

PROJECT BRIEF

Home Performance Business Incubator

Minnesota homes need work to become more efficient, durable, and healthy. Homeowners of all income levels can now or soon use federal and state financial incentives to pursue energy efficiency and electrification/decarbonization improvements.

Homeowners wanting efficiency and decarbonization upgrades often don't know where to seek services. Opportunities to provide needed services exist within and between the professional trades. This is the business of Home Performance.

Home Performance Contractors treat all the home's elements — building shell, interior environment, mechanical systems, and occupants — as related parts of one complex system. They use building science and systems thinking to analyze and address the interactions and impacts of these elements when considering and recommending solutions.

We need more home performance contractors with expertise in home electrification and decarbonization in Minnesota. Current offerings for home performance measures (insulation, air sealing, HVAC, appliance and electrical upgrades, and more) are often prescribed and delivered separately, but customers and contractors benefit from a comprehensive “whole-house” approach. The time is ripe to develop and foster holistic, high-quality service delivery models to address unmet market needs.

This project offers a free opportunity for contractors to prepare their businesses to offer integrated, holistic home performance and decarbonization services. In a new business incubator program, CEE and industry experts offer coaching, mentorship, technical training, and business support to a cohort of select contractors forging this model.

- A four-month pilot phase will support a select cohort of contractors in the Twin Cities Metro.
- Training and business assistance will include in-person sessions, synchronous virtual learning, asynchronous online content, and individualized coaching.
- Training content and the program format will be shaped with cohort member input, and each participant will co-create an individualized plan tailored to their goals.

Visit mncee.org/incubator for more info