



**FORGE**

**Becoming Brilliant  
at the Basics**

COMMERCIAL ENERGY DEVELOPMENT



# **BECOMING BRILLIANT AT THE BASICS**

## **COMMERCIAL ENERGY DEVELOPMENT**

### **FORGE FORWARD IN COMMERCIAL ENERGY AND POWER DEVELOPMENT THROUGH THE COMMONSTEAD**

#### **MASTERCLASS MODULES**

##### **Module 1:**

The Market, The Model (Audit-Reduce-Produce-Protect), and The Economics

##### **Module 2:**

Needs Analysis, Feasibility Studies, Gatekeepers, Selecting a Mentor/PRO

##### **Module 3:**

Case Studies by Major Verticals (Agrivoltaics, Non-Profits, Hospitality, Grocery, Tech, Distribution, Manufacturing, etc.)

##### **Ongoing:**

Office Hours and Forging Forward together with the Funnel

#### **FORGE and THE COMMONSTEAD**

##### **Who is FORGE and what is the partnership with THE COMMONSTEAD?**

FORGE is an alliance of award-winning Chief Energy Officers (Developers) and EPC Companies (Engineering Procurement Construction) who specialize in award-winning national and international Commercial Energy and Power solutions.

**Our current backlog is ~50MW and we are growing at ~1.5MW per month.** FORGE has partnered with THE COMMONSTEAD to achieve a common vision, mission, and objectives to help people and businesses crush their goals – specifically through Energy Independence, Efficiency, Production, and Protection.

## Why might this be important to you?

Through our exclusive network, formula, and playbook, we can help you learn a new trade and earn another major (life changing) source of income!

**FORGE**  
**CHIEF ENERGY OFFICER ALLIANCE**  
**COMMERCIAL ENERGY DEVELOPMENT**  
IRON SHARPENS IRON – PROVERBS 27:17

**FORGE**

**REFUND – REDUCE – PRODUCE – PROTECT**  
Audit + Energy Management + Solar + Batteries

The graphic features a central illustration of a modern building with solar panels on its roof, set against a backdrop of a bright sun, mountains, and wind turbines. To the left of the main graphic is a vertical column of flags representing various countries: United States, Puerto Rico, Canada, Dominican Republic, Jamaica, and South Africa.

A grid of logos for various solar and energy companies and organizations, including:

- Luminous Solar
- SUNRENU SOLAR
- NZE (National Zero Energy)
- SESS
- CLS Sustainable
- CLP (California Leadership Program)
- Fortifying Florida's ALPs
- St. Stephen's Peak Mount Working
- SOLARFAX
- MADISON ENERGY
- McDonald's
- Starbucks
- UCLA
- SunRize
- WHITE+VOGUE
- Hilton
- MARRIOTT
- UNIVERSAL
- UNIVERSAL STORES
- Sol SISTERS
- FARMER MAC
- NATIONAL UTILITIES RELIANCE
- WOUNDED WARRIOR PROJECT
- REC
- ENPHASE
- AMERICAN SOLAR
- solar360

