



Green Leap Project (GLP)
(Riverside County)

IMPACT REPORT

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Table of Contents

Overview	2
Criterion 1 & 2: Community Engagement and Partnerships - Fostering a Clean Energy Manufacturing Ecosystem	4
1.1. Lessons Learned Throughout PROGRESS Phase	4
1.2. Identifying Community Needs	6
1.3. Meeting The Community Needs	7
1.4. Summary of Engagements & Activities	8
1.5. Challenges We Faced	8
1.6. Summary Of Results	10
Criterion 3: Program Implementation and Results	11
3.1 Concept & Progress Phase Impacts to Project	11
3.2 Summary of Team	11
3.3 Evidence of Impact	12
Criterion 4: Impact and Sustainability	15
4.1 Next Steps	16
4.2 Vision for the Future	17
4.3 Anticipated Results	19
4.4 Funding Sustainability	20
Conclusion	21

Overview

The Green Leap Project (GLP) operates within Riverside County, focusing on helping metal and food/beverage manufacturers take practical steps toward improving energy efficiency. Our mission is to drive sustainable change by making energy-saving solutions accessible to manufacturers who have been historically underserved and may not prioritize energy efficiency. Through targeted outreach initiatives, GLP has worked to build relationships with disadvantaged communities, addressing their unique challenges and providing the tools necessary to transition toward cleaner, more efficient practices that positively serve their business.

GLP stands apart from traditional solutions by creating the fabric of an ecosystem—connecting stakeholders, resources, and opportunities into a unified community. Rather than simply providing solutions, we facilitate collaboration between manufacturers, service providers, contractors, and professional organizations, making sustainability a shared goal across the community.

Current State of ESCOs and the Opportunity for Disruption

Energy Service Companies (ESCOs) have traditionally been the go-to solution for businesses looking to improve energy efficiency, with all the resources and subcontractors to develop a comprehensive plan. Although an initial audit is typically free, costs are rolled into later stages at a 20-30% markup. ESCOs are expensive and primarily target large businesses or verticals with high funding. They are also time-intensive, often taking 6 months to a year or more from initial audit to construction.

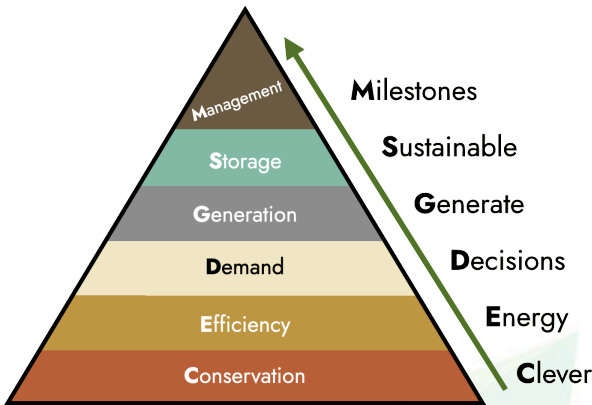
This business model often limits access for smaller manufacturers. ESCOs aren't interested in targeting smaller manufacturers, as these clients may lack sufficient utility savings to create a compelling ROI. Additionally, many manufacturers are hindered by a lack of time and capital.

Why Green Leap Program (GLP)

We are creating the Green Leap Program to be an online digital version of an ESCO.

What is GLP?

The basis of GLP is a free self-paced roadmap with access to coaching and a marketplace of qualified contractors, service providers, resources, and tools. At the end of the roadmap, the manufacturer is equipped with an Implementation Plan consisting of



The Energy Pyramid helps to remember the ideal method of prioritizing energy improvement measures.

prioritized energy efficiency measures, developed with a coach's help. The entire GLP ecosystem (roadmap, resources, contractors, etc.) is organized around the Energy Pyramid concept.

Getting Started with GLP

When first engaging with GLP, manufacturers have a brief qualifying meeting assessing their motivations for pursuing the roadmap and current knowledge of energy efficiency. This helps us tailor our approach to their needs and readiness. They can start anywhere in the roadmap to address specific questions, with guidance, to explore additional opportunities.

If a manufacturer starts at the ground level, the Industrial Assessment Center (IAC) is engaged with the coach to perform a free audit and provide insight on existing conditions of the facility. Through our relationship with the UC Irvine IAC chapter, we gather initial data from students before their report is complete, saving time. Within GLP, the coach guides the manufacturer through the roadmap in parallel to the IAC's report development.

At the end of the roadmap, the manufacturer will be equipped with:

- An Implementation Plan built collaboratively throughout the roadmap
- A report from the IAC
- A financial analysis report from one of our partners

Ideal Roadmap User

The manufacturer's facility manager often navigates the roadmap, being most familiar with facility operations and bridging the technical knowledge gap between facility needs and improvements. By involving the facility manager instead of an ESCO project developer, GLP remains cost-effective, delivering value through education rather than turnkey solutions.

Exiting GLP

By empowering manufacturers with the knowledge they need, we turn them into confident buyers, equipping them to make informed decisions about their sustainability journey. This education also benefits contractors, who receive more informed leads that understand their needs, creating a more efficient market for both parties.

GLP's Ultimate Goal

GLP's approach is designed to drive a more widespread environmental impact. Rather than focusing on a few high-budget companies making deep, complex adjustments, GLP encourages more manufacturers to take action on low-hanging fruit—implementing straightforward, cost-effective energy solutions that cumulatively make a significant difference.

IMPACT Phase Report

This report will explore how GLP has learned valuable lessons from the PROGRESS & IMPACT phases, identified the needs of target manufacturers, and implemented strategies that

resulted in tangible outcomes. It will also highlight how these lessons have shaped GLP into a sustainable business model for 2025 and beyond.



Criterion 1 & 2: Community Engagement and Partnerships - Fostering a Clean Energy Manufacturing Ecosystem

1.1. Lessons Learned Throughout PROGRESS Phase

“Every lesson learned has not only shaped our approach but has also illuminated the path forward for the entire manufacturing community.”

