

Renewable Energy Deployment Methodology

Renewable energy technology investments offer the potential of substantial revenue generation, and reduced impact on the environment, but not without risk. Renewable energy technologies, as a part of a successful investment portfolio, can be thought of as a part of a machine. Sun (wind, waves, geothermal energy, etc.) flow(s) in and revenue flows out. Being able to understand the magnitude and rate of revenue flow (cash flow) requires a sophisticated understanding of not just the weather (the resources), but of the technology, the government incentives, and how they interplay to achieve a sound, risk-managed business plan.

Often client requirements cannot be satisfied with a single type of technology. Over twelve years of proven experience in OEM product development, half of which in the solar field, allows Power Focus Engineering, PS to create the optimal combination of existing technologies which address specific needs, maximize returns and manage risk.

Sound renewable energy portfolios begin with the following four cornerstones:

- **Government Incentives**
- **Investment Strategy Outline**
- **Resource Assessment**
- **Technology Survey**

Government Incentives: The single biggest driver affecting the financial success of any renewable energy deployment is the level to which the government incentivizes the investments. In general, these incentives expire at a certain date. The strategy is based on the belief that technology costs will decrease sufficiently with time to account for the reduction in stimulus. The ability to drive policy from the onset of any renewable energy project is invaluable. Feed-in tariffs, Investment Tax Credits, and special depreciation schedules are some of the incentives that aide those interested in renewable energy investments.

Investment Strategy Outline: Renewable energy technologies are a means to an end, not an end in and of itself. We translate client goals into measurable targets which can be met by risk-managed renewable deployments. This includes investors new to renewables and those with existing energy portfolios needing integration into a new strategy.

Resource Assessment: The better the quality of the climate data the better energy modeling and subsequent cash-flow modeling is possible. Each site has its own micro- and macro-climate. Some of this climate data is readily available, and some must be taken directly at the site. This entire data set works together to yield the most accurate cash-flow models available.

Technology Survey: All renewable energy technologies have one thing in common: They are man-made devices which harmoniously draw from the natural world to generate useful net-positive energy. We do not represent one single manufacturer or technology type. Our experience ranges from new technology development, like solar Stirling, to existing, well matured technology, like PV panels. The investment can be in the form of purchasing equipment, or purchasing companies which make the equipment, either way our expertise guides our clients through all levels of due diligence required prior to capital deployment.



A proven understanding of relevant government regulations, sharply defined business plans, accurate energy modeling, and state of the art technology are the four cornerstones to a successful deployment.

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