



Navigating to Deal Close: Key Questions to Ask When Securing Efficiency Financing

Tuesday, May 16

2:00 – 3:15 PM

Panelists

- Steve Gossett, Flywheel
- Susan Leeds, New York City Energy Efficiency Corporation (NYCEEC)
- Joe Indvik, JDM Associates

Steve Gossett

Flywheel



flywheel

Energy Efficiency Finance

Fixing a Broken Marketplace with Data

The energy efficiency marketplace is *functionally broken.*



flywheel

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THE WORLD'S FIRST BUILDING PERFORMANCE PLATFORM

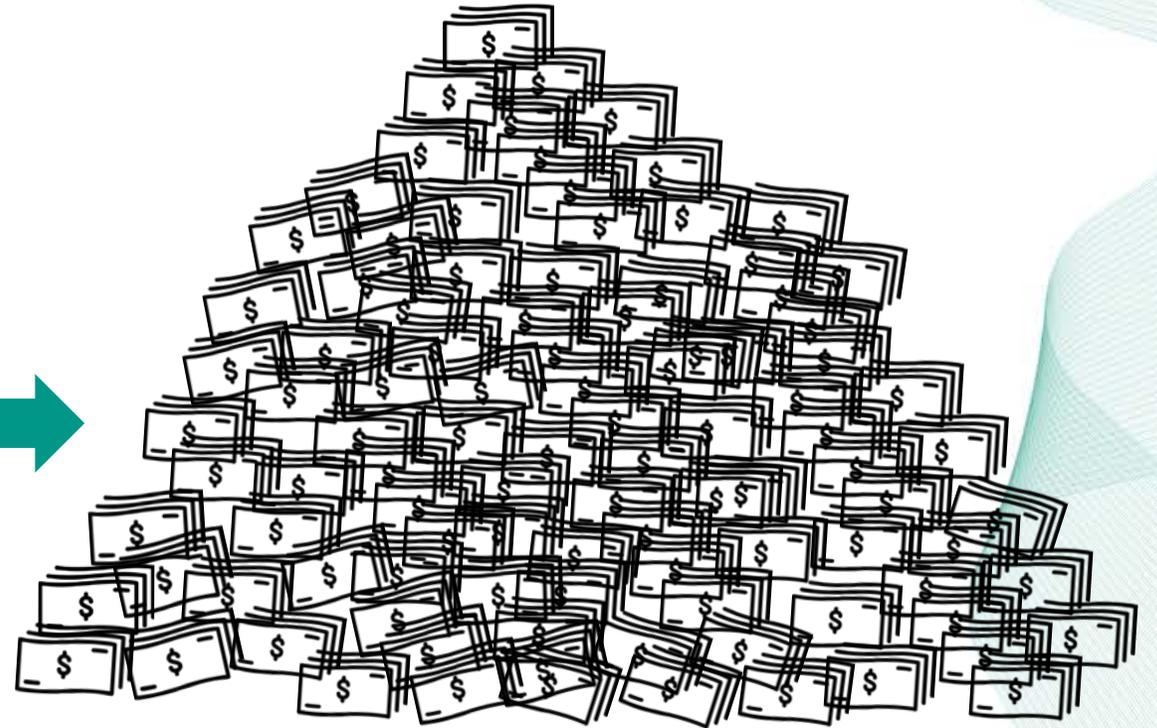
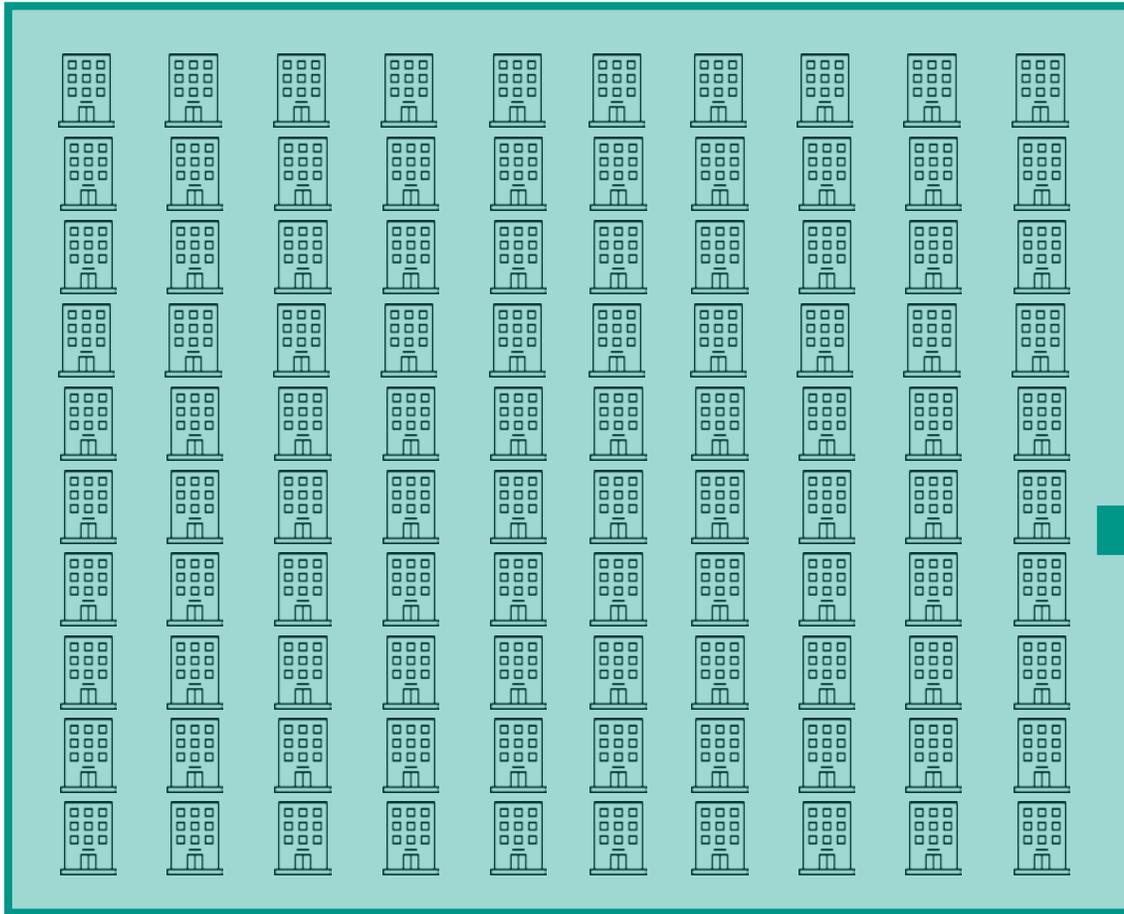
Why is the marketplace broken?

