systems that define how buildings operate. This includes demand response programs and hotel booking and occupancy systems.

Move Upmarket Through Application Coverage

Expanded HVAC application support moves us into larger and more complex buildings. The core platform stays the same while the market expands.

Replicate Internationally

The same hardware and software model applies globally. Scale becomes a distribution and localization problem, not a technology problem.

This becomes the Nest-like control layer for commercial buildings.

How the Business Works

Hardware Sales
Thermostats sold through HVAC Distribution @ 50% GM
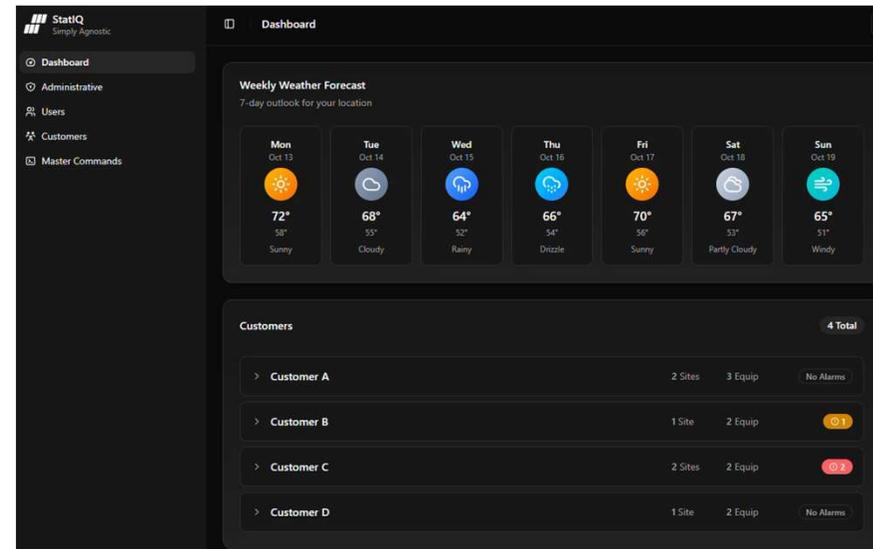
Software Subscriptions
SaaS for monitoring and control sold to contractors @ 80% GM

Outcome as a Service
AI analyzes system behavior across time and conditions to optimize

control logic, not just setpoints. Revenue is tied directly to measured energy savings.

50%+

Blended Gross Margin on Sales

We're raising 2M to:

Complete Initial manufacturing & inventory

Complete FCC, UL, CE compliances
Assembly, test, and packaging
Pilot production runs and buffer inventory

Expand HVAC application support

Patent Pending VAV Application
Fan Coil Unit Application
Cooling Tower Plant Application

Expand software integrations

Demand Response
Hotel Booking Management Systems

Marketing & Social Media

Attend Industry tradeshows and conferences
Create field content with contractors
Advertise via Social media and other channels

24 months of runway

- 60% Team of 7-8
- 22% Inventory & Manfaucturing
- 5% Marketing & Social Media
- 8% IP Expansion
- 5% Business Expenses