



Expanding into New Markets for a Sustainable Future

- Portland, Oregon
- Spokane, Washington



acmeenergy



Invest in your energy future.

Company profile

Acme Energy specializes in commercial and industrial solar installations that help companies save money, meet sustainability goals, and conserve energy.

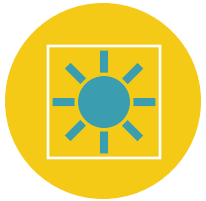
- \$500 million energy company in the Pacific Northwest
- Strong brand presence and reputation in the Puget Sound region
- Looking to expand commercial solar installations in new markets, specifically:
 - Spokane, Washington and Portland, Oregon



Solar Trends

- Commercial solar installations on the rise
- 11% increase forecasted in commercial solar by 2029
- Larger, mature markets are expected to remain steady or taper off
- Smaller, newer markets are expected to grow
- Growing interest in solar systems with battery storage
- Top brands are leading by example

Growth Drivers



Decreased costs related to solar installations and technology



Reduces or eliminates energy costs



Increased demand for meeting environmental targets



Concerns about a potential energy crisis as demand begins to outpace resources



Greater thought given to corporate social and environmental responsibility



Taking advantage of existing incentives

Organizational Strengths

- Brand recognition in the Puget Sound region
- Company reputation as a trusted partner
- Proven track record in meeting and exceeding customer expectations
- Existing client roster with potential locations or connections in new market areas
- Ability to provide full-service experience to increase customer satisfaction and retention
- Regionally owned and operated

Organizational Weaknesses

- Lacks brand recognition in new geographic markets
- Time needed to develop relationships and build consumer trust
- Strong local and regional competitors
- Investment required in recruiting staff and training
- Learning curve for developing knowledge of local market offerings, regulations, incentives, and tax credits

External Opportunities

- Energy efficiency policies and regulations
- Incentives and tax credits
- Growing interest in environmental responsibility
- Broader energy transition indicators
- Rising energy costs
- Favorable support for community solar expansion
- Growing investment in solar by energy providers

External Threats

- Competitive market
- Lack of skilled labor
- Supply chain issues
- Delays in permitting and interconnection
- Existing and proposed tariffs on imported modules and components
- Key elections at the state and federal level

Market Analysis - Portland

- City of Portland population: 652.5K | Greater Portland metro population: 2.7M
- Businesses in metro area:
 - 84.5% small businesses (>100 employees)
 - 4.5% medium businesses (100-499 employees)
 - 11% large businesses (>500 employees)
- Leading industries: healthcare, computers and electronics, software, apparel, education, food and beverage
- Largest employers: Intel, Providence Health, Oregon State Health & Science University, Nike, and Columbia Sportswear
- Solar potential: 144 average sunny days

Market Analysis - Spokane

- City of Spokane population: 224K | Greater Spokane metro population: 600K
- Businesses in metro area:
 - 82.1% small businesses (>100 employees)
 - 4.1% medium businesses (100-499 employees)
 - 13.8% large businesses (>500 employees)
- Leading industries: healthcare, aerospace, logistics, education, government, manufacturing, and professional services
- Largest employers: Providence Health, Washington State University, Spokane Public Schools, MultiCare Health, Gonzaga University, Amazon
- Solar potential: 174 average sunny days

Competitive Analysis

- Power Northwest (Oregon)
- Elemental Energy (Oregon)
- DPI Solar (Oregon)
- PCI Renewables (Washington)
- Northwest Solar & Electric (Washington)
- A&R Solar (Washington and Oregon)
- Blue Raven Solar (Multi-state)
- Tesla Energy (Nationwide)
- McKinstry (Nationwide)

Marketing Objectives

- Create brand awareness for Acme Energy in two new markets
- Generate new sales leads
- Leverage our existing client list
- Build relationships with key regional partners



Target Audience

Portland

- Health systems
- Local school districts
- Large or big-box retail
- Universities
- Hotels
- Breweries

Spokane

- Health systems
- Local school districts
- Agriculture
- Manufacturing
- Pulp and paper

Marketing Strategies

- Introducing ourselves to the new market
 - "Hello Portland! It's nice to meet you!"
- Specialize in commercial and industrial
- Full service, end-to-end provider
- Customer driven





Marketing Tactics

Digital

Content

Referrals

Public
Relations

Community
Relations

Events

Memberships

Partnerships



KPIs and Metrics



Call volume



Website
traffic



Conversion
rate



Brand
recognition



Efficiency



Revenue



THANK YOU

Questions?

