

Using future savings to move stalled energy projects forward

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Time is running out

The effects of climate change continue to get worse.

- We are not moving fast enough.
- Energy is becoming more expensive.
- There are penalties for increasing emissions.



The technology we need exists today

Energy efficiency solutions are available now.

- Solar panels, smart lighting, heating, cooling, and ventilation systems (HVAC), building automated systems (BAS), etc.
- These solutions solve customer challenges and significantly reduce costs and emissions.
- But there are obstacles in adopting them.



Barriers to adoption

There are several reasons customers aren't using current technology.

- Companies often don't have the budget.
- Uncertainty and risk around solution performance.
- Competitive and crowded marketplace.



Customers need help accessing funding

- \$83 billion annual efficiency projects volume in North America.
- Solution providers closing an average of 10% of proposals, in 90% customer capital is the biggest obstacle.
- \$800 billion in clean energy projects stalled.



Waiting is expensive

The cost of realizing a cleantech project only increases with time.

- Kim, a building manager, is looking to complete a lighting retrofit which will cost \$250,000.
- If delayed, the project will cost an additional \$3,434 a month due to inflation and an estimated \$30K in unrecoverable energy savings.
- Delaying the project results in continued higher than necessary emissions.



Bridging the gap

How can we help customers like Kim, so they can start their cleantech projects today?

- Provide financing options.
- Offer a payment solution that supports customer projects.
- Enable customers to implement solutions without up-front capital.

EnPowered helps close the financing gap

- No up-front costs
- Customers pay as a line item on their utility bill
- Use future savings to pay for projects now
- Speed up the sales process
- Access to a network of lenders and partners



The industry is more competitive than ever

- Customers don't know which solution provider to choose.
- Getting frozen by uncertainty or too much choice delays projects.
- Solution providers need to stand out from the crowd to attract customers and close deals.



Using future energy savings to unlock projects

Status Quo

- Up-front capital required
- Challenging to justify savings to investment
- Approval roadblocks
- Harder to shift to operational expense
- Cost of waiting



Payments

- \$0 up-front
- Purchase upgrades using future savings
- Remove buying barriers
- Easier to shift to operational expense
- Start now to capture savings

Kim's success story

Situation



Lighting retrofit project with no up-front capital available.



Solution



Selected a solution provider that offered financing.



Results



Reduced lighting energy usage, saved money, and decreased emissions.



Access energy projects sooner and confidently bridge the finance gap

It's a win-win situation



Meet the rest of the EnPowered team



Maddison Fairbairn

Account Executive



Chantelle Singh

Account Executive



Questions?