- > Customers feel projects are **expensive** and lack transparency
- > Cost of customer acquisition is **too high**
- > Unfulfilled projects mean **time wasted** for lenders and developers



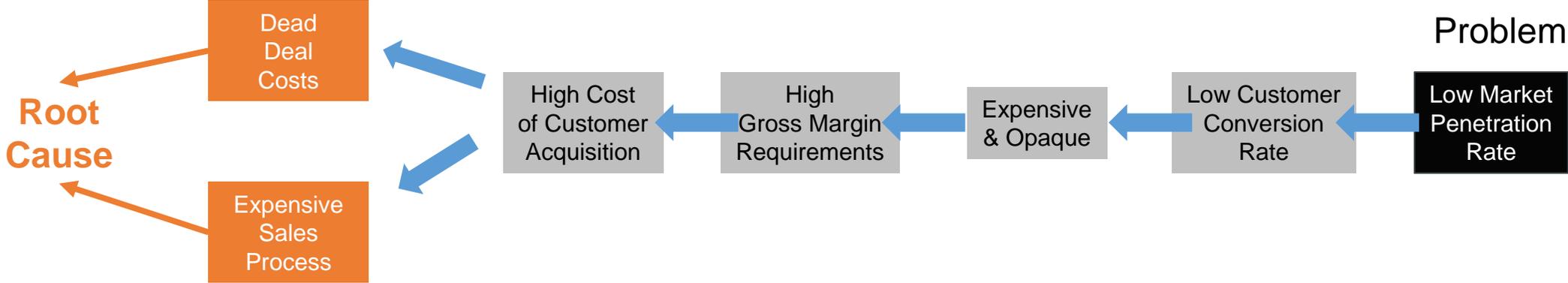
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We're dealing with an unhealthy cycle

