



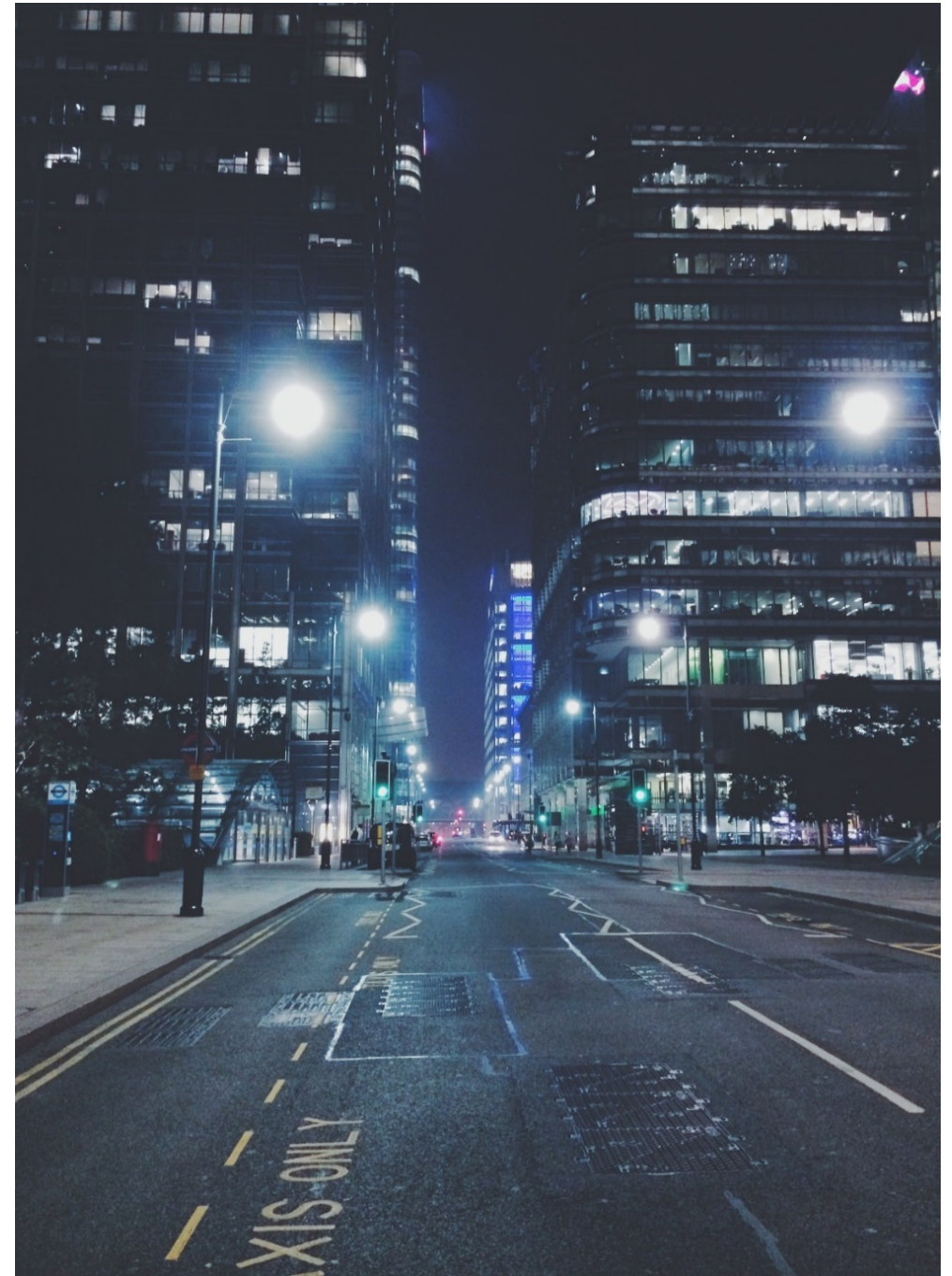
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*“Smart buildings are
smart business”*

SMB Managed Energy - a sustaining and sustainable program

**Presentation for: Community Choice
Energy – Business of Local Energy
Symposium**

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Small and Medium Business - Challenges

SMB	CCE
Lack time, interest and expertise required to make purchase decisions	SMBs are underrepresented in most utility programs and are expensive to reach
Lack confidence that promised savings will materialize	Tough to get deeper savings - most projects that move forward are lighting only
Lack access to capital for financing – an issue of credit underwriting and lack of options	Future focus on DERs benefit from integration of EE and DR
Lack minimum size to participate in most demand response, operating reserve and frequency regulation programs	Deployed Projects help fund the CCE for marketing and program outreach

Although technology is available to solve these issues, few business models approach the SMB with a comprehensive solution to overcome these barriers

SMB Managed Energy Program



SMB	CCA
Comprehensive, Turnkey managed project execution and oversight.	Comprehensive, Turnkey Program – Success-based funding
Projects generally range from \$50-100K (and higher)	Opportunities for deeper savings with customers, ongoing customer relations and future sales
Lighting, HVAC, and Controls Measures – opportunities for future improvements	Solution comes with active oversight, M&V – aligns parties around performance. Technology agnostic.
Combines Energy Efficiency and Demand Response benefits	3 rd party financed solution – no customer exposure to capital recovery. Geared to lowest capital cost options.
No capital outlay by customer (including project advances and rebate bridging). Transparent economics. Performance insurance allows for lowest cost of capital.	Brings much needed automated demand response resources (ADR 2.0b)
Payments based on historical with customer getting 70% of savings after capital and oversight svcs	Scalable solution to address underserved market. Local contractors participate.