Spring Seminar
NALMCO SPRING SEMINAR

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Finding New Market Opportunities in 2020 and Beyond: How Software and Online Marketplaces are Becoming a Growth Driver for the Retrofit Business

March 3, 2020
ENERGY EFFICIENT LIGHTING IS CREATING A $200 BILLION RENOVATION OPPORTUNITY IN EXISTING BUILDINGS
LED technology is a relatively young, evolving market.
Controls/Connected Lighting
Accelerate the opportunity

![Diagram showing energy savings comparison]

- Current SSL Path: 62 quads
- DOE SSL Program Goals: 78 quads
- If DOE targets for efficiency and controls/connected lighting are met, LEDs will enable an additional cumulative **16 quads** of energy savings through 2035.
- The total cumulative energy savings of **78 quads** is equivalent to around **$890 billion** in avoided energy costs.

* Source: 2018 Energy Savings Forecast of Solid-State Lighting in General Illumination Applications

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91% of contractors experience difficulty finding skilled labor.
Lack of skilled labor is hindering growth, damaging reputation, and forcing contractors to turn down opportunities.
So if I understand correctly..

- There's a large, expanding market
- A significant Labor Shortage
- There’s limited time, capital and attention to hire and train new staff

So what is my real opportunity?
When demand meets excess capacity
To combat the labor shortage, many companies are forming on-demand partnerships.
Case Study: Cincinnati Zoo

- Donovan Energy awarded project of 87 buildings & 10,000 fixtures
- Sought referral for experienced auditor
- SnapCount introduced Lewis Hughes of Innovative Light Auditors
- Lewis completed audit in 6 days
What if...

• You could find qualified retrofit partners faster?
• Activate supply when after you’ve created demand
• Rent, not build your own professional network?
• Enjoy scaling beyond your current constraints?
Companies like Amazon, Salesforce and UpWork have created digital marketplaces with their networks of users.
With so many skilled retrofit professionals, a digital marketplace was needed.
The SnapSource Service Marketplace: An online community of lighting retrofit professionals and businesses
Your service territory just expanded!
Questions?
Thank You!

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