

Project 11: Market Connections

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Goals

- Shape and support product adoption
- Provide market intelligence throughout development cycle
- Establish alliances & partnerships
 - CA utilities demonstration/evaluation/program support
 - State/local agencies: UC/CSU system pilots
 - Federal agencies: Federal Network for Sustainability
 - Private sector- innovative business leaders
 - US Green Building Council - LEED
 - NBI- Advanced Lighting Guidelines

Goals

- Market adoption
 - Marketing materials/press releases
 - Spec sheets/application guides
 - Content for web sharing-Lighting Portal, Design Lights, Lighting Lab
 - Updates to CLTC Residential Design Guide
 - Procurement channels
 - Support utility adoption of demand response products inside/outside CA
- Codes and standards- Title 24, IESNA, ASHRAE, LEED
- Production readiness plans
- Post-contract support strategies

Current Activities

- Technology Transfer Plan - the business case
 - Market and product definition
 - Manufacturer business case
 - Value proposition for the customer
 - Supply chain requirements
 - Key market barriers
 - Key market messaging
 - Energy/demand savings potential

Purpose of TTP

- Primarily, assist in building the business case for each project and resulting product offering
 - Facilitate development of **technology transfer plans (TTP)** for each product
 - Ensuring answers are provided to questions partners/investors/funding parties are likely to have about the product's:
 - Effectiveness in reducing/managing demand
 - Market feasibility
 - Additional assistance as needed (surveys, interviews, etc).

Other Current Activities

- Business case spreadsheet analysis tool
- CO2 accounting
- Discussion with Navy Region NW & Bonneville Power Admin.
- Meeting with Navy Region SW - CA and SW states
- Discussions with US DOE Commercial Lighting Initiative