



Small Business Direct Install Programs

New York and New Jersey Program Success

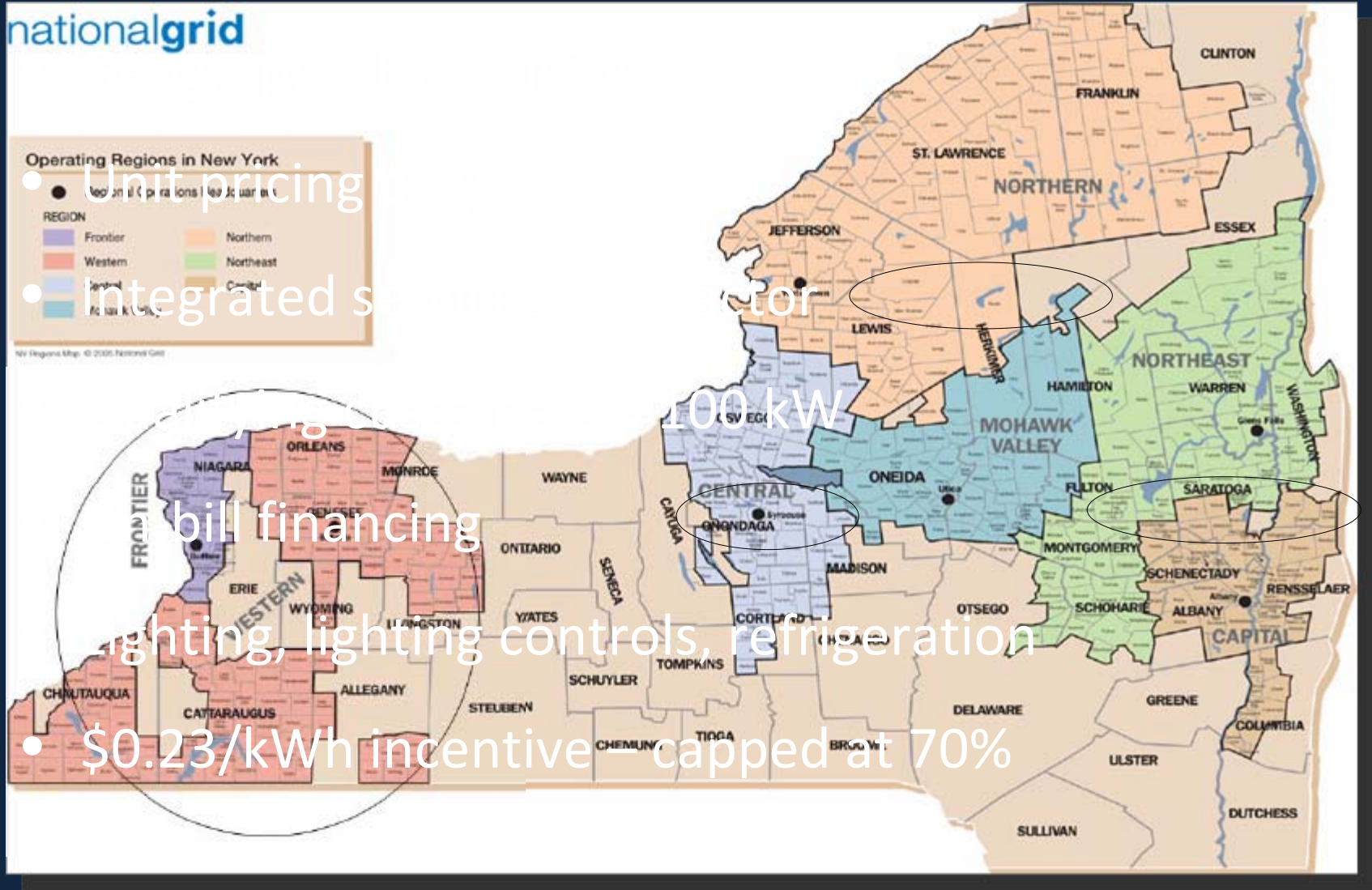
Adam Procell, Group President
Lime Energy

