

# Emerging Technologies Associates

## Resource Productivity Enhancement Adopting Traditional Financial and Marketing Strategies

Strong energy management is a strategic asset and indicator of future profitability today. We take an independent and fact-based view of your energy management strategies within your overall business or organization 'strategies and recommend multi-year marketing, financing and operational strategies to,

- (1) maximize productivity of all resources whether, intangible, material, labor or energy,
- (2) enhance long term value of all assets to shareholders and owners of businesses while assisting institutions, non-profit organizations and government agencies (Federal, State or municipalities) in better meeting their goals for the benefits of the communities, taxpayers and stakeholders that they serve.
- (3) identify and recommend cost-effective strategies and/or solutions to address the need for managing energy and create Green Teams. We work directly with business, government and organization leaders to properly identify, assess, develop and implement recommendations providing them with a competitive edge.

We assist in the creation of teams integrating practitioner know how and blending essential general business management, sciences (environmental, engineering, expertise, biology, chemistry, physics) with industry and market strategies. In the non profit and government sectors, we have assisted agencies in the utilization of resources to meet the budget and grant requirements.

## Raise Resource Productivity and increase your bottom line by better utilizing your corporate, governmental and organizational assets.

### Water and Energy Management Strategy & Planning

#### ENERGY EFFICIENCY EDUCATION

Impact on goals  
Blend design and functionality  
Tiered Leadership coaching  
ENERGY STAR methodology

#### WHOLE BUILDING TECHNICAL ASSESSMENT

Designing projects according to Loading Order  
Energy efficiency  
Renewable energy  
Asset efficiency and productivity

#### WATER/ENERGY POLICY & STRATEGY DEVELOPMENT

Design and integrate with business plan  
Implementation plan across divisions

#### BEST PRACTICES DEVELOPMENT

Site and systems specific

#### SITE ENERGY EFFICIENCY PLAN

Design & Implementation

#### ENERGY PERFORMANCE/PRODUCTIVITY GOALS

Metrics tied to goals

#### BENCHMARKING with ENERGY STAR

Enterprise's portfolios & Buildings

#### ENERGY EFFICIENCY PROJECT ASSESSMENT

Review and analyze 3rd party audit  
Implement "Staged Approach" and Budget first strategies  
Lighting  
Plug load  
Air distribution systems  
Heating and cooling systems  
Create integrated tiered control strategies

#### TRACK & ANALYZE DATA

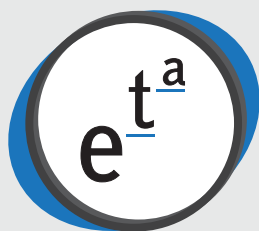
Site and source energy intensity analysis  
GHG monitoring and reduction plan  
Analyze trade offs

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Daryl DeJean    [daryldejean@gmail.com](mailto:daryldejean@gmail.com)    +1 (619) 218-5522  
Lee Stevens    [lees.eta@gmail.com](mailto:lees.eta@gmail.com)    +1 (805) 448-4200

<http://emergingtechnologiesassociates.com>





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## Water/Energy Efficiency/Renewable Energy Implementation

### INVESTMENT STRATEGY & EVALUATION

Financial analysis  
Meeting criteria and goals

### PROJECT FINANCING STRATEGY & EVALUATION

Public & private incentives identification  
Financing alternatives (private & public)

### PROJECT PRIORITIZATION

Goal matching - Financial, GHG, CSR,  
Loading Order of projects

### PROJECT MANAGEMENT

Review/Development  
Regulatory Compliance

### PROJECT IMPLEMENTATION

Team coordination  
Project management to completion

### PROJECT SELF COMMISSIONING PROCESS

Develop procedures

### PROJECT RESULTS VALIDATION

Monitor results  
Monitor with benchmarking

### PROJECT MARKETING/ PUBLIC RECOGNITION

Communicate results effectively  
Recognition/rewards of teams

### PROJECT FINANCING

Customize financing programs  
Identify sources and create screening tools  
Develop short to long term financing

## Business Strategies and Marketing Strategy & Planning In the Energy Industry

### BUSINESS & MARKETING STRATEGIES

New markets (the four P's)  
Market positioning  
Create competitive advantage  
Competitive analysis

### MARKETING PLAN

Cost effective sales and advertising  
Design print and web-based image  
Image- building strategies

### BRANDING

Create or strengthen your brand  
Branding on the web on a budget  
Integrated print and web marketing

### SALES STRATEGIES

Marketing plan and sales strategies  
Implementation plan  
Defining target markets and Marketing blitz

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Daryl DeJean    [daryldejean@gmail.com](mailto:daryldejean@gmail.com)  
Lee Stevens    [lees.eta@gmail.com](mailto:lees.eta@gmail.com)

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