

FINANCING SOLUTIONS FOR THE ENERGY INDUSTRY



**“Cash Flow Products for the Energy Efficiency Industry”**

[www.Advancedenergycap.com](http://www.Advancedenergycap.com)

## Introduction

Advanced Energy Capital (“AEC”) is an Energy Finance firm providing affordable and innovative financing solutions to the Energy Efficiency industry. AEC has a \$1.5 billion mandate to finance energy efficiency measures in North America. AEC’s financing is characterized by flexibility providing access to energy efficiency solutions quickly and easily.

- The management AEC team has extensive experience in the energy and credit markets;
- Principals have worked together for more than two decades and managed over \$1.7 billion in credit strategies and transactions;
- Funded and managed over \$500 million in direct loan transactions;
- Financed over \$500 million in energy sales;
- 20+ years in the private credit and investment transaction space;
- Currently has over \$250 million in signed energy efficiency finance deals in N.A.
- Maintains an extensive network of energy industry relationships
- Organizer and co-founder of Energy Marketing Conferences in NYC
- AEC is a authorized dealer and distributor of major brands of LED lighting
- AEC provides incentive and rebate funding for contractors who participate in programs such as the Con Edison SBDI program in New York. This provides improved cash flow for contractors enabling them to execute more projects.
- One of AEC’s objectives for 2016 is: “To provide thousands of small businesses across North America the opportunity to implement energy efficiency measures without any initial capital outlay and to offer contractors and vendors a simple, streamlined interface to help them grow.”

## **A few recently signed Energy Efficiency Financing Agreements:**

GI Energy to provide \$25 Million for CHP, Ground Source Heat Pump and other energy projects –

- <http://www.prweb.com/releases/2015/11/prweb13078162.htm>

Innovative Energy Solutions – to finance \$25 million of CHP projects

- <http://www.prweb.com/releases/2015/03/prweb12606302.htm>

Power Island Energy – to fund \$50 million for CHP projects.

- <http://www.prweb.com/releases/2015/01/prweb12421321.htm>

Village Global Green – to finance \$15 million of Energy Efficiency projects

- <http://www.prweb.com/releases/2014/10/prweb12287521.htm>

Power Island Energy – to fund \$10 million for backup generators.

- <http://www.prweb.com/releases/2014/11/prweb12314668.htm>

RENEW – to finance \$25 million of their energy efficiency programs

- <http://www.prweb.com/releases/2014/11/prweb12321557.htm>

LED FUNDING, LLC – to fund \$15 million for LED lighting deals

- <http://www.prweb.com/releases/2014/12/prweb12401225.htm>

Earthpoint Solutions - to fund \$25 million of geothermal loops in N.A.

- <http://www.prweb.com/releases/2014/08/prweb12132974.htm>



Customer Installment  
Sales Plan:  
30 seconds to Approve –  
12 months to pay

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# “Energy Efficiency Installment Plan”

## Problem

Customers are reluctant to pay for their projects all at once upon installation

## Solution

### **AEC Installment Sales Program**

- Contractors are paid 100% of customer balance upon installation
  - (Less a 2% credit card processing fee)
- Customers pay us over 12 months using excess credit on their credit cards
  - 12 equal payments on their credit cards
  - 30 seconds to sign up, no credit check!

# “Energy Efficiency Installment Plan”

**Contractors only incur 2% cost while gaining the ability to offer customers more options and taking no credit risk**

**Customers will be charged a little more, but the 12 month plan makes life simple**

**No credit checks simplifies the sale for contractors**

- No disclosing Tax ID or other financial information

**Online entry of credit card information is strictly secure and confidential.**

- Visa, Mastercard, or Discover cards accepted

## The AEC Installment Sale Interface


### Monthly Payments Checkout

Amount \*:  US\$


Reference order:

**Submit**


## The AEC Installment Sale Interface





TOTAL PURCHASE:  
**US\$1,200.00**




1 Credit card details


Credit Card 


MM / YY 


CVV 


Number of Installments 

2 Cardholder details


Name on Card 


Email 

Address 

ZIP 

3 Choose your order type


 In Store

 Phone


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## The AEC Installment Sale Interface