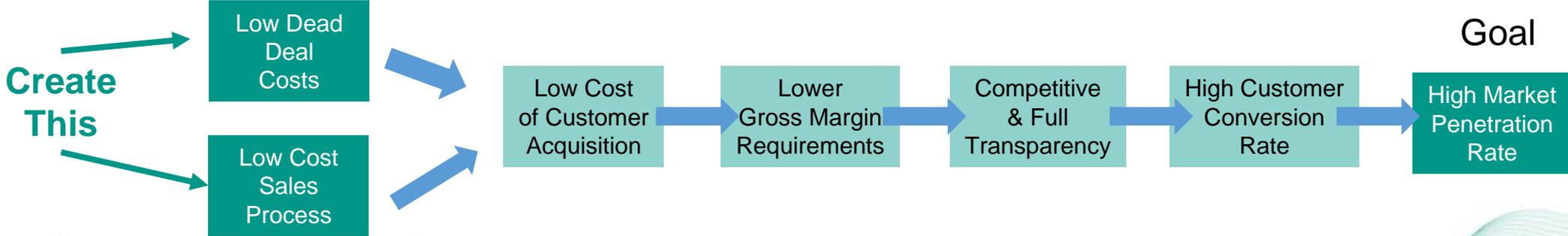


Reducing customer acquisition cost is the key

Status Quo



Lower CAC - increase market penetration



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How do we lower CAC?

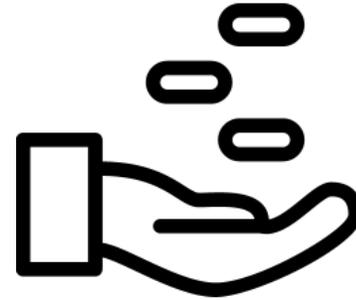
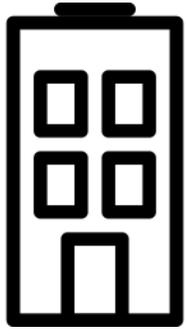
CHANGE the business model

EMBRACE technology

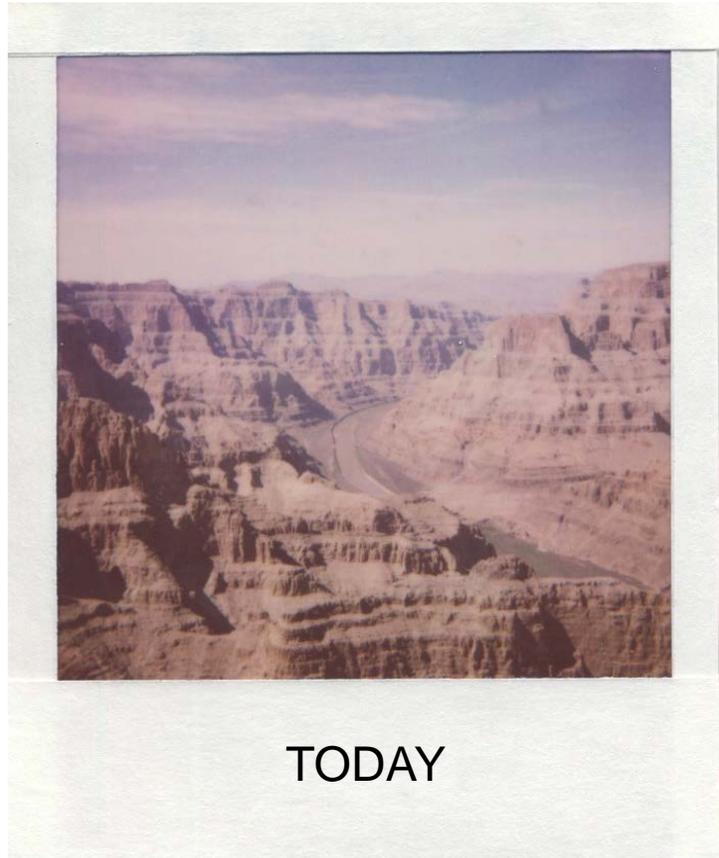


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Use technology to gather data



Data changes your view



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Does data fix a broken marketplace?

