

# Mid-Atlantic Case Competition

Team 20

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# Agenda

1

Framework

2

Impact

3

Mission  
Alignment

4

Financial  
Resource

5

Future  
Relationship



# 01/ Framework



## Nomination

- Public list from government projects, conference ranking, fund recommendation
- Keywords research “google”
- client/team referral

## Selection

- Basic Principle
- Legitimate
- Core Values:
  - Non discriminatory
  - Non denomination
  - Non political

## Priority

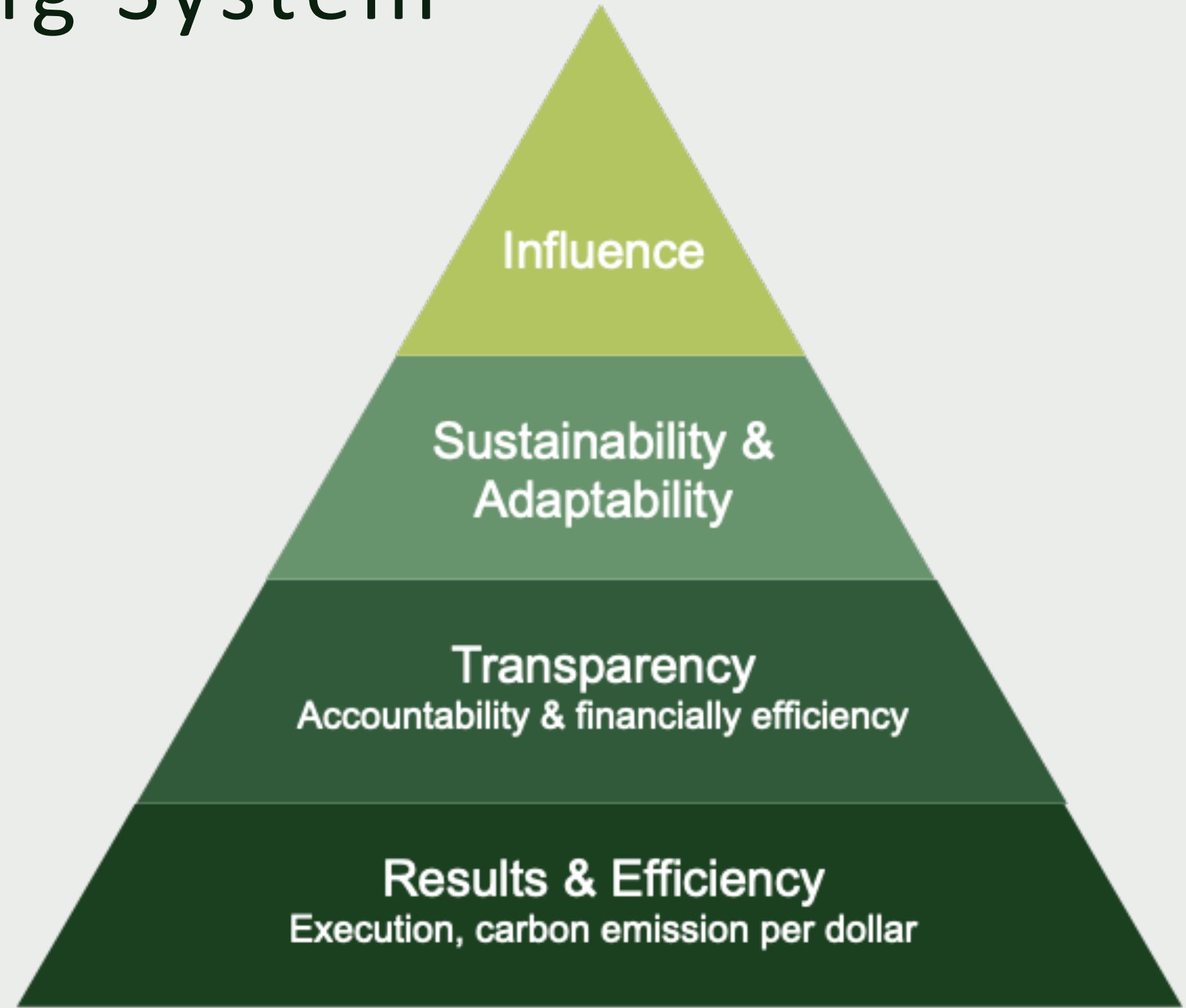
- Primary: Recognized /Registered Associations
- Secondary: Governmental projects
- Tertiary: Start up

## Rating

- Rating criteria from 4 aspects
- (see pyramid chart)