# MODULE 1

## The Market, The Model (Audit, Reduce, Produce, Protect) and The Economics

### The Market for Commercial Energy and Power Development is growing significantly.

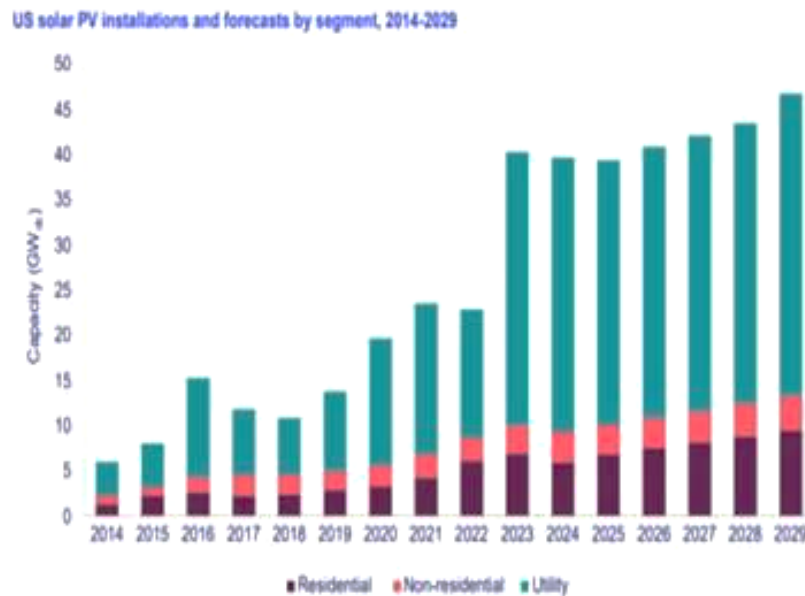
More companies choose to generate their own power because it is a Top 3 Capital Expenditure (Cap-Ex). In some industries, it is the #1 Cap-Ex burden. Furthermore, unpredictable Utility Rate Increases and the rise of Data Centers put significant strain on The Grid.

Several industries are required to self-generate power and provide back-up power by law. For example: Assisted Living Facilities and Hospitals.

Even if they are not regulated, businesses in Agriculture, Grocery, and Hospitality are sensitive to Utility dependencies. Entire harvests and inventories may be lost due to Grid failure. The ability to operate a restaurant, multi-unit housing complex, or hotel are always in jeopardy.

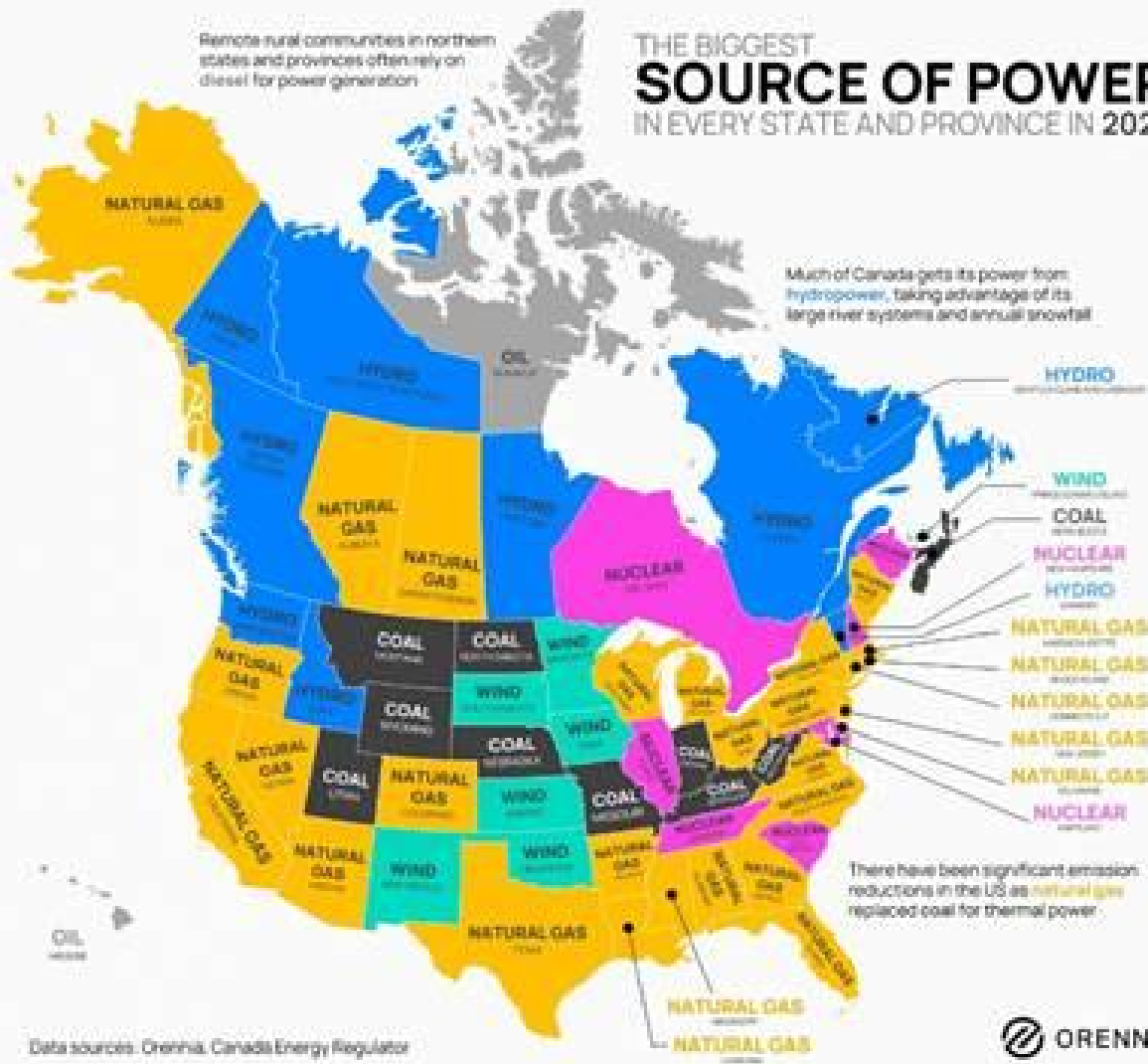
Each country, state, and municipality is different as it relates to baseline generation, distribution, and cost of power.