- > Changing the business model **lowers CAC**
- > Using data creates a **higher rate of customer conversion**
- > Higher conversion means a **better relationship** with lenders
- > Transparency and lower costs mean higher customer **satisfaction and retention**



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Q&A



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THANK YOU

Steve Gossett, Sr.
Executive Project Consultant, Flywheel



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Susan Leeds

NYCEEC



NYCEEC

BUILDING FINANCIAL SOLUTIONS

FINANCING CLEAN ENERGY

MAY 2017

OUR IMPACT



\$98 MILLION
CLEAN ENERGY
PROJECTS
FINANCED

7 LENDING
PARTNERSHIPS



8.2 million
SQUARE FEET
IMPACTED

182
BUILDINGS
UPGRADED

IN ALL FIVE BOROUGHS
among all building types



715,000
MTONS OF



ELIMINATED

19.5 million
MMBtus OF ENERGY SAVED



4,496

AFFORDABLE
HOUSING UNITS



1,063
JOBS
created



NYCEEC PORTFOLIO



Diverse building types
(By total project cost)



22%

Multifamily
affordable

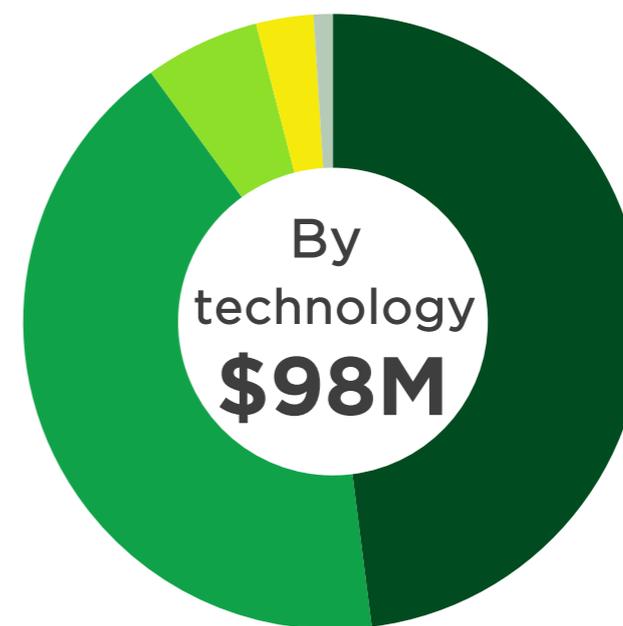
36%

Multifamily
market-rate

42%

Commercial &
industrial

EE & CLEAN ENERGY
(By total project cost)



48%

Energy
efficiency

42%

CHP

6%

Fuel
conversion

1%

Renewables

3%

Demand
response

NYCEEC PORTFOLIO



Targeted financial solutions
(By NYCEEC capital commitment)



