

REQUEST FOR PROPOSALS

For Branding and Public Relations Services

Contact: Samantha Gilman, Director of Communications, Abundant Power Group

Date of Issue: Friday, June 22, 2018

Deadline: Wednesday, July 11, 2018 by 6:00 PM EST

Website: <https://www.abundantpower.com/>

Abundant Power Group is requesting proposals for the creation, messaging and planning of a rebrand of Abundant Power. The revised structure will include a parent company, Abundant Power Group, with two subsidiaries 1) CleanSource Capital and 2) “Company B” to be branded in this SOW. No separate branding work is needed for CleanSource Capital.

Background

Abundant Power Group began in 2008 initially as a financing company focused on energy efficient and sustainable commercial real estate projects. It has since morphed into two companies: CleanSource Capital, which still finances real estate projects; and Abundant Power, a technology company for commercial real estate. Abundant Power currently offers data analytics of building management systems (BMS/BAS) for commercial real estate to enhance building performance, building system and asset health (HVAC, VAV, etc.), energy efficiency and occupant comfort. All work and revenue are a product of one of these two subsidiaries.

We would like to rebrand Abundant Power Group as the parent company of CleanSource Capital and “Company B”, the data analytics, SaaS company. The main purpose of this RFP is to brand “Company B”.

Overview

The current Abundant Power, soon to be “Company B”, is described as a dedicated team of experts in building engineering, software development, IT, and data analytics. We offer an online portal with comprehensive Performance and Energy Analytics. In addition, our SaaS offers monitoring, reporting and monthly recommendations to commercial real estate owners and managers on how to improve overall building performance, asset health, occupant comfort and energy efficiency. We unite technology and professional expertise together with SkyFoundry's SkySpark analytics software to create a simple, intuitive platform that provides customized, relevant analytics solutions to your entire team and portfolio. SkySpark is an industry-standard platform that Abundant has simplified for the typical user, including property owners and facility managers of commercial real estate.

Our mission is to provide commercial solutions to planetary problems by improving the efficiency of the built environment. In laymen’s terms, we would like to reduce GHG emissions from commercial real estate. However, this is not the key point in our value proposition. The critical value we bring is using analytics to help buildings perform better and keep tenants comfortable.

Our company is looking forward as the commercial real estate technology (CREtech) industry moves towards AI, machine learning and predictive analytics.



Our clients know technology is a competitive advantage for commercial real estate in the 21st century. Our clients also believe that analytics offers a ROI opportunity beyond energy savings, that operational excellence reduces capital and maintenance costs, that transparency is needed in the built environment, and that comfort delivery is key to occupant satisfaction.

Our key customers are in the commercial real estate industry, and the typical customer titles include: facility manager, corporate real estate owner, property manager, asset manager, portfolio manager, energy engineer and mechanical contractor.

CleanSource Capital is the specialty finance affiliate, established to expand the SAVES Platform for funding energy efficiency, distributed generation, and other forms of self-funding measures through tax-advantaged bonds and other emergent financing instruments.

Scope of Work

1. “Company B” Brand Statement (New name to be selected internally in July)
2. Boiler Plate
 - a. Including brief description of parent company (Abundant Power Group) and CleanSource Capital with extended description of “Company B”.
3. Key Messages
 - a. Multiple key messages for “Company B” and its value proposition.
 - b. Additional message for Abundant Power Group as it now relates to “Company B” and CleanSource Capital.
4. Brand Announcement and Supporting Events (*excluding event execution*)
 - a. Brand announcement ideas and best practices including, but not limited to, official announcement at NYC Real Estate Tech Week the week of November 5th.
 - i. Selected to be a sponsor of the event

Timing & Budget

Budget Range: \$15,000-\$30,000 (*please itemize budget*)

Contract Period: August 1, 2018- October 31, 2018

Proposal Requirements

1. Cover Letter
2. Qualifications & Experience
3. Approach to Scope of Work
4. Estimated Project Cost
5. Case Studies & References

Submission Requirements

Proposals should be emailed to Samantha Gilman, sgilman@abundantpower.com, no later than Wednesday, July 11, 2018 by 6:00 PM EST.

We will offer a demo of our data analytics portal for interested parties on Friday, June 29 at 1:00PM EST.

Contact Samantha for details or questions at 707-486-5344 or sgilman@abundantpower.com.

