Offices in Boston & Menlo Park

Founded in 2000:
- Over 50 Investments in Energy, Sustainability & Mobility
- Twelve Partners

Three Funds: $850 million under management:
- Fund I: $125MM – 2000
- Fund II: $261 MM – January 2006
RockPort’s Focus Areas

**Energy**
- Renewable Energy
- Advanced Hydrocarbon Technologies
- Energy Efficiency
- Smart Grid
- Energy Storage

**Sustainability**
- Resource Efficiency
- Green IT
- Consumer
- Better Buildings
- Smart City
- Agriculture

**Mobility**
- Transportation
- Mobile Platforms
- Mobile Power
- Urban Mobility
- Advanced Fuels
- Agriculture
<table>
<thead>
<tr>
<th>ENERGY</th>
<th>SUSTAINABILITY</th>
<th>MOBILITY</th>
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<tbody>
<tr>
<td>Renewables achieving grid parity</td>
<td>Global need for increased resource efficiency</td>
<td>New transportation technologies and business models</td>
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<td>Major impact of shale gas and oil</td>
<td>Population growth and the rise of smart cities</td>
<td>Growth in mobile devices and data traffic</td>
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<td>Electric grid is undergoing transformation</td>
<td>Heightened consumer awareness of sustainability</td>
<td>Need for energy storage solutions</td>
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<td>Efficiency technologies driving growth across the economy</td>
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WHAT MAKES AN INVESTABLE DEAL

THE BILLION DOLLAR COMPANY
MANAGEMENT TEAM
CUSTOMER VALUE PROPOSITION
UNIT ECONOMICS/GROSS MARGIN: 35% +
MARKET SIZE (CURRENT AND FUTURE)
SUSTAINABLE COMPETITIVE ADVANTAGE
CAPITAL INTENSITY/INVESTOR SYNDICATE
EXIT EXPECTATIONS

BEAUTY IS IN THE EYE OF THE BEHOLDER
MY ADVICE TO ENTREPRENEURS

- CHOOSE THE RIGHT TYPE OF CAPITAL
  - FROM DEBT TO FAMILY OFFICES TO VENTURE
- VENTURE CAPITAL IS TOUGH - CLEANTECH VC IS EVEN TOUGHER.
- KNOW YOUR AUDIENCE AND THEIR EXPECTATIONS
  - RETURN PROFILES, TYPES OF DEALS, CAPITAL INTENSITY
- THE 30-MINUTE INTRODUCTORY PITCH
- FINANCING TO MILESTONES (WITH BUFFER)
- PICK YOUR PARTNER WISELY – AND USE THEM.

TAKE A SWING -
IT’S AN EXCITING AND REWARDING ADVENTURE!
(SOME) AREAS OF INTEREST

ENERGY EFFICIENCY
LEAST EXPENSIVE KW/hr IS THE ONE WE DON’T CONSUME

SMART WATER MANAGEMENT
INTELLIGENT USE OF THE WORLD’S MOST PRECIOUS RESOURCE

AGRICULTURE 2.0
ACCESS TO ENOUGH HEALTHY FOOD IS A GLOBAL CONCERN

COMMONONALITY AMONG AREAS
HUGE GLOBAL OPPORTUNITIES
TECHNOLOGY EXISTS TO SOLVE PROBLEMS
MANAGEMENT EXPERTISE IS THERE
CAPITAL IS (SOMewhat) AVAILABLE
COMPANY PROFILE: FIRSTFUEL SOFTWARE

- LOW/NO TOUCH APPROACH TO ELECTRICITY SAVINGS IN COMMERCIAL BUILDINGS
- SOFTWARE TO DISAGGREGATE ELECTRICITY CONSUMPTION AND RECOMMEND OPERATIONAL SAVINGS
- SIMPLE VALUE PROPOSITION: 10-30% SAVINGS
- MASSIVE GLOBAL OPPORTUNITY
  - $9B IN US ALONE
- PROVEN SW ENTREPRENUERS
- OUR "BET"
  - TECHNOLOGY BUILD OUT
  - ALL-STAR TEAM
  - SCALE (IN PROCESS)
COMPANY PROFILE:
HYDROPOINT DATA SYSTEMS

- HW/SW PLATFORM FOR DEMAND SIDE MANAGEMENT OF WATER
- 360° ANALYSIS AND MANAGEMENT OF WATER CONSUMPTION
- HUGE GLOBAL OPPORTUNITY (FRESH, SAFE WATER)
- COMPELLING VALUE PROPOSITION: 1-3 YEAR SIMPLE CASH PAYBACK
- VISIONARY MANAGEMENT TEAM
- OUR “BET”
  - WATER WILL BECOME THE NEXT BIG THING
  - SCALE (IN PROCESS)
  - EXIT OPPORTUNITY – THE $B COMPANY
AGRICULTURE 2.0

- PROLIFERATION OF COMPANIES AND IDEAS
- YIELD ENHANCEMENT
  - PRODUCTS/SERVICES (FROM STIMULANTS TO WEATHER INTELLIGENCE)
  - THE ROLE OF INFORMATION TECHNOLOGY
- CHANGING CONSUMER PREFERENCES
  - FARM SHARES
  - MEALS IN A BOX
- LOCAL FOOD PRODUCTION
  - URBAN FARMING
  - GREENHOUSES, CONTAINERS
- LAND OF THE GIANTS: PRO AND CONS
Thank You