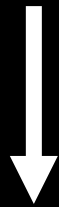


Marketing your Project to a Board of Directors

Lindsey Kuhnen
Senior Marketing Coordinator
Jacobs

reply all emails



too much
information



irrelevant
information

This also applies to **our** communications.

When selling to a Board, you have

Non-technical audiences → Keep it simple

Varied interests → Keep it relevant

Limited time → Keep it brief

DANGER
BE CAREFUL
WHEN BELT
IS IN MOTION.

keep it

SIMPLE



keep it **SIMPLE**

How do you distill technically
complex findings and propositions
into a simple, sellable idea?

keep it **SIMPLE**

Define the problem in **BULLETS**

- Deferred maintenance posing **student safety issues?**
- Inability to serve **future master planned buildings?**
- Issues **reliably** serving critical research facilities?
- **Carbon emission reduction** goals?

keep it **SIMPLE**

Define the problem in **BULLETS**

- The existing campus system has exceeded its useful service life, causing **reliability and student safety** issues on campus.
- The existing campus power plant won't be able to support the electrical load of future campus buildings.

keep it **SIMPLE**

Define the solution in **METRICS**

A second utility interconnection is the most resilient and cost-effective solution to facilitate future growth on campus,
increasing capacity by 20 MVA with a cost of \$29.1M.

Is your solution the BEST solution?

A man in a suit is standing on the left side of the frame, facing a large audience seated in a lecture hall. The audience is composed of many people, mostly young adults, who are looking towards the speaker. Many of the audience members have laptops open on their desks. The room is dimly lit, with the primary light source coming from the front, where the speaker is. The overall atmosphere is professional and educational.

keep it

RELEVANT

keep it **RELEVANT**

Facilities interests

- Plant operations and maintenance
- Reliable utility services
- User comfort
- “Keeping the lights on”

BOD interests

- Wise stewardship of campus funds
- Student attraction / retention
- Fiduciary allocation based on interests of varying stakeholders
- *Finite money!*

keep it **RELEVANT**

Facilities interests = BOD interests

Deferred steam line maintenance → Student safety issues

Lack of resilient microgrid → Unreliable power for critical research facilities

Ability to reduce utility costs → Reinvestment into student attraction / retention

keep it **RELEVANT**

INDIVIDUAL interests

What is their background?

How can you create connectivity between your projects and their interests?

How do you campaign for your projects within their rules?

**Everyone thinks their project is the most important.
Create champions for YOUR project!**

An architectural rendering of a modern building at dusk. The building features a large glass facade on the left side and a more solid, vertically-slatted facade on the right. Palm trees line the sidewalk in front of the building, and several pedestrians are visible walking. A white car is partially visible on the right. The sky is dark with some clouds. The text 'keep it' is overlaid in a bright pink color on the left side of the image.

keep it

BRIEF

keep it BRIEF

Hit the high points.
(not the entire master plan)

Make a good first impression.

Show you've researched
all options.

EFFICIENTLY MEETING CAMPUS ENERGY NEEDS

A new Central Energy Plant will support UF's strategic development and growth plan as well as address the long-term requirements and deferred maintenance that exists throughout the campus utility infrastructure.



Proposed Central Energy Plant

MAXIMIZING CAMPUS EFFICIENCY

UF's Central Energy Plant will improve the reliability and efficiency of the campus utility services. Within the plant, the opportunity exists to install a combined heat and power (CHP) system. The CHP system recovers waste heat from electricity generation and repurposes it for campus heating, ventilation and air conditioning. This system is more efficient than a traditional utility power plant – saving millions of dollars in utility costs – while offering considerable reliability and sustainability improvements compared to other energy solutions.

The savings CHP offers depends on how the project is funded, as shown in the graph below. If UF-funded, CHP has a cost premium of \$50M but provides significant savings, reducing the overall life cycle cost of the Central Energy Plant by \$417M when compared to third party funding.

OPTIMIZING COST SAVINGS

The University has two primary funding options for constructing the Central Energy Plant:

- **UF-funded** with a CHP system, wherein UF maintains full plant ownership to deliver millions in annual energy savings, recovering the cost premium for CHP in just nine years
- **Third-party funded**, with the third party maintaining the system but charging a premium for energy used and capital recovery

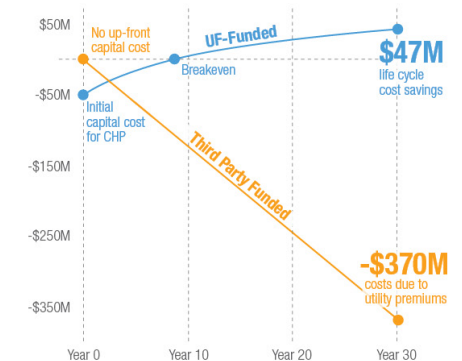
UF-Funded Central Energy Plant with CHP

- \$158M total cost
- UF bond financing
- Fully capitalizes energy savings
- Reliable thermal energy
- Reliable electrical generation
- 82,000 tons CO₂ reductions

Third Party Funded Central Energy Plant with CHP

- \$158M total cost
- Third party financing
- UF pays cost premium for energy and capital funding
- Reliable thermal energy
- Reliable electrical generation
- 82,000 tons CO₂ reductions

CHP COSTS VERSUS SAVINGS BY FUNDING TYPE



keep it **BRIEF**

The problem

The solution

The solution (in metrics)

The comparison

The numbers

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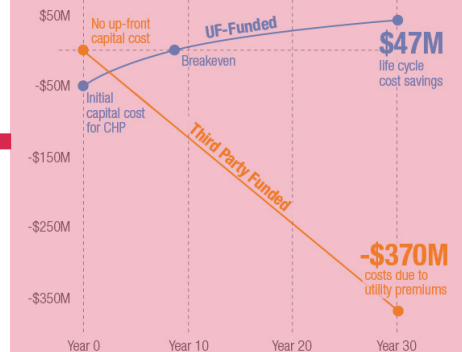
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CHP COSTS VERSUS SAVINGS BY FUNDING TYPE



Questions?

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