10%
Green
construction

44%
ESA
& PPAs

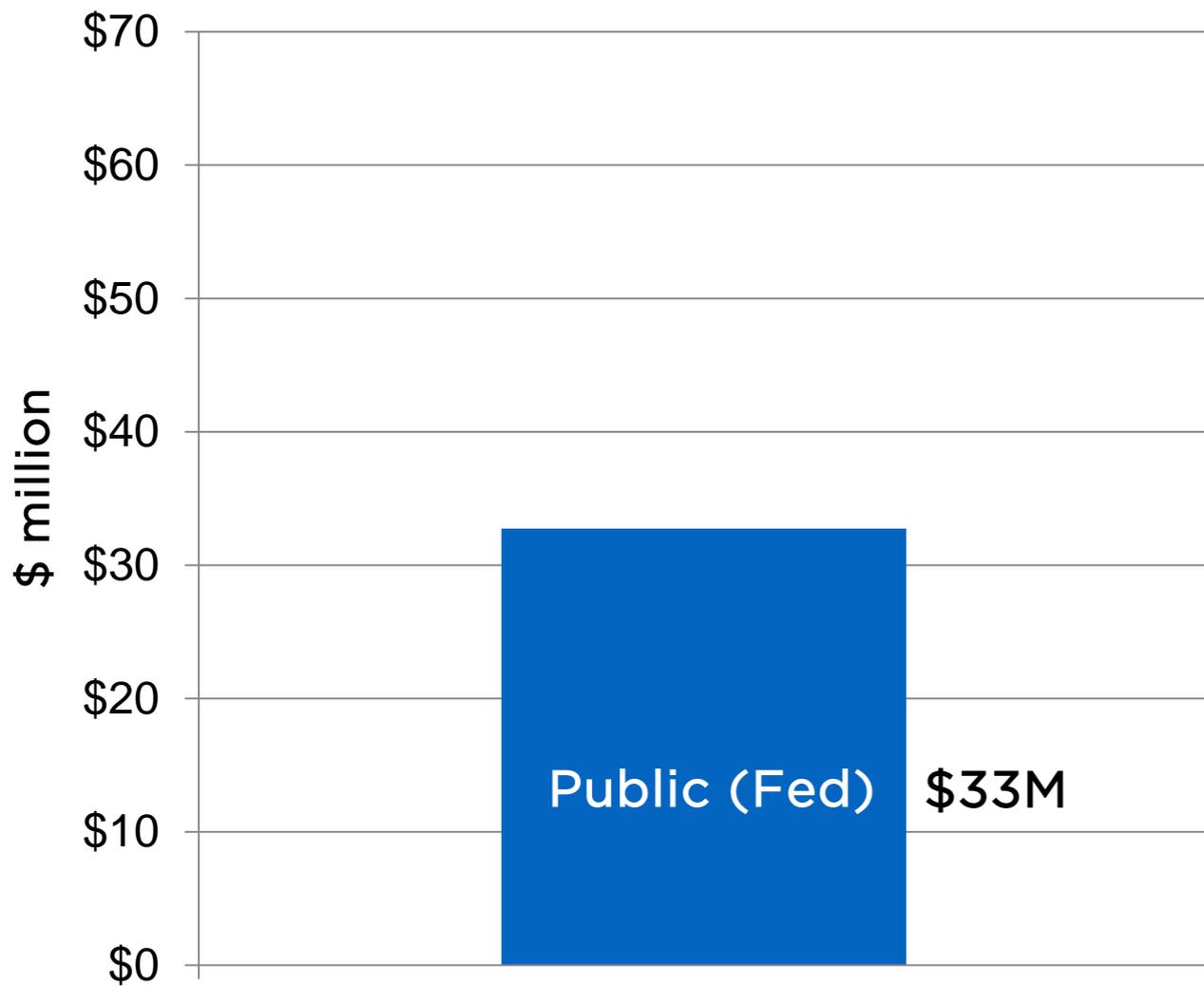
47%
Equipment
loans

Capital	<ul style="list-style-type: none"> Loans \$47M Credit enhancement (CE) utilized \$1M CE committed \$7.5M
# of transactions	59
Size	<ul style="list-style-type: none"> Pre-dev't: \$3k - \$8.5k Loan: \$48k - \$7M
Weighted avg interest rate	6.6%
Weighted avg term	8.4 years

