

*ACEEE Panel Discussion*

*Building Volume: Recent Breakthroughs  
on the Path to Scale*

**Where are the projects?**

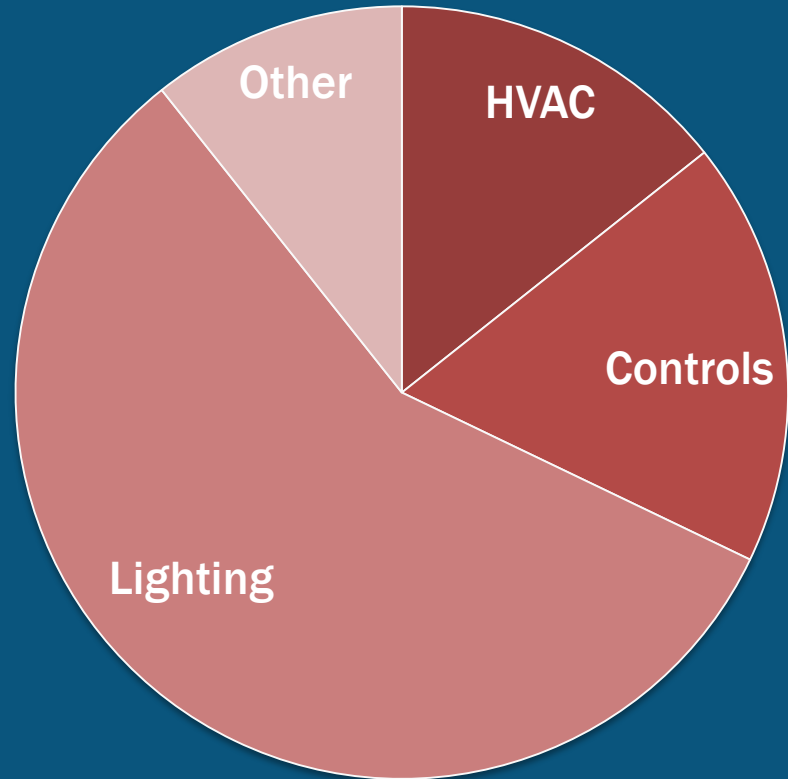
*Dave Jaros  
VP, Marketing  
Noesis*

**Noesis helps commercial EE  
equipment companies grow  
their businesses  
through financing.**

**Over 200 companies use Noesis  
online project financing platform.**

**> \$1 billion in equipment  
purchase proposals in 2015.**

**Over 1,300  
commercial  
energy projects  
on the  
platform.**



# Case Study: LED Lighting Upgrade

Customer	Elysium Tennis Center
Location	Columbus, OH
Vendor	Evolved Lighting Solutions
Project cost	\$93,205
Annual savings	\$24,868
IRR	29%
Payback	3.7 years
Finance vehicle	Finance agreement
Reason for financing	Project not budgeted



# Scaling the # of Projects: 4 Lessons Learned

1

**Not a lack of project ideas -  
thousands are proposed  
every week.**

*Shortest path – get more of  
those projects approved.*

2

**Presenting to the CFO  
can be challenging for  
EE equipment vendors.**

***Help CFOs make investment –  
not technology – decisions.***

*“[CFO] just didn’t get it.”*

*“CFO doesn’t get the energy math.”*



3

**Building owners want to do  
the projects.**

***Give them flexible  
ways to pay.***

***Capital lease. Operating lease. Soft costs.***

4

Find ways to encourage them  
to buy now, not next  
month/year/budget cycle/etc.

*Attractive financing can  
accelerate decisions.*

# In summary

The projects are out there.

The right financing will  
drive scale.