A Lesson in Messaging: “Unlock Savings” vs. “Be Sustainable”

Our outreach efforts revealed that economic efficiency, growth, and resource accessibility were the top motivators for our audience. Phrases like “be sustainable” often received a “so what?” response, with manufacturers questioning, “How will this help me save money?” or “Can you translate this IAC assessment into an actionable plan?” In response, we shifted our messaging to focus on tangible economic benefits, showing how GLP could help unlock savings and connect them with incentive programs.

Trust Building & Authenticity

Overcoming historical skepticism was another critical lesson. Many manufacturers initially approached GLP with caution due to past experiences of unfulfilled promises in similar initiatives. We found that sharing our origin story and authentic motives helped win over this skepticism.

A major turning point was the endorsement of a respected leader in the manufacturing community, who supported GLP’s mission and recommended a \$75,000 startup prize through the University of California, Riverside. This shift bolstered confidence in GLP’s ability to deliver genuine value.

Collaboration is Key

Building a diverse coalition of partners posed challenges, as the manufacturing community consists of a wide range of agendas and backgrounds. GLP recognized the importance of ongoing engagement to effectively leverage these strengths. This collaborative approach allowed us to build a growing index of resources, including a glossary of qualifying programs easily accessible to manufacturers, thus providing them with relevant support options.

Engaging the Community

Direct community feedback continues to shape GLP's evolution. For example, at an IFMA IE luncheon, contractors expressed interest in using GLP as a marketing tool to educate prospects on the benefits of green solutions. GLP's support in conveying complex green integration helps contractors, easing the educational burden and fostering acceptance of sustainable practices.

Our first event with partners like IAC and Eide Bailey further expanded the GL community, attracting 120 members now benefiting from shared resources and networking. GLP created a "Partner Kit" with ready-made assets, making outreach, referrals, onboarding smoother and enhancing collaboration with our roadmap—a win-win approach.

Organizations like USGBC IE have also been instrumental, helping us connect with relevant programs, funding, and manufacturers like Scott Manufacturing and Omega Comfort.

Reluctance to Change

Despite a desire for improvement, the community often hesitates to embrace change. Many manufacturers view certain resources as fixed, which contributes to reluctance in decision-making.

At **Peer Exchange #1**, we learned that skepticism toward sustainability initiatives often stems from a lack of follow-through in past efforts, such as the workforce push for solar panel and semiconductor training between 2008-2010. Economic downturns left many without promised job opportunities, leading to a deep-rooted distrust that makes buy-in for current initiatives harder to achieve.

Learning the Pareto Principle

Launching our content was a valuable learning experience. Our initial roadmap overwhelmed users and GLP's technical lead. We refined this by adopting a phased approach with "Lightning Strikes" and "Content Drops," allowing users to progress gradually while receiving personalized coaching. This approach increased engagement, kept content relevant, and made it more manageable for our team. By embracing the Pareto Principle, focusing on the 20% of efforts that yield 80% of results, we streamlined our resources and refined our strategy for greater efficiency moving forward.

1.2. Identifying Community Needs

"From all corners of the manufacturing sector, one message we heard was clear: the ecosystem is fragmented, and the most impactful solution lies in bringing it together."

Need for a Connected Ecosystem

Feedback from manufacturers and partners revealed a key problem: the ecosystem was fragmented. Many resources and services existed, but they weren't connected, making it difficult for manufacturers to navigate and access what they needed. This frustration highlighted the need for a more cohesive system.

The industry isn't lacking resources—it's about organizing them into a single, accessible ecosystem. Our partners agreed: the system's lack of coordination hindered its impact.

Our role evolved from just a resource provider to a connector, collecting resources from partners, housing them, and guiding manufacturers through coaching. Our hub grew into a place where resources, education, and networking were integrated.

Need for Financial Resources

Our findings highlighted that funding, financing, and incentives are critical for manufacturers aiming to improve efficiency and sustainability, yet many struggle to find suitable options or navigate complex application processes. Inland Empire businesses, driven by economic growth, need clear pathways to financial support. Recognizing this, GLP partnered with Eide Bailly, a firm specializing in energy incentives - like those found in the Inflation Reduction Act, to offer expert assistance tailored to manufacturers.

Need for Technology

Technology has been key in connecting Riverside County's diverse economic hubs. Leveraging digital platforms like Dosen, Directrope, and other systems GLP uses to bridge gaps between small businesses and growth opportunities, allowing us to reach a wider community of stakeholders committed to advancing the manufacturing sector.

1.3. Meeting The Community Needs

"In response to the pressing needs identified within the manufacturing community, the Green Leap Project has transformed insights into actionable strategies that foster growth and collaboration."

Providing a Connected Ecosystem

To address the need for a unified community, GLP created a centralized platform on Directrope—the GL Community—to connect manufacturers with service providers, educational resources, and experts. The platform enables members to access a collective pool of knowledge and support.

As a result of our efforts, the IFMA formally requested our teammate, Andrew Anson, to join their board to focus on sustainability, furthering fostering GLP's reach. Similarly, USGBC IE positioned GLP as a key player in attracting additional resources to the region.

These referrals and recommendations from partners further validates the success of our community model.

Meeting the Need for Financial Resources

Through collaborations with partners like AmPac, USGBC IE, Eide Bailly, and others, GLP connects manufacturers with essential resources, supporting them in navigating SBA Green 504 and other financing options. By integrating these resources into the GL roadmap, coaches guide manufacturers to relevant programs, reducing the uncertainty of, "which funding applies to us," and providing direct support when needed.

Partners like Impact Energy Team offer expertise in California-specific incentives, streamlining applications to maximize opportunities. This tailored guidance removes barriers, empowering manufacturers to confidently invest in sustainability and make meaningful progress.

Meeting the Need for Technology

Technology has been pivotal in connecting the manufacturing community.

Using the Directrope platform, we've built a network of 119 professionals who share resources and engage in real-time, while providing GLP with data to fine-tune our impact. The platform closes technology gaps, making resources easily accessible to manufacturers.

Additionally, integrating learning methods like "Lightning Strikes" and "Content Drops" through Dosen has boosted engagement. Our collaboration with Dosen also enabled us to create a customized roadmap with tailored content and assessments, helping companies navigate the program and maximize available resources.

