Opportunities in Renewables
Agenda

I. Opportunities in Renewables
II. Overview of Locus
III. Renewable Sectors
IV. Choosing an Idea
V. Getting Started
I. Opportunities in Renewables

- While the market is much more mature than even a few years ago, there are still many opportunities in:
  - High growth areas (solar, energy efficiency, etc.)
  - Support services
  - 'Soft-grid'
II. Locus Overview

INSTALLER WEB PORTAL
This enables the installers to monitor all of their customers' systems, both in real time as well as through automated alerts. The system allows the installers to add new clients, make updates and even set their own thresholds for alerts.
II. Key Activities

Hardware certified for ANSI C12.20, Safety and FCC, as of April 2009

Installation with 20+ installers, also a major utility pilot has been completed and is moving forward

New Software launched in Q3 with improved interface and diagnostics

Designated as the sole monitoring provider for 1,000 homes in the CT Solar Lease program

Working with inverter manufacturers to integrate Locus remote monitoring (LGate)

Received a NY State Energy R&D Authority (NYSERDA) grant to deploy 200 systems in NY State
II. Installer Portal

The Dashboard features diagnostic alerts, system performance and mapping capabilities.
II. Client Portal

The Client Home screen features a net-meter, system performance and installer selected environmental benefits.
II. Custom Hardware: LGate 100

- Locus' revenue grade, wireless enabled LGate 100) has these certifications:
  - ANSI C12.20 (0.5% Accuracy)
  - IEC 61010 (Safety)
  - FCC 15 Part B
  - IEC 60068-2-27 (Mechanical Shock)
  - IEC 60068-2-6 (Mechanical Vibration)
  - CFR 47 ANSI C63.4 (Radiated Emissions)

- The LGate 100 can simultaneously measure:
  - Distributed electrical generation
  - Building demand
  - Temperature
  - Liquid flow
  - Third party inputs (e.g. 3-phase power meters or other RS485/232)
III. Renewable Sectors

Below are the general sectors in Renewables. Some are better than others for starting a business now…
IV. Choosing an Idea

- Make sure you like the sector
- Dangers of doing too little research as well as too much
- Benefits/opportunities with government funding (stimulus funds, DOE, state programs, etc.)
- Doing your 'own things' vs. joining a growing start-up
- Risks and rewards
V. Getting Started

- Write an initial business plan
- Understand the market (some areas have much higher barriers to entry than others, e.g. certifications)
- Validate the business
- Prototyping
- Funding (including government)
- Building a team

GOOD LUCK!