When FORGE and THE COMMONSTEAD help businesses create their own Micro Grids, we change the game in an epic way!



Remote rural communities in northern states and provinces often rely on diesel for power generation

# THE BIGGEST SOURCE OF POWER IN EVERY STATE AND PROVINCE IN 2024



Data sources: Orennia, Canada Energy Regulator



**The Model of Commercial Energy and Power Development is built on Four (4) Pillars:**

**Audit-Reduce-Produce-Protect**



As a **Chief Energy Officer** through **FORGE** and **THE COMMONSTEAD**, you will master each pillar and/or will “set the table” for a “PRO” who will mentor you accordingly.

Each business is different and the engineering, design, construction, and operations/maintenance will be customized.

Bonus for you and your customer: As a Chief Energy Officer (you) typically receive 4 paychecks for each project, and your customer wins at least 4 different ways.

## The Economic Value Proposition is compelling.

Most of our current portfolio (~50MW) feature: 20%+ Initial Rate of Returns (IRR's) and 1.5 – 3 Year Return on Investment (ROI).

There are multiple incentives and finance options available – including Grants, Awards, Tax Credits, non-FICO based PACE loans, and Third Party Owned (TPO) Leases and Power Purchase Agreements (PPA's).

An example of a Value Proposition (Marina in Virginia):