1.4. Summary of Engagements & Activities

"The strength of GLP lies not only in its innovative solutions, but in the powerful partnerships and resources that fuel its success."

GLP's activities include hosting collaborative events, webinars, and facilitating joint campaigns with our partnerships. The GL Community platform and Directrope are pivotal in connecting manufacturers to resources and service providers. These efforts go beyond immediate goals, laying a foundation for GLP's long-term growth beyond the CEIP program.

Partner Webinar Events

GLP recently hosted our first partner webinar to thank supporters and foster connections, resulting in four referrals and external collaborations among partners. A second webinar is planned to continue building these relationships and support networks.

Marketing Plan

GLP has implemented a targeted lead generation strategy using Apollo, Google Maps, and LinkedIn, with enriched data from Clay to reach key sectors like metal fabrication, transportation, and food and beverage. This approach has already generated meetings with key prospects, and team members are using Green Leap emails to engage a growing list of potential clients.

Big Data Partnerships

Our partnership with a major data provider gives us access to tens of millions of updated records, refreshed quarterly. This will significantly expand our lead generation capabilities, allowing us to target new prospects with high-quality data continuously.

Multi-Channel Communication

We've developed a multi-channel communication strategy, including personalized email campaigns, LinkedIn outreach, partnership marketing, and follow-up calls, to effectively engage decision-makers and encourage participation in our programs.

New Customer Acquisition Strategy 2025

We implemented a "Quick-Win" strategy by offering a deregulated utility rate comparisons service to provide immediate savings, building trust and easing entry for future engagements. This approach not only delivers immediate value but positions GLP to form sustained, long-term relationships and revenue with new clients.

1.5. Challenges We Faced

“Every challenge faced has strengthened our commitment to adapt, refine, and build a more accessible path to sustainability for all manufacturers.”

- **Fragmented Ecosystem:** Resources and the community are dispersed, making it hard for manufacturers and partners to connect.
- **Skepticism:** Manufacturers’ past experiences with unfulfilled promises have led to reluctance in embracing new initiatives.
- **Limited Direct Outreach:** While strong partnerships have been formed, direct outreach to manufacturers remains a work in progress.

While we’ve made strides in engaging manufacturers and raising roadmap awareness, no manufacturers have completed the entire roadmap yet, offering insights for refining the user experience.

Factors contributed to this challenge:

- Some manufacturers faced internal capacity constraints.
- Identifying correct qualifying needs (e.g., a referred manufacturer further along than expected, needing limited roadmap support).

These challenges prompted us to refine our approach, focusing on delivering content in manageable segments, providing personalized coaching, and simplifying processes to meet manufacturers’ engagement levels. This experience highlighted the importance of continuous learning, and we are actively using this feedback to make the roadmap more accessible and actionable.

1.6. Summary Of Results

"With our path set and strategies in place, we are poised to deliver tangible results that will drive broad, lasting impact across the manufacturing sector."

The Green Leap Project (GLP) developed a connected ecosystem to support manufacturers in Riverside County for energy efficiency by addressing gaps in resources, financial access, and technology. Through partnerships with organizations like Eide Bailly and USGBC IE, and with platforms like Directrope, GLP has bridged the fragmented clean energy landscape, offering a central hub of resources and support.

Feedback from manufacturers has led GLP to refine its approach, focusing on phased content delivery, personalized coaching, and actionable guidance that aligns with manufacturers' economic motivations.

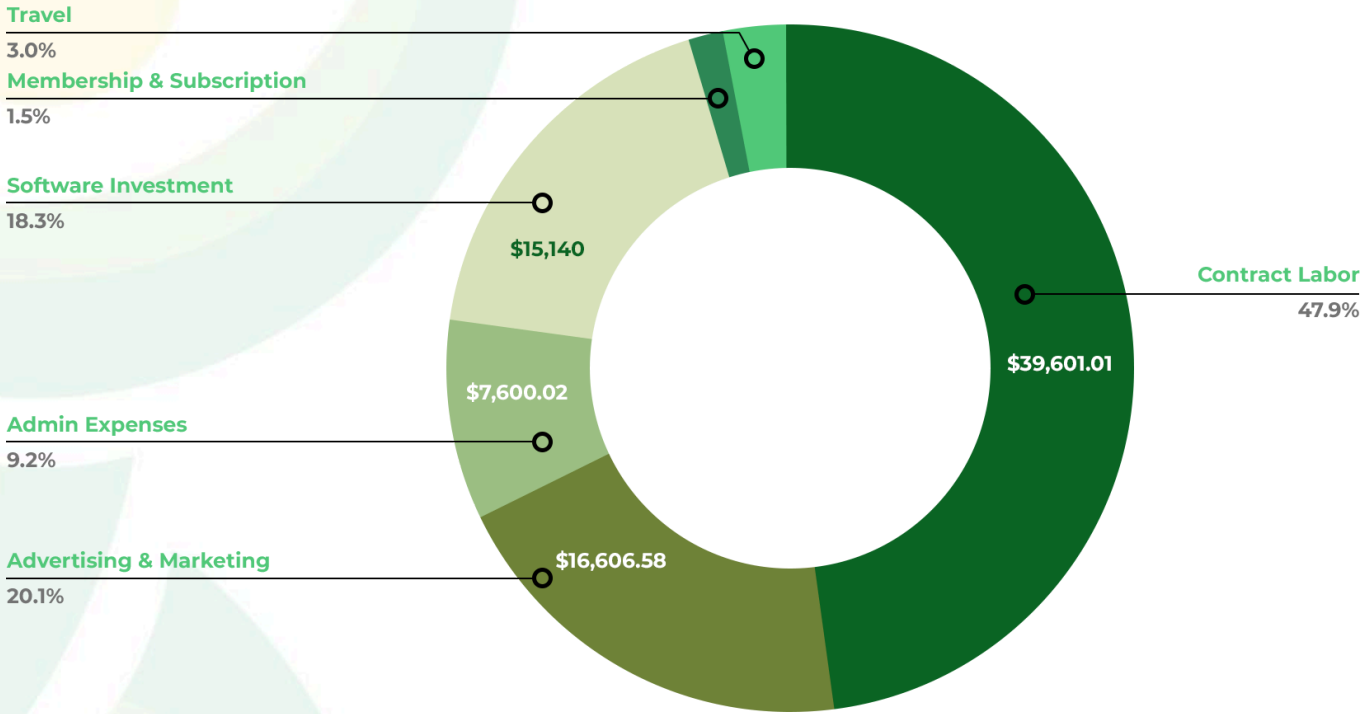
Despite challenges like fragmented resources and historical skepticism, GLP's community-focused strategy and Quick-Win engagement approach have positioned it for sustainable impact. By making clean energy solutions more accessible and building trust within the manufacturing sector, GLP envisions a future where manufacturers of all sizes can confidently adopt sustainable practices and drive regional resilience.