CAPITAL SOURCES

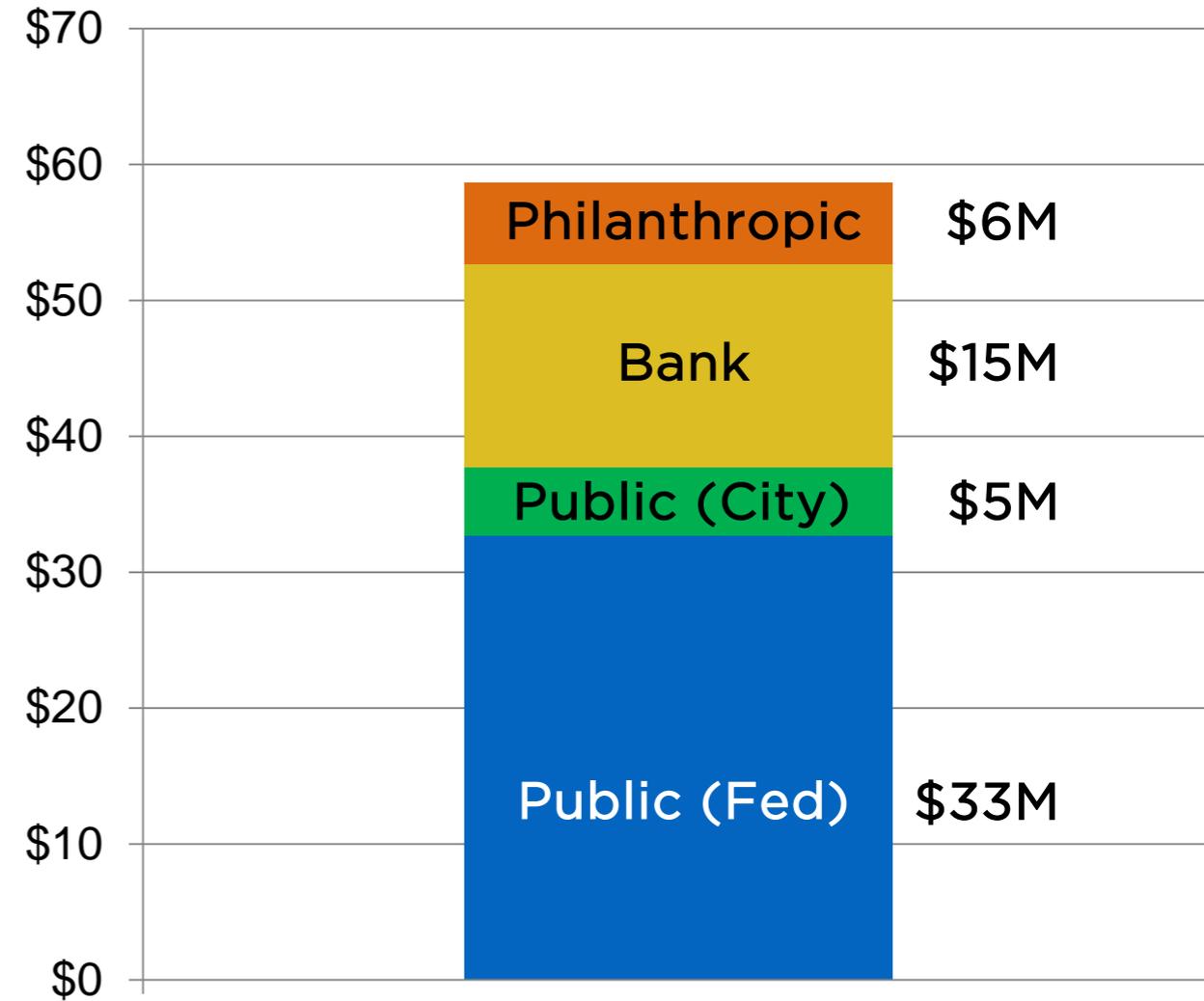


2011 at launch

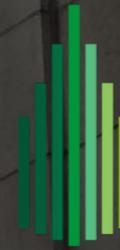


Total: \$33M

2017 today



Total: \$59M



55 WALL ST. MANHATTAN

MULTIFAMILY & COMM. CONDO

1 BLDG / 107 units
188k SF

ENERGY EFFICIENCY & COGEN

\$8.7M

TOTAL
PROJECT COST

\$6.8M

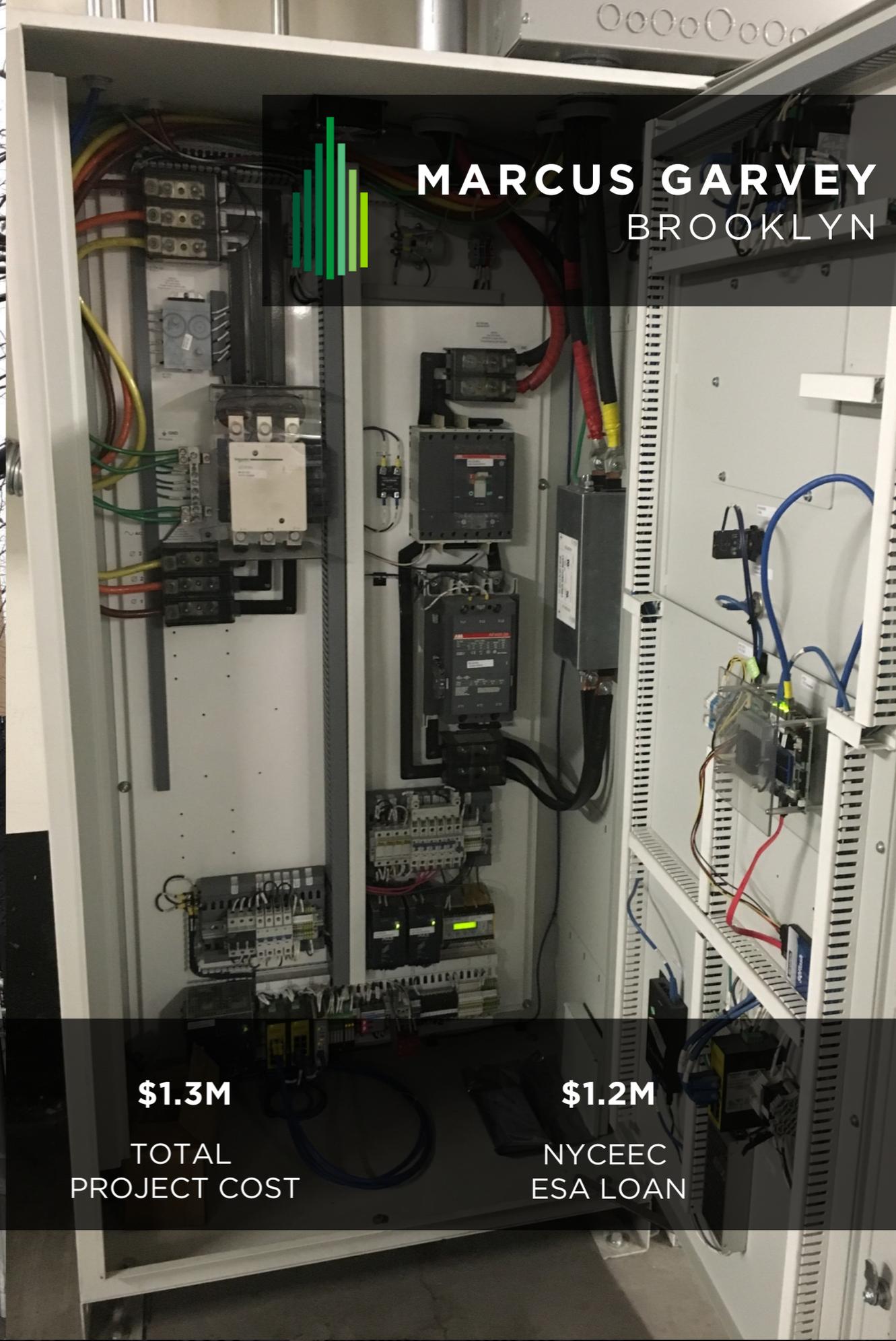
NYCEEC
EQUIPMENT LOAN



**AFFORDABLE
MULTIFAMILY**

100 BLDGS / 625 units

**ENERGY
STORAGE**



**MARCUS GARVEY
BROOKLYN**

\$1.3M
TOTAL
PROJECT COST

\$1.2M
NYCEEC
ESA LOAN



ELMO HOMES
BROOKLYN



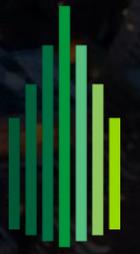
**MULTIFAMILY
CO-OP**
1 BLDG / 24 UNITS

**SOLAR
PV**

\$200,000
TOTAL
PROJECT COST

\$186,000
NYCEEC
EQUIPMENT LOAN

QUESTIONS?