### GENERAL INFORMATION

Facility: Meter #1  
Address: [REDACTED] Courthouse Rd Mineral VA 23117

### SOLAR PV SYSTEM RATING

Power Rating: 117,550 W-DC  
Power Rating: 102,393 W-AC-CEC

### SOLAR PV EQUIPMENT DESCRIPTION

Solar Panels: 117.6 kW-DC Standard Modules  
Inverters: Standard Inverter

### ENERGY CONSUMPTION MIX

Annual Energy Use: 147,322 kWh

### SOLAR PV EQUIPMENT TYPICAL LIFESPAN

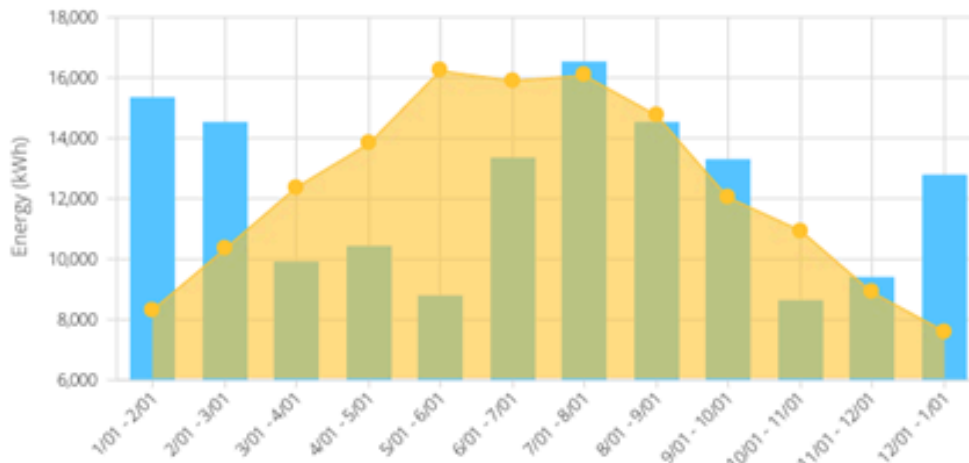
Solar Panels: Greater than 30 Years  
Inverters: 15 Years

### Solar PV System Cost and Incentives

|                                    |                  |
|------------------------------------|------------------|
| Solar PV System Cost               | \$379,060        |
| SuSI Program                       | -\$208,603       |
| State 10-yr Depreciation           | -\$30,325        |
| Federal Tax Credit                 | -\$113,718       |
| Federal - MACRS Bonus Depreciation | -\$96,660        |
| <b>Net Solar PV System Cost</b>    | <b>-\$70,246</b> |



### MONTHLY ENERGY USE VS SOLAR GENERATION



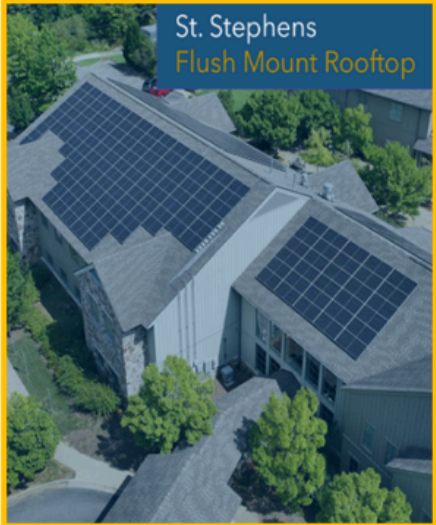
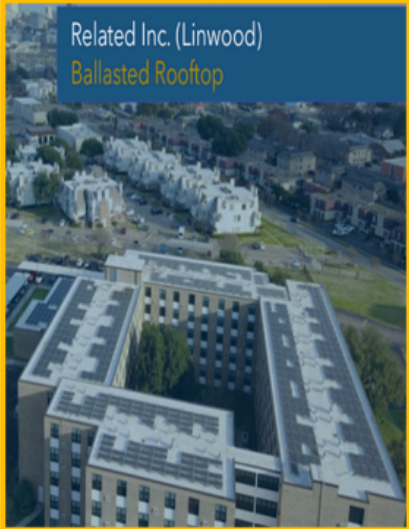
**Technology and Engineering are critical across the four pillars.**

There are also multiple technologies and finance options specifically customized to each type of business.

An example of a FORGE and THE COMMONSTEAD exclusive agricultural model and application is below.



However, most installations are roof, ground, and carports.