Criterion 3: Program Implementation and Results

3.1 Concept & Progress Phase Impacts to Project

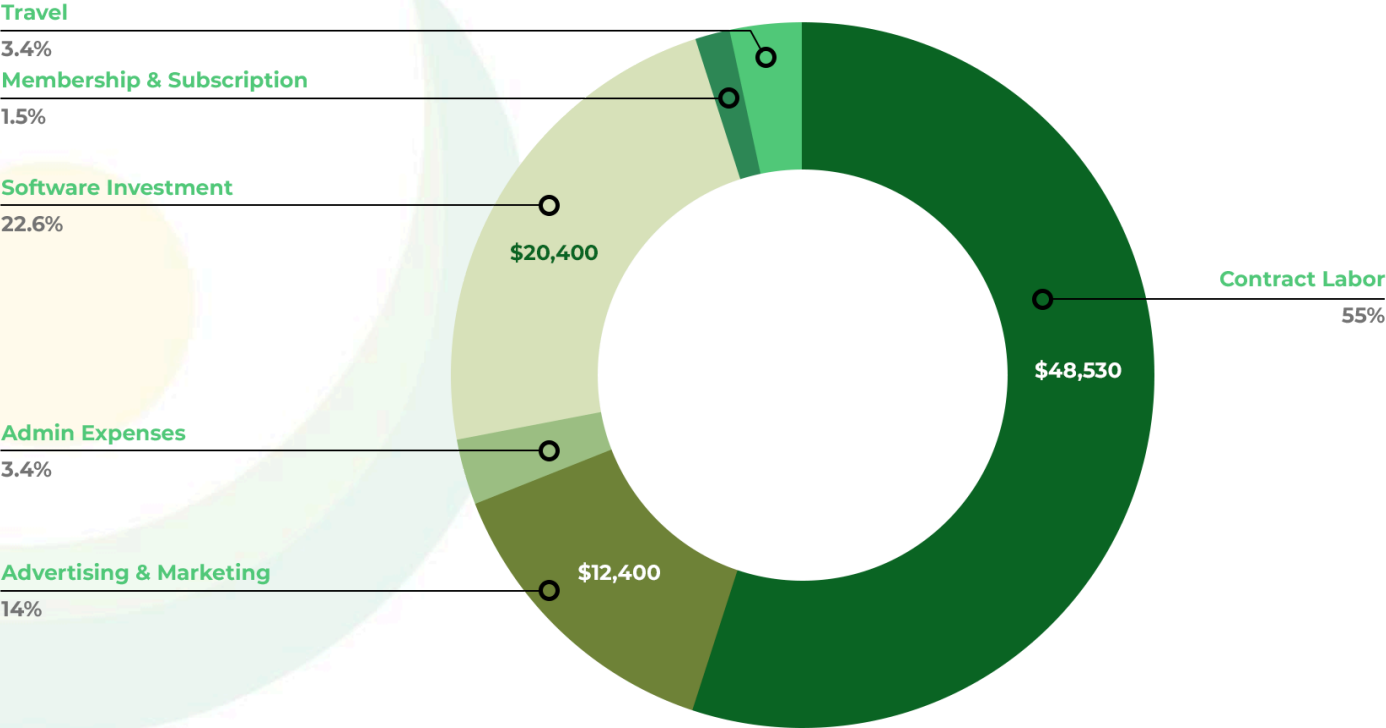
"The lessons from our progress phase have shaped the trajectory of GLP, transforming initial ideas into actionable strategies with measurable impacts."

In the **Concept Phase**, nearly half of the budget (47.9%) went to contract labor to build the foundation of GLP, while significant portions were also allocated to advertising/marketing (20.1%) and software (18.3%) to establish initial outreach and technical infrastructure.



Concept Phase Funding Distribution

In the **Progress Phase**, the focus on contract labor increased to 55%, reflecting our reliance on specialized expertise for scaling, with software investment also rising to 22.6% to support expanded operations. Advertising/marketing was adjusted to 14%, while admin expenses decreased to 3.4%, indicating streamlined operations. This evolving distribution shows a focus on strategic growth and efficient resource use as GLP progressed.



Progress Phase Funding Distribution

3.2 Summary of Team

"A strong team is the backbone of any successful initiative. At GLP, our team's dedication, expertise, and collaborative spirit are driving our mission forward."

Our diverse team has brought together expertise in energy efficiency, education, and digital marketing. Recent additions, such as Ronan Wall and Julian Barber, enhance our capacity to implement innovative solutions and effectively engage the community. Further members, such as Amartya Datta, Cody Cass, Giovanna Gatto, Stephen Lawrence, and Alex Ruiz have contributed to GLP efforts in expanding out strategic outreach efforts.

