Selling the C-Suite

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Geothermal: The Genius Renewable

Live at Groundwater Week in partnership with NGWA

Las Vegas, NV
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CEUs for this workshop

Be sure to scan the QR for Tuesday, Wednesday, and Thursday workshops to get points towards your IGSHPA certification CEUs
Identifying Client Goals

• What is driving the project (aging infrastructure, decarbonization efforts, demand reduction efforts, ROI)
  • Importance of first cost versus operational cost
  • What level of knowledge does the client have related to its electrification options?
  • What ESG commitments are important to investors?
  • Is there desire to be seen as a market leader
Aspects of a Successful Project (Financial)

• Does the project make financial sense in relationship to the client’s goals
• Availability of incentives
• Availability of utility rebates
• Operational cost savings align with capex costs
• Financial penalties for use of fossil fuels
Identifying the aspects of a successful project (Opportunities)

• The project aligns with the client’s goals
  • ESG Reporting and Investor Interests
  • PR wins and opportunity to be seen as a leader in energy transition
  • Marketability for tenants, students, investors
Identifying the aspects of a successful project (Construability)

- Impact on design/construction schedule
- Integrating new works with the CM/GC
- Availability of subcontractors and long lead equipment
- System resilience and redundancy
Identifying the aspects of a successful project (Operation and Maintenance)

• Can the existing workforce maintain the system?
• How complex of a system is designed to in relation to the client’s typical projects?
• Does the system require more access to controlled access spaces to maintain (in apartment heat pumps, in tenant units, etc)
• Has an attic stock program been developed?
• Is there a control system to allow for remote access and diagnostics
Identifying the aspects of a successful project (Addressing Additional Risk)

• First of its kind and ability to obtain financing
• Subject matter experts
• Workforce availability and sophistication
Project Champion

• Understanding project drivers
• Visibility of available incentives
• Addressing client risk throughout project development
• Under promise, over deliver
Questions?