TOTAL PURCHASE:  
**US\$1,200.00**



Number of Installments	12
First Installment Amount	US\$100.00
Subsequent Installment Amount	US\$100.00
Required Available Credit	US\$1,200.00

[See Complete Payment Schedule](#)


**Important notes to Consumer:**

1. Your actual payment schedule will be a monthly payment according to the dates specified in the attached payment schedule. For e-commerce only, the first charge will be made on the date of shipment and each subsequent payment 30 days thereafter.
2. You understand that you must have the "Required Available Credit" amount available on your credit card (in addition to the amount of credit that was already used for this purchase) until each of the dates listed in the table above and you grant permission to the merchant to authorize your credit card for each such amount.
3. You agree that if any Installment amount or authorization is declined, the Merchant may charge the entire outstanding balance to the credit card used during this purchase.

**Signature:**

☒ Digital
 ☐ Manual

By signing, I acknowledge that I have read and agree to the [Terms & Conditions](#)



I Approve

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## Case Study

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Joe's Deli Mart uses about 14,000 kWh in electricity each month. Joe the owner says that between supply and delivery he pays about \$0.21 per kWh to the utility.

He would like to reduce his energy costs without paying any money upfront.

If he can reduce his annual electricity expense by about \$10,000 that would be the equivalent of doing more than \$250,000 in increased sales for the year.

Joe's traditional fluorescent and incandescent lights are replaced with high efficiency LED bulbs reducing his overall annual electricity consumption by about 50,000 kWh. The total cost of the retrofit is \$6,000. The program pays \$4,200 or 70% and Joe is responsible to pay the remaining \$1,800.

Using AEC's "Installation Plan", Joe spends 30 seconds with his Visa card to authorize the 12 equal installment payments of \$172.50. The reduction in electricity consumption creates a savings in the electricity supply costs, delivery costs and lighting maintenance.

## **Case Study (cont.)**

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In the first year, Joe will pay \$172.50 a month for 12 months and save about \$982 a month on his electricity consumption, saving \$809.50 a month net.

In years two through ten, Joe will save approximately \$11,800 each year.

Over the first five years alone Joe will save approximately \$54,000.

He was able to do this no money down, by simply authorizing 12 equal payments on his credit card. There is no credit check needed and he can do this safely and securely with our web portal.

The LED lighting will provide the store with better, safer, brighter, more durable and more beautiful lighting. Typical LED lamps last about 50,000 hours. Joe's Deli is open about 3,500 hours a year so the lights will probably last more than 10 years without replacing.

His customers and employees love the way the store is lit and he enjoys even more sales as a result.

Joe's contractor will be paid \$4,200 from the program and another \$1,764 upon installation from AEC (\$1,800 less 2%).

## The Installment Plan: BEFORE and AFTER

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### Before:

- Project price: \$6,000
- Customer Payments to Contractor total \$6,000 (with payment terms)

### After:

- Project price: \$6,000
- Paid to Contractor by AEC: \$5,880 (upon installation)
- Customer's credit card is charged \$575/month for 12 months
- Customer has no upfront cash outlay
- Contractor has no customer credit risk, collections charges etc.

## **The Energy Efficiency Installment Plan: Benefits**

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Cash Flow improvement for the contractors

Contractor has no customer credit risk

Contractor has no collections responsibility (and expense)

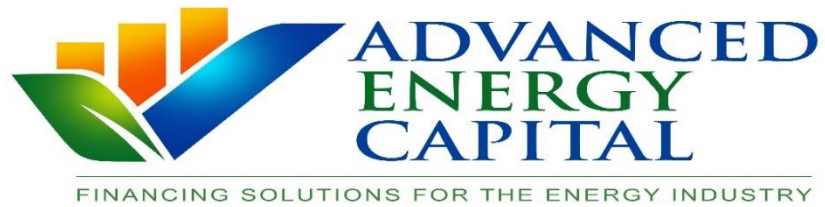
Contractor can offer as “No Money Down” proposals

No credit check processes

Signing up is easy and fast – approval in 30 seconds or less!

Secure online portal

Visa, Mastercard, or Discover cards accepted



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