# 01/ Framework - Rating System



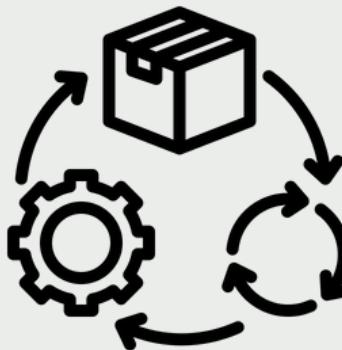
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## Impact of the proposed donations on renewable energy



Short-term  
~1 year

- PR announcement
- Maintain the current market share and social impact
- Prepare for the future R&D



Medium-term  
~5 years

- R&D and new product launch
- Increase market share
- New donations and targeting impact



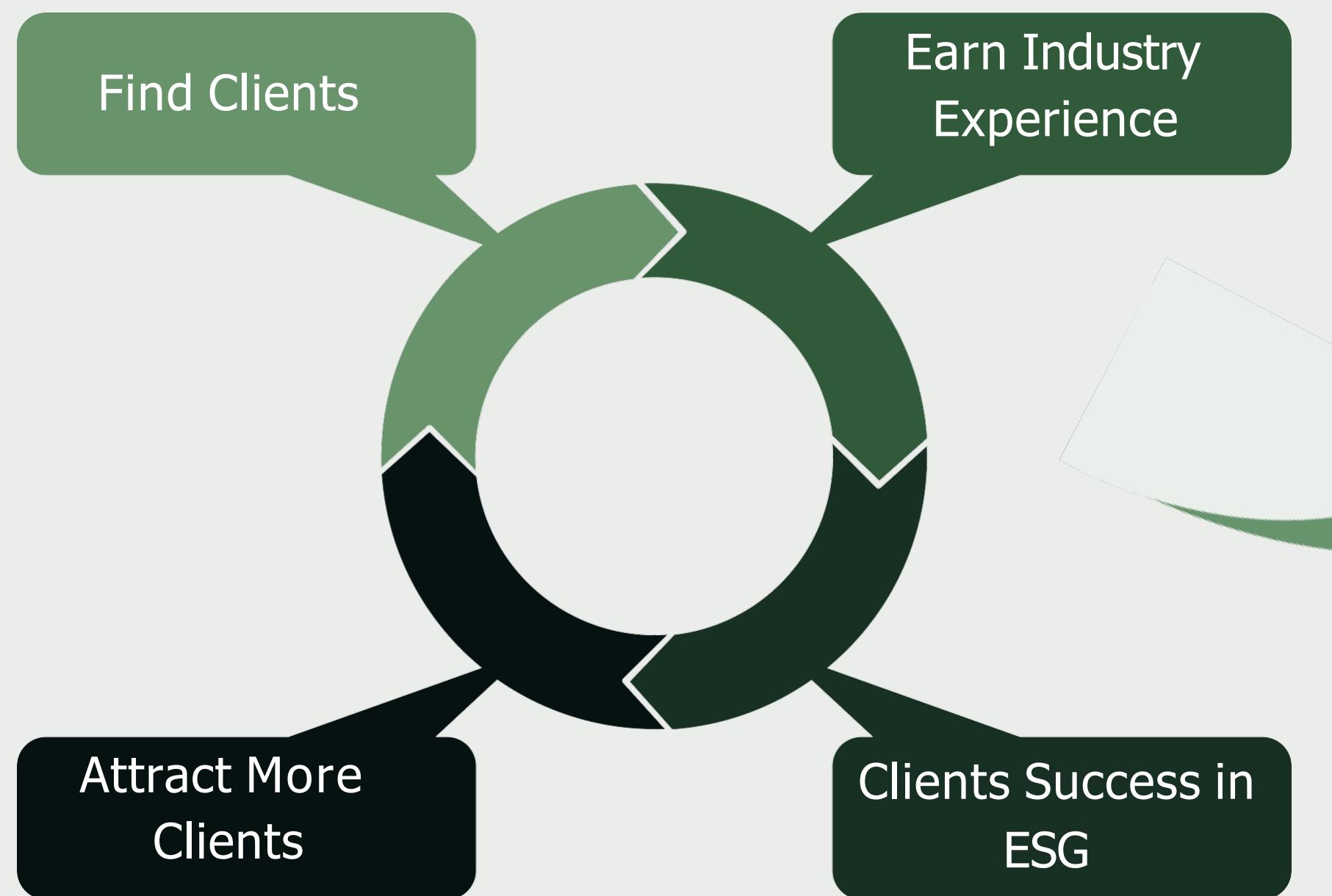
Long-term  
>10 years

- Downstream clients: change consumption behavior
- Upstream suppliers: decrease carbon emission along with the supply chain