ACEEE – Energy Efficiency as a Resource

September 27th 2011

Denver, CO

- Program Success Stories
 - National Grid Small Business Solutions Program
 - New Jersey Direct Install Program
- SBDI Program Implementation Challenges & Solutions
 - Marketing & Lead Generation
 - Auditing & Sales
 - Project Implementation
- Economic Development and SBDI Programs
- What makes these Programs So Successful?
- Your Successful SBDI Program

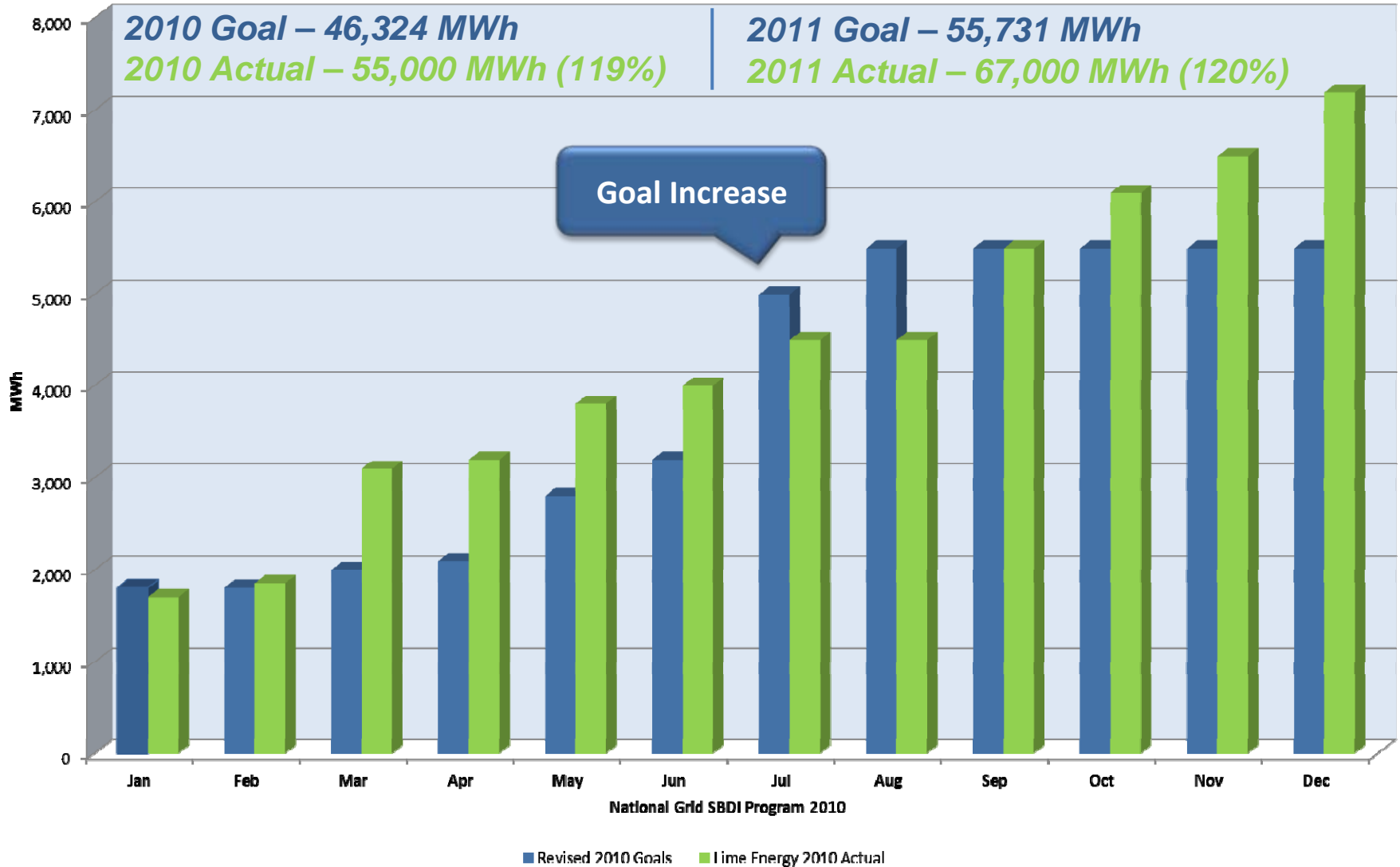


Lime Energy Direct Install Team Services

- Marketing and Customer Acquisition
- Energy Survey / Proposal / Sales
- Warehousing
- Subcontractor Management
- Project Implementation
- Closeout / Warranty



Demonstrated Commitment to Client Goals



Lime Energy Annual Impact

- Over 67,000 MWh. Energy Efficiency. Delivered
- Offsetting the need for more than 13 MW of power generation
- Offsetting more than 44,000 metric tons of CO₂, equivalent to eliminating over 9,000 cars from the road

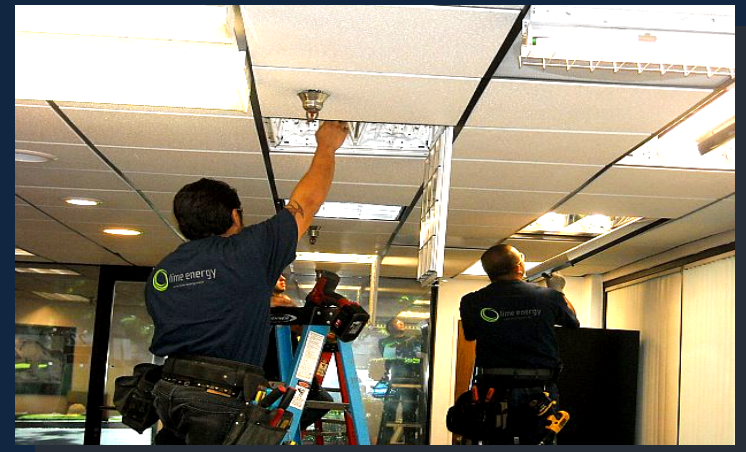
Program 3-year Potential

- Over 320,000 MWh. Energy Efficiency. Delivered
- Offsetting the need for more than 64 MW of power generation
- Offsetting more than 216,000 metric tons of CO₂, equivalent to eliminating over 44,000 cars from the road

- Designed similar to National Grid
- Multiple SBDI contractors with geographic exclusivity
- Multiple measures
- Qualifying customers < 100 kW

Lime Energy Direct Install Team Services

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Lead Generation with Small Businesses