# **MODULE 2**

## **Needs Analysis, Feasibility Studies, Gatekeepers, Selecting a PRO**

### **The Top Ten (10) Needs Analysis Questions for Commercial Opportunities:**

- 1. Company Name and Address**
- 2. Structure of Company (LLC, C, S, etc.)**
- 3. Company Industry**
- 4. Name, Title, and Contact Information of Contact**
- 5. Age and Condition of Roof**
- 6. Electric Service Panel Rating**
- 7. Consideration of Other Structures (Ground Mount, Pergola, Carport, etc.)**
- 8. Other Tech/Engineering Requests Energy Audit, Energy Management System, Batteries, EV Chargers, etc.)**
- 9. Requested Financial Analysis (Cash, Finance, PACE, etc.)**
- 10. Complete Utility Bills (12 month historical, preferably with interval data)**

Here's the cool thing: You don't need to get all of them if we determine that a site assessment is warranted! Your PRO and THE COMMONSTEAD's [Lead Entry Portal](#) will guide you accordingly.

When you provide a Qualified Lead to FORGE and THE COMMONSTEAD, our team will evaluate it, rate it, and "shop" it to our award-winning stable of Developers and EPC's (Engineering Procurement Construction) companies.

Although sales cycle times can be long (9-12 months), the Revenue Share is high.

Furthermore, our Darts and Dominoes approach to Referrals typically results in many more sales of the same type of project repeatedly.

For example: If you develop one church, you'll probably get many more.


# Feasibility Studies

After FORGE and THE COMMONSTEAD evaluate and rate the project, you will be provided with 2-3 Feasibility Studies.

A Feasibility Study is typically presented on a platform or deck that summarizes our understanding of Use Case, Engineering, Technology, and Economics.

A redacted example (Vineyard in Texas) is provided below.

To reinforce the model: We become their Chief Energy Officer and do the shopping for them. We present them with the best options, so it becomes a Multiple Choice Close. Our typical full cycle close rate is 80%+.



### VINEYARD FARMS

#### RENEWABLE ENERGY FEASIBILITY STUDY

PREPARED BY: [REDACTED]

DATE: [REDACTED]

CONTACT: [REDACTED]

OUR TEAM: STATEMENT OF QUALIFICATIONS

AGENDA

METHODOLOGY & MODELS

DISCUSSION AND OPTIMIZATION

2.1.1 PV SYSTEM DETAILS


2.2.1 PV SYSTEM DETAILS

TABLE OF CONTENTS

PROJECT SUMMARY

MONTHLY ENERGY USE VS SOLAR GENERATION

MONTHLY ENERGY USE VS SOLAR GENERATION



### SUMMARY

- Site Year Advantage: 10% Offset
- Site Advantage: 100% Offset
- Payback: Energy Storage (Option A & C are Incentive dependent)
- Panel Technology:
  - Site 1 Panels (Opt)
  - Site 2 Panels (Opt)
  - Multiple system Options (Subsidy dependent)
- Storage Technology:
  - Site 1 Storage (Opt)
  - Multiple system Options (Subsidy dependent)
- Site 2 Storage:
  - Multiple system Options (Subsidy dependent)
- Other:
  - EV Charge?!
  - ESB?

### FINANCIALS (CASH)

|                      | Arbitrage Model*  | Max Historical Model*   | Batteries/Storage  |
|----------------------|---|---|--|
| IRR (Term)           | 18.1%   | 22.2%   |  |
| Payback Period       | 3.2 Years   | 2.3 Years   | Batteries are missing - \$750/KWH installed                          |
| Total Payments       | \$1,644,930   | \$2,219,240   | Recommended technology: Tesla, Enphase, SolarEdge, Franklin, LG Chem |
| Total Incentives     | \$1,447,538   | \$1,952,931   | *Bank Battery with Incentive Encouraged                              |
| Net Payments         | \$197,392   | \$266,309   | **Create multiple savings depending on Situation/Source              |
| Savings (Term)       | \$2,970,319   | \$3,562,008   |  |
| Environmental Impact | 19,815 CO2 Offset<br>43 Million Miles Driven<br>285,222 Trees Planted | 23,931 CO2 Offset<br>55 Million Miles Driven<br>358,963 Trees Planted |  |

## **Gatekeepers**

We recommend that you take an ARDENT approach to prospecting and winning over Gatekeepers.