Member	Business	Responsibility	Impact
Founding Members During Concept Phase			
Andrew Anson	idea>Driver	Lead/Strategic/Partnerships	Collaborated on the initial ideation of Green Leap based on our personal career experiences, business goals, and industry needs that we identified.
Hannah Bastawrose	itty bit Better	Technical Lead/Energy Expert	
Eddie Konialian	Directrope	Community Activation /Networking Expert & Platform	
Joined During Progress Phase			
Julian Barber	Aliensun Labs	Marketing Lead/Digital Assets & Data Manager	Julian and Ronan's services supported our prioritization of technology to provide accessibility. Our holistic approach aims to improve user experience AND Green Leap Program Business growth.
Ronan Wall	Dosen	Education & Mentor Expert /Digital Roadmap Platform	
Joined During Impact Phase			
Amartya Datta	Purple Lemon	Branding Designer	4 New members enhanced Green Leap's efforts by refining our messaging and expanding our reach through strategic outreach, branding, and comprehensive reporting. Through their combined expertise, they contributed to a stronger brand presence and increased community engagement.
Cody Coss	Beyond Normal	Report Writer/Strategist	
Giovanna Gatto	Find The Story	Social Media Strategist	
Stephen Lawrence	Bluecraft Lead	Data, lead generation and direct outreach	
Alex Ruiz	Heir Finances	Bookkeeping/Admin	

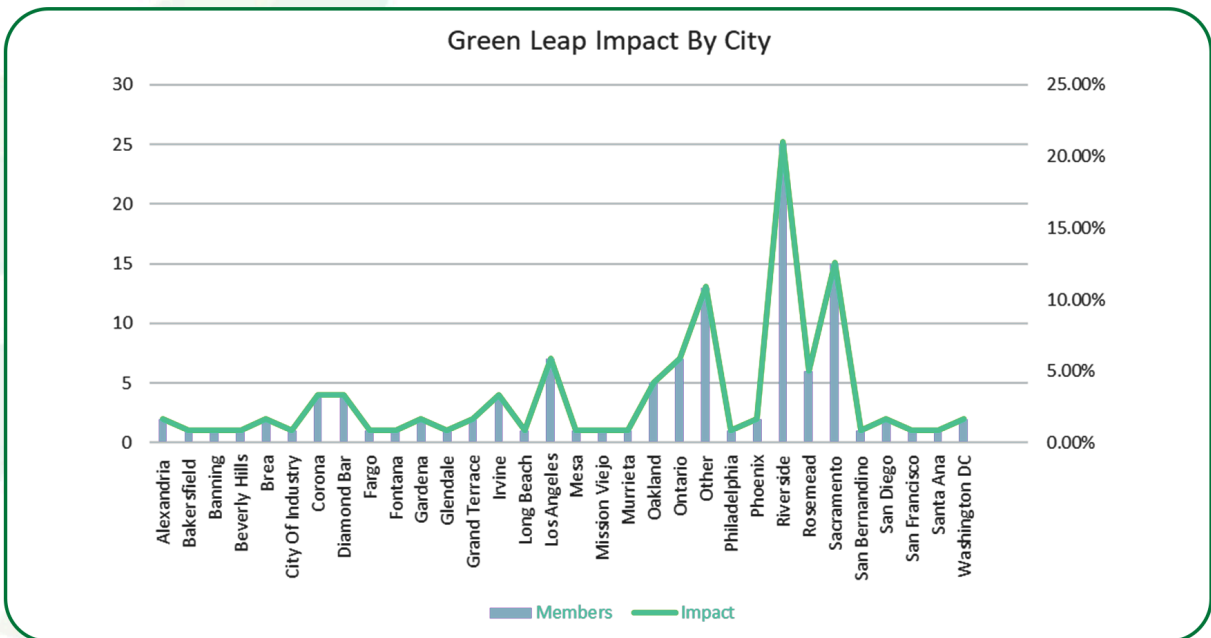
3.3 Evidence of Impact

"The real power of GLP lies in its people—their collective efforts are not just making an impact today, but setting the foundation for lasting change."

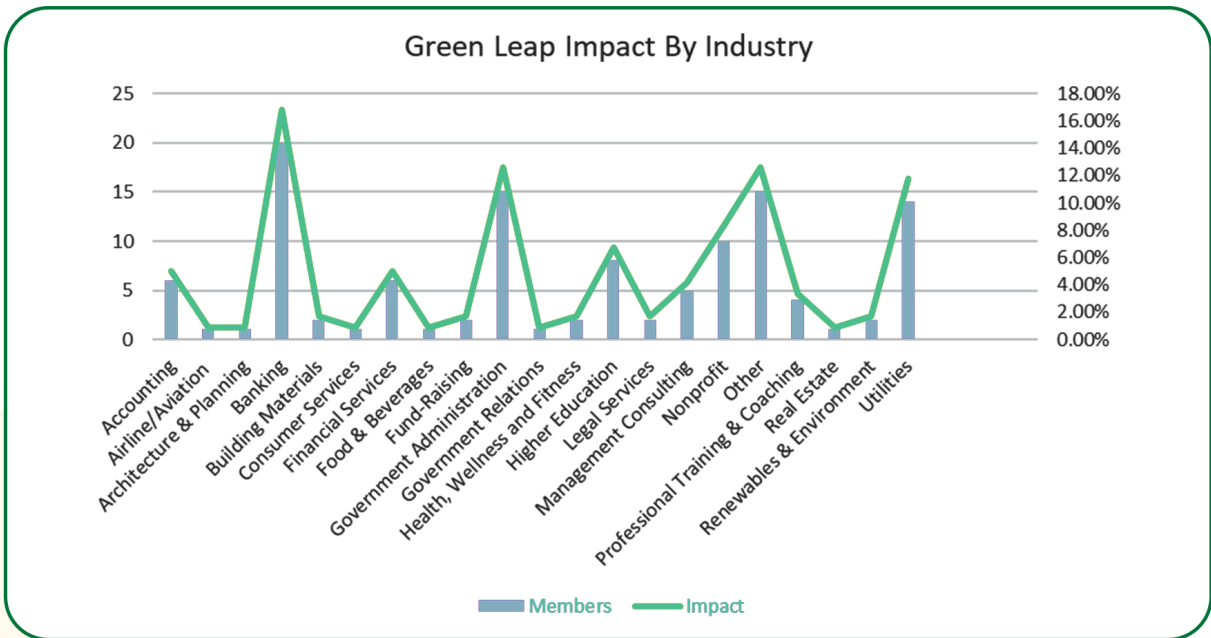
Engagement and Community Growth

A key achievement of GLP has been building a vibrant community of 120+ members. Through the GL Community platform, members can connect, share resources, and collaborate, fostering a community grounded in trust and relationship-building rather than transactions.