- Program start-up and early Lead Generation...the kitchen sink?
- Street sweeps – when and how
- Referrals – getting from here to there
- Subcontractors and Lead Generation – avoid trying to turn electricians into auditors and salesmen
- The three most important characteristics of an SBDI Implementation Contractor – local, local, local



I was pleasantly surprised by the whole process which was professionally handled and didn't interrupt or inconvenience our business. Involvement in the program was a no brainer when it was presented to me, as they projected a tremendous savings over a short period of time. I was able to see an immediate reduction on my recent bills which proves that LIPA's Small Business Program is highly beneficial to the small businessman.

— Local Hardware Store Owner

True Value Hardware Store

- By installing energy efficient lighting upgrades, the hardware store reduced its monthly energy bill by 30%
- The overall cost of the project will pay for itself in energy savings in less than 20 months

Annual Energy Savings = \$6,200



lime energy
 104 Main Street, Suite 104 Buffalo, NY 14221



“ I was so happy with the results from the first project that Lime Energy/ National Grid did, I decided to go ahead and upgrade our second location. ”

- Jim Russo, Owner
 Manor Lanes

Thanks to incentives of more than \$12,000 from National Grid's Upstate New York Small Business Program, Manor Lanes made energy-efficient upgrades to 200 fixtures and reduced their annual energy bill by over \$6,800.

