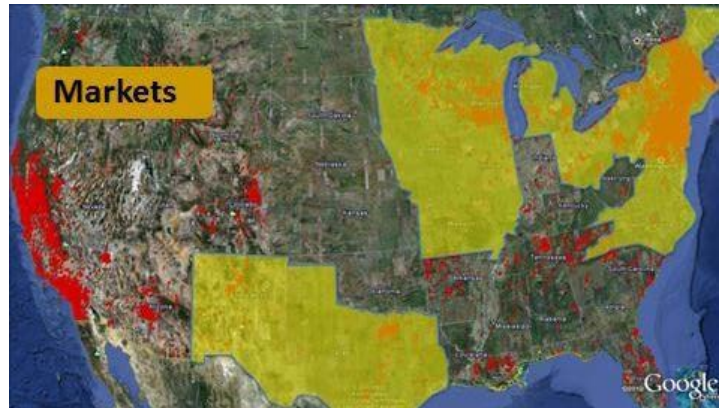


**Developing Partner, Capital and Market Strategies for a
Renewable Energy Startup**
Smart Grid Technology solution to solve distributed solar challenges

Project/Challenge

Move through pilot testing into full-scale demonstration and then commercialization via partnering, capital, and market strategies.

Intelligent Generation (IG) is a technology company that offers a new economic paradigm by managing the flow of electricity between solar panels, energy load (e.g. buildings), a battery and the grid to optimize the value of solar energy. By predicting energy prices and load demands, the IG software provides a cloud based tool to optimize the flow of energy for maximum return on solar investments. It does this by enabling building owners to sell



their energy values into utility markets, which are now accessible through IG software. The utilities are able to access and control the network of IG's distributed stored energy in a fashion akin to operating a virtual new utility-grade power plant. Pilot projects indicate reduced payback periods by 50%, and utilities have partnered with IG on demonstration projects as they see the need to better regulate distributed energy generation for grid stability.

Solution

Greenleaf Advisors used its insights and relationships to connect IG with partners that helped develop and test its technology. We supported its capital raise and also provided access to and led engagements with marketing channels and building portfolio owners/operators.

Results

IG is now successfully moving through full-scale demonstration and positioning itself for a national scale marketing and commercialization of a solar solution that promises to open up large new solar markets.

Why Greenleaf Advisors

Greenleaf Advisors was able to understand the value of a distributed energy solution and the operational advantages behind IG's technical offering. Greenleaf Advisors has access to relationships with the interest and aptitude to assist IG in furthering its technology development, as well as relationships with owners and managers of real estate portfolios where it can be applied, including industrial, commercial, residential, and institutional.