



SHEPHERD ADVISORS

WWW.SHEPHERDADVISORS.COM

734-975-0333 • 3820 Packard Rd, Suite 250, Ann Arbor, MI 48108

Shepherd Advisors is a specialty management consulting firm providing clean energy developers, generators, manufacturers and suppliers with *actionable strategy and market intelligence* to strengthen their market position and grow their business.

Our expertise focuses on the wind, solar, biomass, and energy efficiency markets. Since 2000, we have been combining our clean energy industry knowledge, business and government experience with management consulting core competencies to build client success through research, analysis and solutions -- solutions that are tangible and actionable.

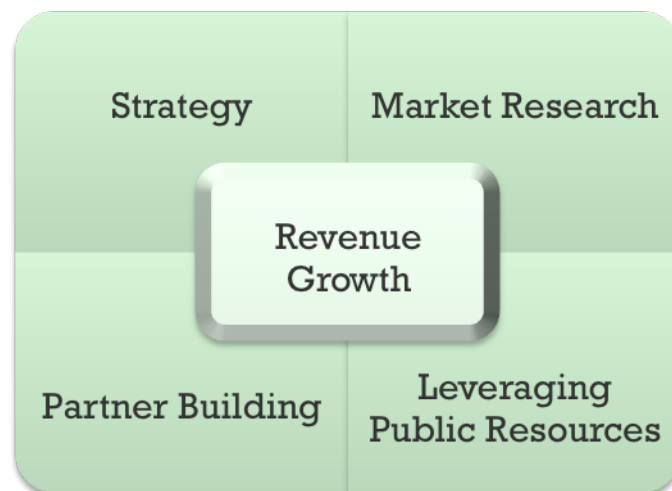
We find that as our clients become more knowledgeable about their market, clearer about their competitive landscape, and sounder in their decision-making processes, they craft and execute better strategies and tactics that lead to superior top line results at lower risk. Our clients engage Shepherd Advisors to help build their competitive edge.

Our Approach

Shepherd Advisors approach integrates the Team's clean energy experience, expertise, best practices and lessons learned with:

- Proven best-in-class management tools and methodologies
- Relevant and actionable market intelligence
- Informed competitive positioning
- Understanding of relevant value and supply chains
- Strong data analysis and modeling skills
- Effective partnership building

The core of our approach is a focus on revenue growth and four foundational components—strategy, market research, partnership building and leveraging public resources.



Shepherd brings expertise to bear in all four of these foundational areas. Depending on the client situation and needs, these areas can be addressed individually or in combination.

Our Team

Shepherd Advisors is comprised of a dynamic cross-functional team of business development professionals. We are entrepreneurs, executives, engineers, researchers, and former public servants. Collectively we bring more than 100 years of Clean Tech and business management experience. Please visit www.ShepherdAdvisors.com for bios of our team members.

Our Clients

Shepherd has worked with scores of private business and public sector clients, including startups, mature companies, utilities, economic development agencies, universities, and governments. Different types of Shepherd clients seeking different solutions include:

STRATEGY solutions clients

Advanced battery venture
Energy efficiency software firm
State government energy office

Established recycled container manufacturer
Diversifying tool & die business
County energy management plan

MARKET RESEACH solutions clients

Solar equipment manufacturer
Utility developing fuel cell projects
National fuel sourcing firm
Clean energy incubator/accelerator

Regional economic development agency
Water quality sensor venture
Advanced materials R&D firm
Large urban university

PARTNER BUILDING solutions clients

Green workforce training startup
Innovative mid-sized university
State economic development agency

Growing nitrate sensor developer
Growing water engineering firm
Federal energy agency

PUBLIC RESOURCE solutions clients

Global thin film solar manufacturer
Global energy project developer
Large R&D and land grant university

Growing large wind parts manufacturer
Leading concentrated solar firm
Innovative municipal utility

Indeed, many of our clients use Shepherd for multiple solutions.

How can we help you grow?