Each member, connected to an average of 125 people, expands our reach to about 14,500 individuals across the community. This extensive reach and engagement has provided deeper insights into community needs, enabling us to develop more targeted strategies that amplify our collective impact.

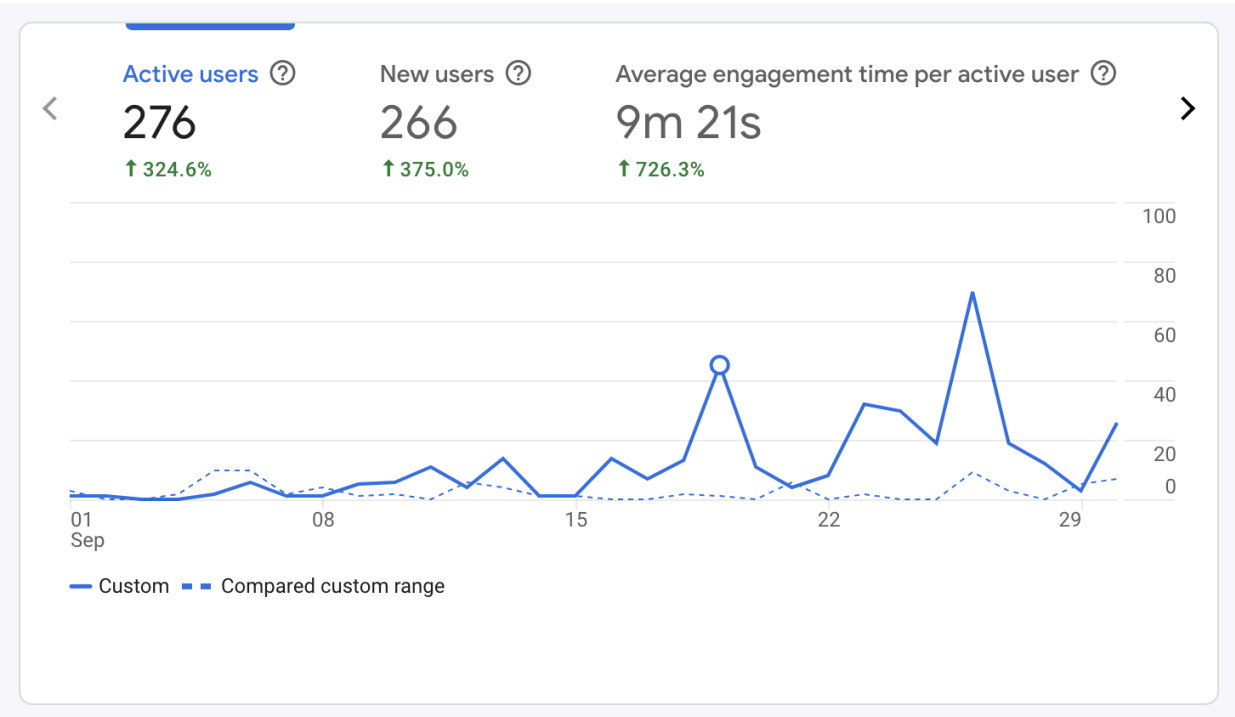


The "Impact by City" graph shows Riverside, our target area, has the highest membership, underscoring our success in reaching key local stakeholders.



The "Impact by Industry" graph includes sectors that indirectly support manufacturing, such as banking, consulting, and government administration, alongside direct manufacturing sectors like Airline/Aviation and Food & Beverages, which represent manufacturers in our target area. Partners like Eide Bailly provide critical resources that help manufacturers adopt clean energy practices, aligning with our strategy to build a broad, interconnected support network. Additionally, industries like consulting, government administration, and renewables offer expertise and support services essential for advancing sustainable practices within manufacturing.

Improved Website Traffic




Sessions and New Users: August 2024 had **65 sessions** and **56 new users**. September 2024 saw a sharp increase in both **sessions (276)** and **new users (266)**. This growth occurred after changing our messaging from “Be Sustainable” to “Unlock Savings & Resources”.

User Engagement: Page views soared in **September to 4,378**, indicating higher user engagement. Average session duration also spiked to **over 9 minutes in September**, up from just **1 minute in August**, showing deeper content interaction.

Advocacy and Partnerships

Our partnerships have been vital in driving referrals and validating our approach. For example, USGBC IE referred Scott Manufacturing, and UCI IAC introduced RKL Technologies. These referrals not only demonstrate the value of our ecosystem but also strengthen our credibility within the manufacturing sector.

The Growing Sphere of Resources illustrates how Green Leap is leveraging partnerships to build a comprehensive ecosystem of resources for manufacturers. By collaborating with key partners in funding, advisory, contracting, and online tools, we are creating a robust resource network that enables manufacturers to access essential services for energy efficiency.

