

*ThermoForte manufactures a patented, heat-dissipating, fluidized thermal backfill that improves energy efficiency and reduces costs in wind farm and underground electric transmission applications.*

## **Marketing challenges**

- The Company needed a strong fact-based business plan to raise venture capital
- The Company needed a compelling argument to show the superiority of its products to capitalize on emerging sustainability driver in energy industry
- The Company is small and has limited resources and needed to choose 1-2 markets to target from among several
  - underground electric transmission
  - urban
  - wind
  - solar
  - highline

## **Environmental problem company addresses**

- The use of cement instead of ThermoForte products in markets listed above
  - decreases energy efficiency of electric transmission
  - requires the use of thicker, more costly copper and aluminum cables
  - increases CO<sub>2</sub> emissions due to calcination and batching process of cement and energy intensive metals mining and production

## **Carbon Leaf Solution**

- Quantified economic and environmental benefits associated with ThermoForte products vs. competitive products
  - cost savings
  - CO<sub>2</sub> emissions reductions
- Wrote business plan for CEO to use to raise venture capital
- Created presentation to help company win customers by effectively positioning their products and value proposition
- Quantified the increase in profitability for wind farms when their products are used
  - enables more wind turbines per circuit
  - enables use of thinner copper cables
- Identified areas for geographic expansion
  - wind power capacity under construction
  - location of major underground electric transmission projects
- Aligned diverse set of products with target markets to meet customer needs
- Completed financial analyses
  - manufacturing costs vs. competitors
  - value chain