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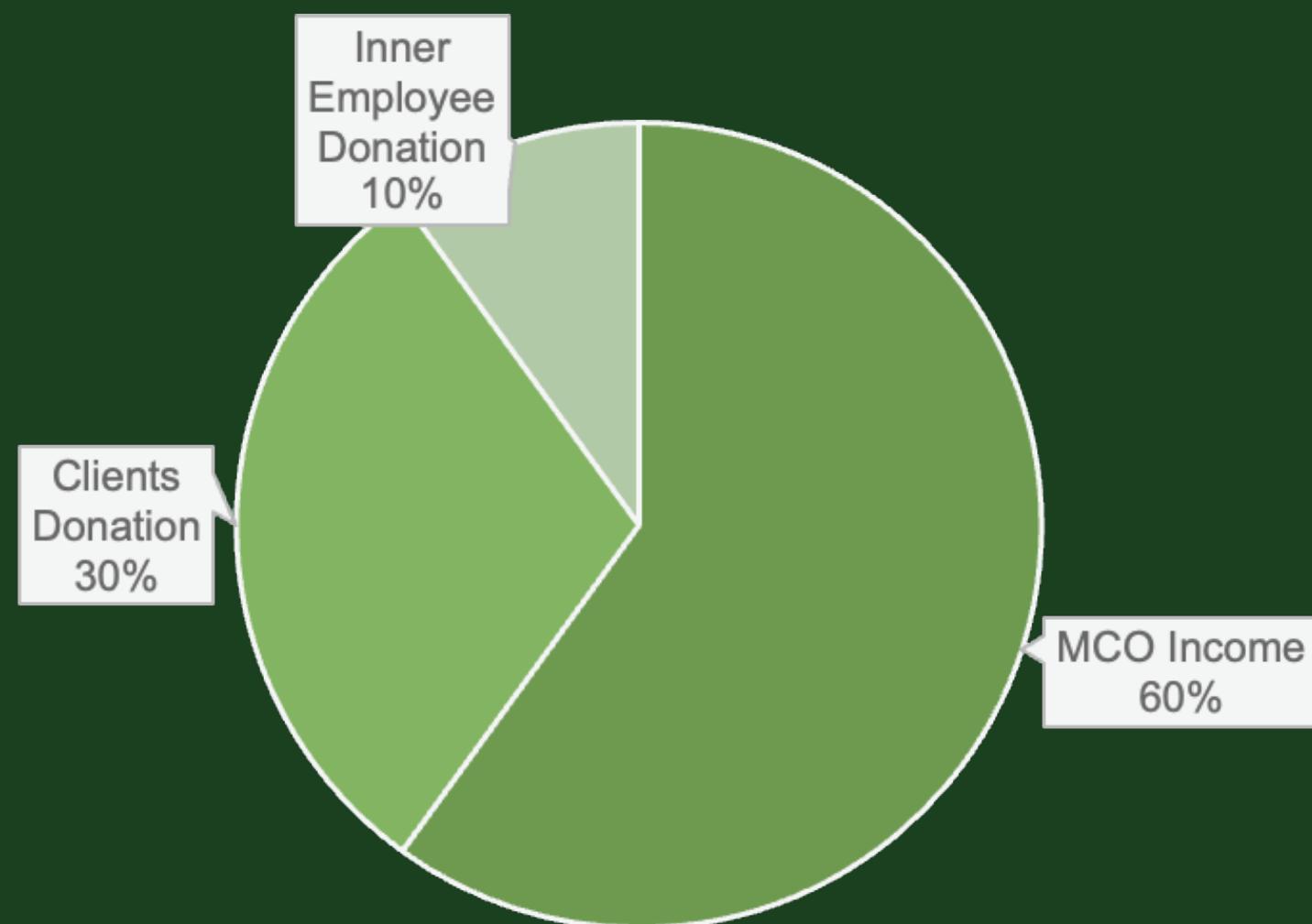
## Mission Alignment through **Training Program**



# 04 / Financial Resource

## Possible Recipients

“ Giving back to support a better world ”



Nonprofit Organization:  
Grid Alternatives



Company Fund:  
Green Mountain Energy



Government Projects:  
Bureau of Land Management



# 05 / Future Relationship



## Clients

- Better image and recognition
- More industrial information
- Wider network and more career opportunities



## Marketing Efforts

- Higher reputation
- Attract more clients

# Thank You

Cong Liu, Jixi Yin, Shanrong Zhou, Yidan Zhang