 Partners who have given referrals

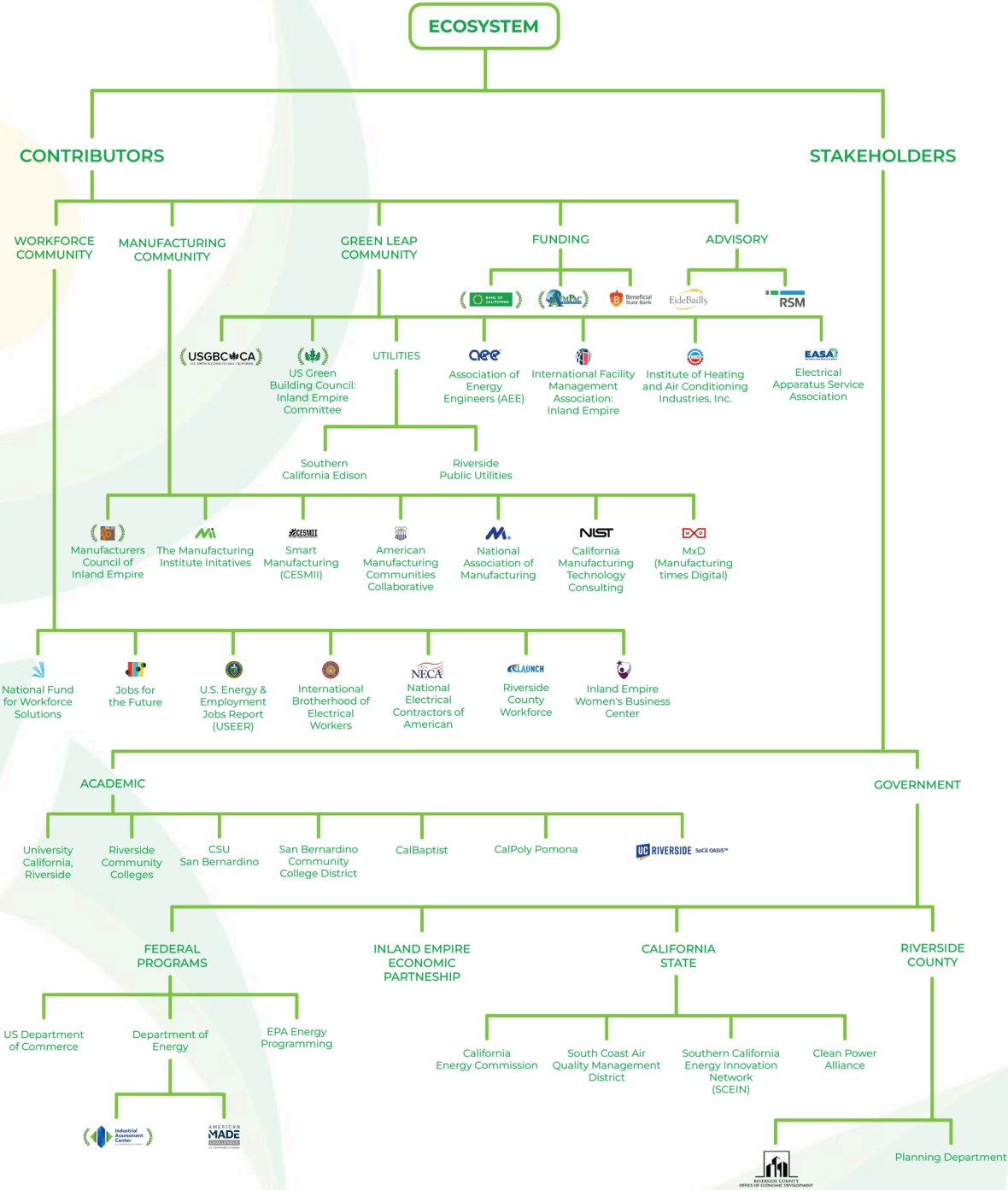


Growing Sphere of Resources

Growing Ecosystem of Partnerships illustrates how GLP is leveraging partnerships to strengthen and expand our ecosystem. By connecting with organizations across workforce development, manufacturing, academic, government, funding, advisory, and utility sectors, we're building a comprehensive support network. These partnerships drive referrals, generate leads, and enhance resource accessibility to empower manufacturers.



Partners who have given referrals.



Growing Ecosystem of Partnerships

Funding Contributed to Trickle Down Entrepreneurship Support

Each member of the Green Leap Program (GLP) team is a small business owner, bringing motivation and commitment to support local manufacturers. Each member contributes unique expertise, from energy efficiency education to digital networking, forming a cohesive support system for the manufacturing ecosystem we're building. This structure directly supports Green Leap's entrepreneurship goals for manufacturers.

This "trickle-down" approach has helped us reach our goals by fueling each team member's business growth while empowering manufacturers to adopt sustainable practices. With DOE funding, Green Leap has strengthened its support system, addressing Riverside County manufacturers' unique needs and advancing shared goals of innovation, resilience, and sustainable impact.

Criterion 4: Impact and Sustainability

4.1 Next Steps

"The path ahead is clear: continued collaboration, expansion, and action to drive sustainable change at scale."

Delivering Digestible Content with "Small Successes"

We've learned the power of creating digestible content that engages users effectively. Short, engaging videos outperform lengthy written content, and interactive assessments foster higher engagement than static text. By making small adjustments to content delivery, we can create a more engaging experience for users, which is essential to the success of future programs.

Embracing Technology for Enhanced Learning

We recognize the value of adopting new technologies to transform content delivery. Leveraging new technology, like Artificial Intelligence and existing robust platforms will allow us to reach users where they are, offering a dynamic and impactful learning experience. By utilizing AI tools, we can also significantly lower overhead costs in content creation.

These insights from the IMPACT phase pave the way for GLP's future growth. As we integrate these lessons, GLP will continue to evolve, remaining a valuable resource for the communities we serve.

Future Objectives

- Include AI in order to stay relevant, reduce our costs, and increase scalability.
- Continue to foster partnerships
- Improve our lead generation to bring in manufacturers to test our roadmap

4.2 Vision for the Future

"Our journey wasn't just about meeting the needs we outlined in the prize; it became about building something much bigger—something that has the potential to last long after the funding runs out."

Build a Tenable Business Model to Expand Impact

As we progressed through each phase of the CEIP Challenge, we realized that achieving our immediate goals wasn't enough. We had the opportunity to create something enduring—something that could drive lasting impact well beyond prize funding. This shift in perspective led us to focus on scalability and business viability, ensuring that GLP could continue making a difference independently.

Expanding a Sustainable Ecosystem and Roadmap for the Future

Looking ahead, GLP's vision is to expand our ecosystem and refine our roadmap to maximize impact across sectors. By leveraging our partners' networks, we plan to broaden our reach without requiring direct engagement with every manufacturer. The Directrope platform will remain central, connecting partners and resources to build a dynamic, self-sustaining network that furthers GLP's mission.

At the heart of our vision is a commitment to connect the manufacturing community—small and medium—with essential resources and expertise.

Roadmap development will emphasize phased, high-quality content tailored to each industry's unique needs. Collaboration with Dosen has shown the effectiveness of a gradual rollout, allowing us to scale efficiently while maintaining resource quality. This structured approach will empower more manufacturers to adopt energy-efficient and sustainable practices.

We will also reach out to the Department of Energy sphere of resources. Even within the DOE there are separate departments and resources in need of direction. At **Peer Exchange** events a continued need from other participants was "How do we get more funding?". GLP could be a starting point for manufacturers to also be directed to the DOE for government provided resources.