Join the Movement and put the power of National Grid's Upstate New York Small Business Program to work for you. Do it for your bottom line. Do it for your employees and customers. Do it for your community. It all starts with a free energy evaluation from National Grid. Call 1-800-332-3333 to schedule your evaluation or visit www.powerofaction.com/UNYsaveenergy to learn how our Small Business Program has benefited companies throughout upstate New York.

Offer available to National Grid electric customers. Restrictions apply.

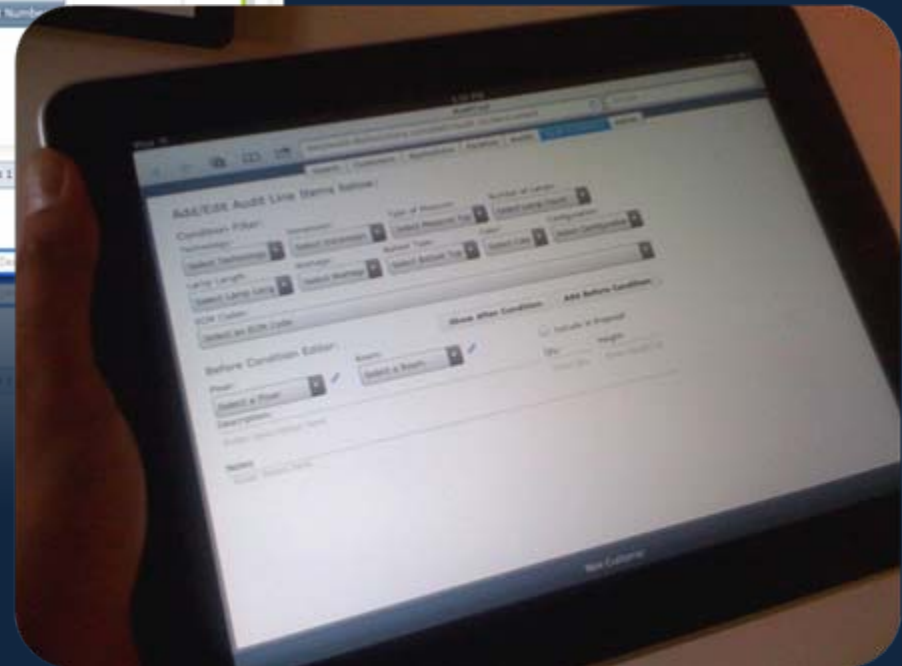
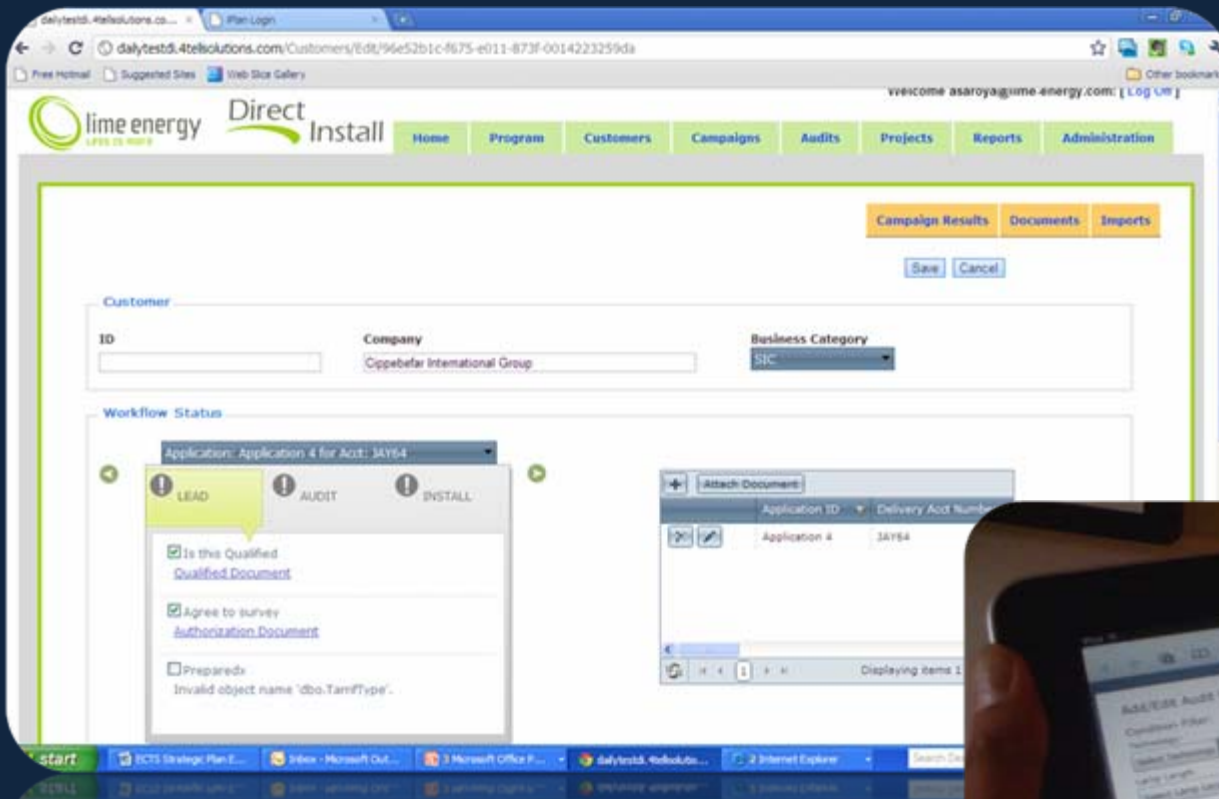
nationalgrid
 The power of action.™

