



**The Notes Are Shared with Permission by FountainBlue, our sponsors and speakers.
All rights are reserved. See details at the bottom of this page.**

FountainBlue's October 4 Clean Energy Entrepreneurs' Forum was on the topic of Sustainable Solutions for the Built Environment and featured:

Facilitator Craig Lobdell, CFO Advisory Group, KPMG
Panelist Michael D'Amour, President and CEO, LUMEnergi Inc.
Panelist John Kerley, Donnelly Kerley Builders
Panelist Kevin Kopczynski, Senior Associate, RockPort Capital
Panelist Josh Schoonmaker, SmartHome Manager, HP
Panelist Kevin Surace, CEO, Serious Materials
Presenting Entrepreneur Matt Golden, Founder and President, Recurve
Presenting Entrepreneur Greg Howes, CEO, IDEAbuilder
Presenting Entrepreneur Brian Pierson, CEO, Tru2Earth

Please join me in thanking our panelists for their insight advice and comments, and in thanking KPMG for their support and sponsorship. Below are notes from the conversation.

Our esteemed panel represented the range of Built Environment solutions: everything from building materials to software design solutions to devices and solutions to monitor the energy within the home or organization. The core theme of the discussion was the need for each of the stakeholders providing solutions for the built environment to collaborate and partner in providing integrated solutions to the customers for mutual benefit. The panel repeatedly talked about how difficult it was to bring together builders, policy-makers, home-owners, building managers, integrators and others to develop collaborative solutions ranging from building construction to retrofitting to energy management.

The panelists also talked about the human factor, and how difficult it was to manage energy usage even in LEED compliant buildings as users find many ways to circumvent systems designed to efficiently manage energy usage overall. For example, a user may unwittingly turn on air conditioning in one room, and the heater in the next or even the same room. The controls are difficult to understand, much less dynamically manage, so these types of energy waste stories occur in many ways, every day, in homes and in companies.

The panelists speak of solutions which proactively manage energy usage, integrate all the pieces of the puzzle – from the lighting, heating and cooling mechanisms themselves to the software solutions that manage and integrate individual units, and the overall solution as a whole. But in many cases, this is a future solution. We don't have enough standards and collaboration to currently provide these solutions, and it will take leadership and standards and cooperation to bring us there. In addition, many of the stakeholders in the industry are conservative by nature, and not necessarily early adopters, as their industry rewards proven solutions and is risk-adverse about adopting unproven solutions which could fail and lead to injuries and lawsuits. The up-side is that we can easily develop and leverage technology solutions from databases to 3D modeling from robotics to SaaS-based energy management solutions to provide sustainable building options for our customers.

Technology advancements and market changes are also necessary to ensure that customers get 1-5 year ROI on their build environment management solutions. It's best to sell to the business side of a customer rather than to the customers who do the right thing for the building and environment because it's the right thing to do – a much smaller target audience. So technology advancements are needed to reach grid parity for everything from materials upgrades to building retrofits to energy management solutions.

Fortunately, our esteemed panelists and their solutions and programs are supporting, funding, and developing these technological changes, and creating and selling to markets who see the ROI and opt for these more advanced built environment solutions.

The question arose about the policy changes necessary to support the adoption of higher standards for the built environment, and the panelists concurred that the focus should be on the business model, rather than relying on policy-makers to issue refunds, grants and mandates to create a market.

Any way you turn it, the entrepreneurs, intrapreneurs, investors alike will find a way to continue developing value for their customers, enhancing technologies, increasing channels and markets, and collaborating with each other and other stakeholders to address all the pieces of the puzzle and provide more financially attractive, sustainable solutions that provide value without changing the lifestyles, and serve homeowners and building managers alike.

Stimulating Conversation, Building Community, Nurturing Innovation

At FountainBlue, we stimulate collaborative innovation one conversation, one leader, one organization at a time. We hope that our notes from our monthly events stimulate conversation on a topic of common interest, build a community of connected stakeholders, and in general, advance entrepreneurial business opportunities in this area. We welcome you to forward our notes INTACT, or send a link to our notes page to interested others, provided that you copy us on your distribution, and that you provide acknowledgment to FountainBlue and our sponsors and speakers, as our notes are copyrighted by FountainBlue for 2006-2011. If you would like to publish the information on your web site or blog, or in other publications, please e-mail us requesting permission to do so. We welcome your continued participation and input and hope to see you at an event soon.