

CLEAN EDGE BUSINESS CONSULTING

Clean Edge offers a range of services to help emerging clean-tech companies build their capacity and gain competitive advantage. Services include:

- Business and Financial Plan Development
- Venture Funding Strategies
- Corporate Branding and Marketing Communications
- Sales and Business Development

Our consulting team includes seasoned veterans who collectively have raised more than \$300 million for technology companies; have deep strategic consulting, business development, and marketing expertise in a range of sectors; and have helped to launch, grow, and sell technology start-ups.

In addition to our in-house expertise, we provide clients access to our network of professional service providers including legal, public relations, recruiting, and marketing.

STRATEGIC CONSULTING SERVICES

Business and Financial Plan Development

- Market scanning, mapping, and competitive analysis
- Financial business modeling
- Business plan development, writing, and production

Venture Funding Strategies

- Opportunity assessment and analysis
- Investor target selection and development
- Outreach strategies and timelines
- Funding preparation, coaching, and execution

Corporate Branding and Marketing Communications

- Corporate branding and positioning
- Perception audits with key audiences including investors, analysts, prospective and existing customers, partners, and media
- Integrated marketing communications and PR plan development

Sales and Business Development

- Customer acquisition strategies
- Government, industry, and investor relation strategies
- Strategic partnerships and business development

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PRINCIPAL CONSULTANTS

Joel Makower, co-founder and principal of Clean Edge, is a well-respected business writer and analyst, and a leading voice on business, technology, and the environment. Prior to founding Clean Edge, he was editor of *The Green Business Letter*, a monthly newsletter on corporate environmental strategy, and the creative force behind GreenBiz.com, an acclaimed web portal on business and the environment. He is a former nationally syndicated columnist, a bestselling author or co-author of more than a dozen books, and is a frequent lecturer to companies, associations, and business schools on clean technology and sustainable business.

Ron Pernick, co-founder and principal of Clean Edge, is an accomplished marketing and business development entrepreneur. Prior to founding Clean Edge, he helped build the brands of such early Internet pioneers as Global Network Navigator, Internet In A Box, Preview Travel, The WELL, and Yahoo! He has worked on the marketing programs of numerous high-tech leaders in the US and Japan, as well as running his own environmental business consulting practice. He has co-written papers and lectured on clean technology developments, and is an instructor in the Business and Management Program at UC Berkeley Extension.

Andrew Beebe has focused for more than a decade on creating and building innovative companies around disruptive technologies. Prior to joining Clean Edge, he was co-founder and CEO of Bigstep, an online service center for small businesses. He serves on the boards of ITU, a technology venture capital fund; and Mixonic, a start-up focused on music and data recording. He also has worked at or developed business strategies for a wide range of innovative technology firms.

Andrew Friendly has worked at the highest levels of the federal government, as well as in management consulting and technology business development. Prior to joining Clean Edge, he helped launch the business development and sales staff for Zambeel, a start-up data-storage company, and served as a strategy consultant with Booz-Allen & Hamilton. He also served for six years in the Clinton White House, as the president's Personal Aide, as Special Assistant to the President, and as Senior Advisor to the Special Envoy to the Americas.

Mark Goldstein has been an entrepreneur-in-residence at venture capital firm NEA (New Enterprise Associates) and at SOFTBANK. He co-founded BlueLight.com and served as its president and CEO until it was purchased by Kmart. Mark also co-founded and served as president and CEO of Impulse Buy Network (purchased by Inktomi Corp.); and co-founded and served as CEO of NetAngels (purchased by Microsoft). Mark sits on the board of directors or serves as advisor to several high-tech firms.

ABOUT CLEAN EDGE

Clean Edge, Inc., based in the San Francisco Bay Area, is a research and consulting firm that helps companies and investors understand and profit from the emerging clean-tech revolution. Through its business consulting services, research reports, and industry events, Clean Edge's mission is to catalyze the development of clean-tech companies and markets. Founded in 2000, Clean Edge and its growing network of partners and affiliates offer unparalleled insight and market intelligence on clean energy, transportation, and materials.

For more information about our consulting services, send inquiries to consulting@cleanedge.com, or call 510/465-3600