The model is summarized below and will be taught, reinforced, and optimized in future training sessions.

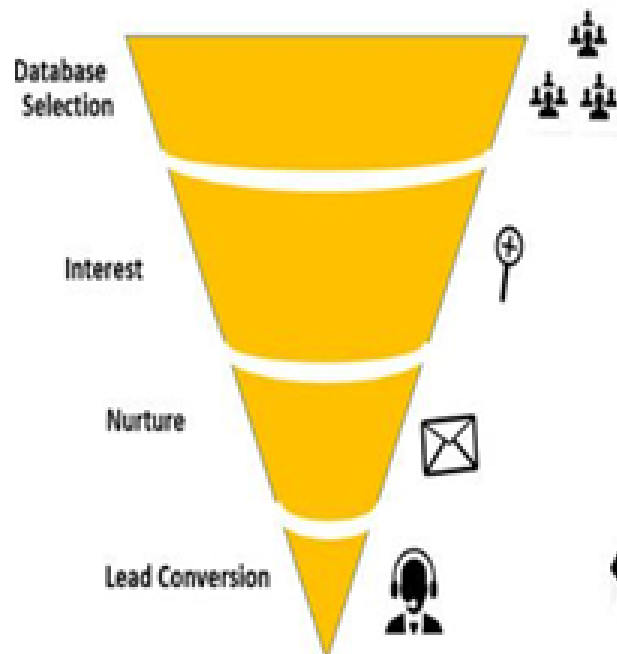
It is important to note that depending on the industry that you wish to develop, the playbook will vary.

### **A.R.D.E.N.T.**



### **Lead Generation**

Fishing with Nets



### **Account Based Marketing**

Fishing with Spears



## Selecting a Mentor/PRO

FORGE and THE COMMONSTEAD have carefully selected and certified PROs who will assist you with the development of your opportunities and projects.

Most PROs in Commercial Energy tend to specialize in specific industries (ex: Agriculture, Non-Profits, Hospitality, etc.)

THE COMMONSTEAD will feature these PRO's and their SOQ's (Statement of Qualifications) accordingly.

Book your Pro at [pros.thecommonstead.com](https://pros.thecommonstead.com)



## Book your Pro

Commercial Energy Efficiency

Residential Energy Efficiency

Commercial Solar

R



Commercial

### Lorenzo J Cordova

Commercial Solar Installations

Lorenzo is a commercial solar energy consultant with 10 years of financial, engineering, and construction experience. He guides clients through...

Book your Pro



Commercial

### Emmitt Summers

Commercial Solar

30+ years in solar and commercial energy development. Former Executive VP at REC Solar and Sunrun. 500+ trainings led, 100,000+ project...

Book your Pro

## Module 3

### Case Studies by Major Verticals (Agrivoltaics, Non-Profits, Hospitality, Grocery, Tech, Distribution, Manufacturing, etc.)

- On an ongoing basis, FORGE and THE COMMONSTEAD will provide Case Studies in real time during our weekly training and office hours.
- Weekly Masterclasses are scheduled on most **Fridays at 2PM EST: FORGE FORWARD FRIDAYS!**
- Office hours will vary depending on requests and availability; however direct responses and requests will be honored within 1-2 business days.

The best is ahead!

## Resources

Emmitt Summers' Digital Business Card: [Emmitt Summers - Renewable Energy Executive](#)

Emmitt Summers' Calendar/Scheduling Link: [Calendly - Emmitt Summers](#)

Source of Truth Folder Link: [FORGE\\_THECOMMONSTEAD\\_SOURCEOFTRUTH](#)

Enter Leads at: [leads.thecommonstead.com](#)

Book a PRO at: [pros.thecommonstead.com](#)