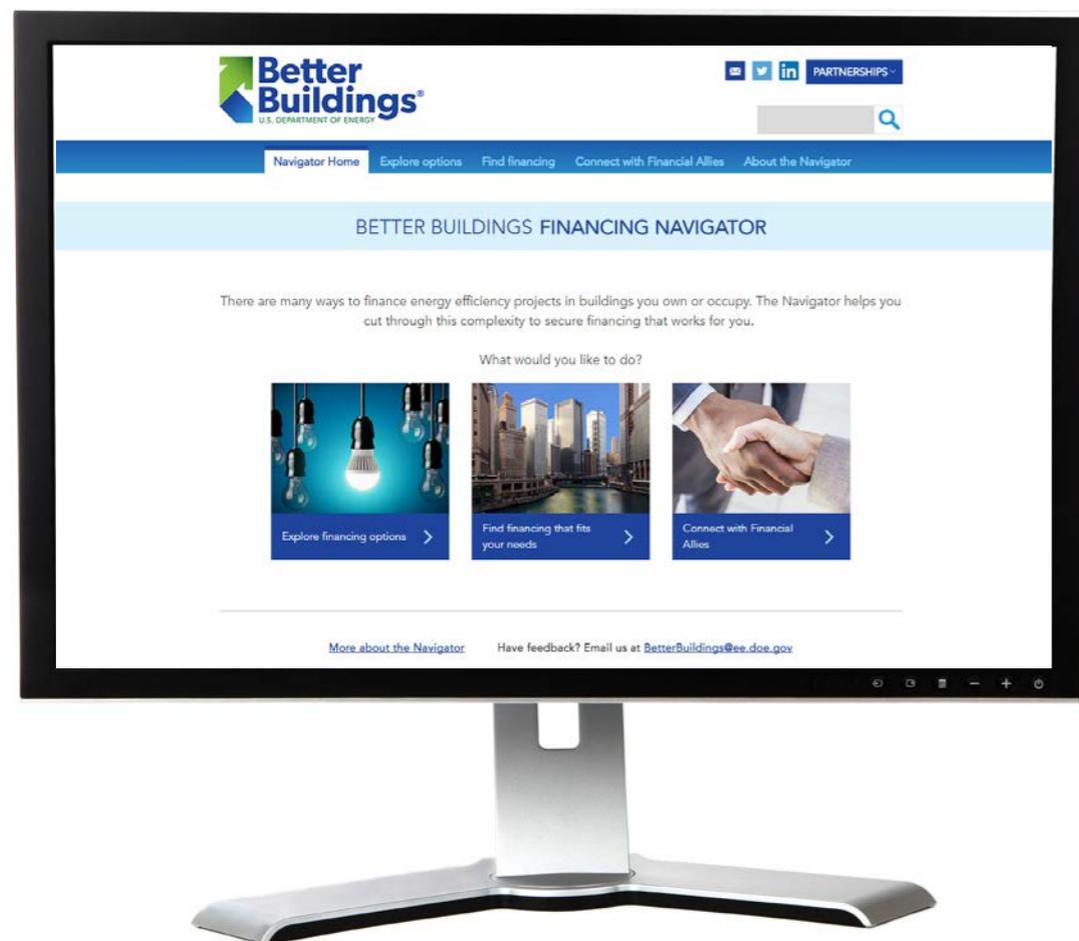


Susan Leeds, CEO, sleeds@nyceec.com



The Better Buildings Financing Navigator

The Navigator is an online tool that helps public and private organizations find financing solutions for energy efficiency projects.



With the Navigator, you can...

- 1 Explore:** Learn the basics of the efficiency financing market
- 2 Find:** Answer a few simple questions to see which financing options might be a fit for your project
- 3 Connect:** Speak to Better Buildings Financial Allies who may be able to finance your project

Now available at: <https://betterbuildingsolutioncenter.energy.gov/financing-navigator>

Questions?

Thank You

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