Gather Data to Diagnose Specific Needs

Data capture has proven to be a critical area for enhancing program effectiveness. Measuring success through key performance indicators (KPIs) is essential but often challenging. By designing our roadmaps with targeted questions that yield quantitative data, we've developed a reliable method for assessing the impact of our initiatives. This data collection capability allows

us to demonstrate program effectiveness to stakeholders and refine our strategies based on measurable outcomes, ensuring our efforts remain impactful and responsive.

Example of Available KPIs in Dosen:

- Number of users invited to roadmap
- Number of active users
- Satisfactory level of users
- The cost if the users were to pay consultant to provide the roadmap material to them
- “How confident are you in your ability to deliver changes in your organization?”

Building More Confident Buyers

We will also work to raise education awareness about the benefits of clean energy, focusing on environmental, financial, and positive business impacts. By increasing understanding of energy efficiency and sustainability, GLP aims to build a culture of engaged and informed businesses that not only prioritize long-term savings and environmental responsibility, but understand that the positive business implications such as lower maintenance costs, better marketability, and increased social economic benefits lead to serendipitous outcomes.

By equipping manufacturers with knowledge and tools, we empower them not only to invest in sustainability but to champion change within their communities.

Enabling Action for Environmental Impact

Ultimately, our vision is to empower organizations to take meaningful actions that lead to tangible, positive environmental impacts. With the right resources and continuous support, we anticipate that manufacturers will reduce their carbon footprints, contributing to a cleaner, more sustainable regional economy—whether their primary focus is business growth, cost savings, or environmental responsibility.

4.3 Anticipated Results

"The success of our early efforts provides a roadmap for scaling impact and achieving lasting results across the manufacturing sector."

Expanding Lead Generation & Outreach

With enhanced lead generation tools and partnerships, GLP aims to engage 100s manufacturers in the next month, achieving 100% quick-win success and 60% roadmap completion by Q1 2025. Our strategy targets over 3,000 manufacturers in Riverside County, providing extensive connection potential.

Integrating AI will boost targeting and qualifying efficiency, increasing conversion rates by 20% for roadmap entry. This approach will expand our reach and strengthen contractor and service provider connections, with a goal to onboard at least 25 new partners over the next year. GLP's early successes provide a strong foundation for these future outcomes.

Scaling Marketing and Messaging

Future marketing efforts, interactive content, testimonials, and Quick-Win campaigns, aim to increase webinar attendance and the average session duration on our platform by 30%. By showcasing case studies and quantifiable results from early adopters, we anticipate growing the adoption rate of roadmap recommendations to manufacturing participants. These strategies will amplify GLP's visibility and inspire manufacturers to champion sustainability across their networks.

Projected Results

- **Manufacturer Participation:** Engage 200+ manufacturers, with 75 completing the roadmap and implementing energy-saving measures by the end of 2025.
- **Energy and Cost Savings:** Achieve a cumulative reduction of 15% in energy consumption among participants, equivalent to \$500,000 in annual savings across the network.
- **Environmental Impact:** Reduce carbon emissions annually through clean energy adoption.
- **Community Growth:** Expand the GL Community 120 to 250 members, broadening our reach to an estimated 30,000 individuals through professional networks.

4.4 Funding Sustainability

"GLP is taking control of its future by building a self-sustaining financial model that will ensure continued growth, impact, and independence."

To date, the Green Leap Program (GLP) has been successfully funded through CEIP phase awards, which have laid a solid foundation for our operations and outreach. Moving forward, we do not plan to pursue additional external fundraising. Instead, GLP is focused on driving growth through sustainable, self-generated revenue from several core sources. Should we receive the final IMPACT Phase prize, this funding would provide the necessary runway to reach our next stage, where we fully activate revenue within our business model and continue our mission independently.

Below are the revenue sources we are targeting within the ecosystem:

Manufacturers

While the initial roadmap and basic coaching are free, key milestones will offer optional paid enhancements. Manufacturers can choose to access additional coaching if they need further assistance or have specific questions. GLP will also provide valuable services directly to manufacturers, offering expertise in engineering, financing, and hands-on implementation support.

Upon completing the roadmap, each manufacturer will receive a customized implementation plan—a prioritized list of energy efficiency measures developed with guidance from GLP coaches. This plan serves as a clear, actionable "shopping list" for all subsequent steps in their energy efficiency journey.

Contractors

GLP will implement a per-lead and subscription-based model to connect manufacturers with qualified contractors. Each contractor will be matched to a specific level within the Energy Pyramid, allowing them to contribute branded educational materials that highlight how their offerings drive energy savings, positioning them as authorities in their fields.

This approach creates a sustainable partnership ecosystem where GLP earns revenue on a per-lead basis, and coaches receive commissions on contractor sales. Together, this model supports contractors, coaches, and manufacturers, fostering a collaborative environment for sustainable growth.

Corporate Sponsors

Corporate sponsorships will be a pivotal part of our funding strategy. We'll pursue partnerships with corporations looking to position themselves as industry leaders to manufacturers and program supporters. These sponsorships will provide essential funding and amplify our mission of promoting sustainability across the manufacturing sector.

Coaches

Project-based consulting with roadmap coaches will create an additional revenue stream, benefiting both GLP and energy professionals. For energy experts seeking extra income or to establish their own practice, this platform offers a valuable opportunity to build industry credibility. GLP will earn a percentage of coach revenue, similar to platforms like Upwork, creating a marketplace that not only connects manufacturers with services and products but also fosters growth within the technical community.

Conclusion

The Green Leap Project (GLP) is uniquely positioned to drive meaningful, lasting change in the manufacturing sector. By creating a connected, collaborative ecosystem centered on education, we have established a scalable and sustainable business model that empowers manufacturers to adopt clean energy solutions.

Our approach balances accessibility, affordability, and knowledge-sharing, allowing GLP to address the immediate needs of manufacturers while building a foundation for a cleaner, more efficient economy. The progress we've made is only the beginning, with immense potential ahead for growth, impact, and the adoption of sustainable practices across the region.