Marketing

- Too good to be true
- Getting to the decision maker
- Penetration across diverse customer profiles
- Targeting load pockets
- Being “local” ...to everyone

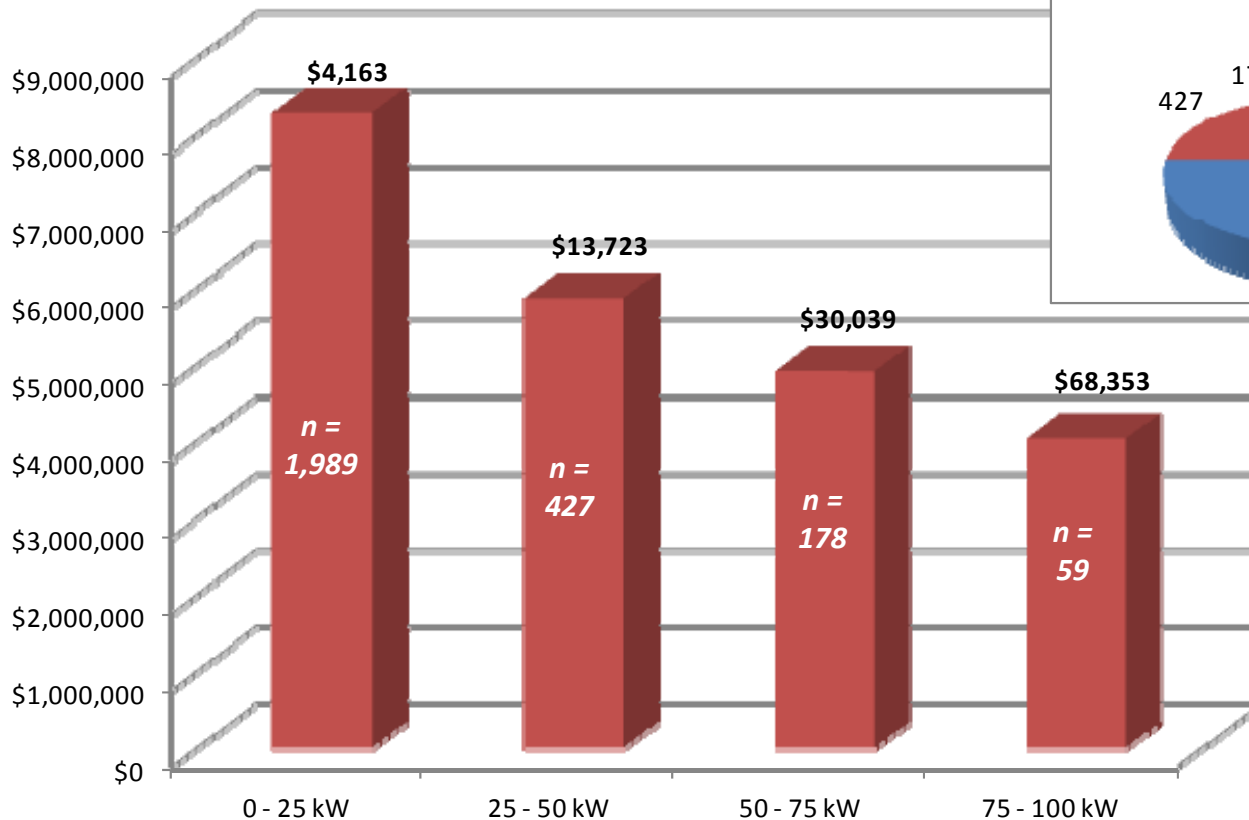
Auditing and Sales

- Lead to Audit conversion
- Auditor Efficiency
- Audit Accuracy
- Closing Rate

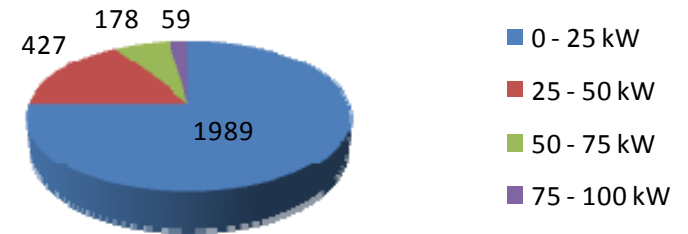


Project Implementation

Total of Project Costs by Peak kW Range



Participants by Peak kW Range



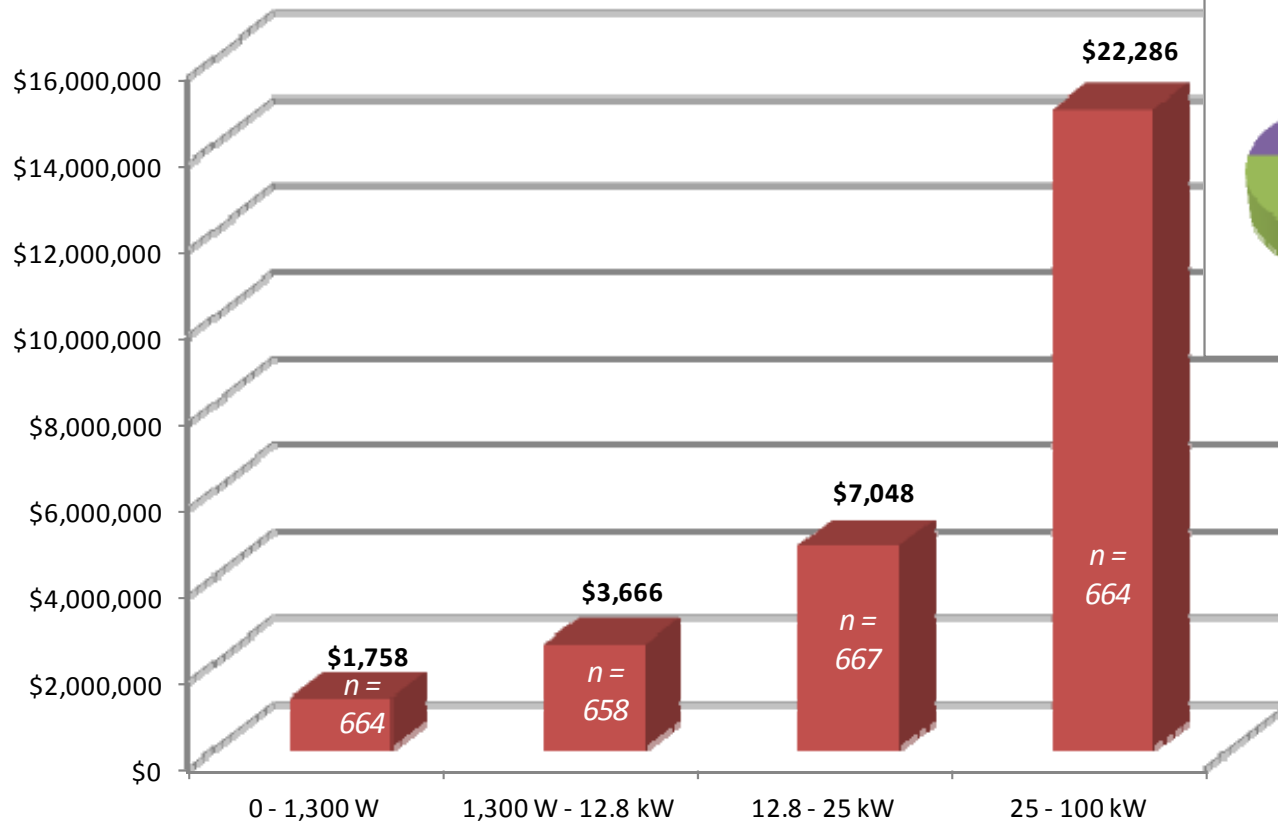
■ Total of Project Costs by Peak kW Range

Average
Project
Cost

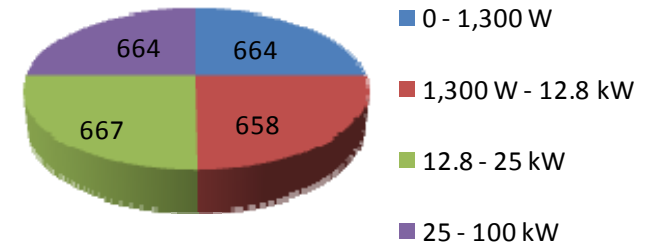
of
Projects

Project Implementation

Total of Project Costs by Peak kW Range



Participants by Peak kW Range



■ Total of Project Costs by Peak kW Range

Average Project Cost

of Projects

Project Implementation

- Turning audits into construction projects
- Warehousing and logistics
- Subcontractor management
- Geographic concentration
- Project closeout – customer satisfaction

- Economic rejuvenation and local business growth
- Employment in the Buffalo-Niagara Falls area increased by 2,600 over the 12 months ending in January 2011
- Over 200 new “Green” jobs thru Lime Energy, distributors and sub-contractors

- “Core Competency” focus of all program participants
- Committed Program Implementation Contractor
- “Get Local”
- Program Technology and Tools
- People

Keys to Success

- Geographic Exclusivity
- Compelling Incentive
- Integrated Services Provider

Lime Energy's SBDI approach can put your Trade Ally network to work today in your small business customer facilities. The alternative is ignoring this market segment – to the detriment of all small businesses including the Trade Allies themselves.

Adam Procell, Group President

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