November 1, 2009
Section: Business
Edition: St. Paul
Page: D7

OPEN FOR BUSINESS > **ENERGYPRINT**

Owners: Jerry Larson, CEO; Priscilla Koeckeritz, president, chief operating officer

Type of business: Energy management software for commercial real estate

Number of employees: 6, expecting staffing to be at 15 by year's end

Location: Minneapolis

Contact Information: 612-238-1300; **energyprint**.com

Tell us what your business does. **EnergyPrint** developed and launched a SaaS (Software as a Service) energy management application for property management professionals that benchmarks and reports on energy cost, consumption and carbon footprint for commercial properties.

Why are you launching it now? Due to volatile energy prices and a national focus on energy efficiency, companies that own and manage properties need better tools to help them identify where to focus on energy conservation.

Where did you get the idea for your business? Founder and CEO Jerry Larson has spent the past 25 years in financing commercial real estate and working in the environmental construction arena. We identified an unmet need to provide property managers with a cost-effective, administrative-free software application giving them the knowledge to better manage energy in their buildings.

How did you develop your business plan? Besides our core team, we have engaged consultants from technology, marketing and energy sectors to help us with planning. Our board of advisers includes an executive property management professional, a former Fortune 100 chief information officer and an international building efficiency consultant.

How are you financing your business? We have used a mix of self-funding and angel investors.

How do you see current economic conditions affecting your business? It is an ideal time to enter energy management. We also see a need to prepare companies for pending carbon cap and trade legislation that could have a great impact in years to come.

What makes your business unique? There are not many national players in the energy management software arena that can provide low-cost, highly scalable services to all sizes of companies. In addition, **EnergyPrint** is administrative-free. We work with our customer's utilities to gather and input all their energy data into the application.

What was the biggest obstacle you had to overcome? There are millions of buildings (all different), thousands of utilities (who all report and bill differently), volatile energy prices and varying weather patterns. We had to develop a methodology to account for the vast amount of data and drive analytics through an easy-to-use Web-based customer interface.

How did you overcome the obstacle? We developed our software application with the involvement of real customers through a beta trial. By using the best ideas of business people, technology engineers and marketers combined with the voices of real customers, **EnergyPrint** was able to meet and exceed user expectations and launch our application on schedule.

What will tell you the business is successful? The goal is to add 2,000 properties in 2009. We are well on our way and are meeting daily with other commercial property owners that manage multiple buildings.

Interested in taking part in Open for Business? If your business is less than one year old, e-mail us at businessnews@pioneerpress.com.

Jerry Larson and Priscilla Koeckeritz, owners of **EnergyPrint**. Due to volatile energy prices and a focus on energy efficiency, they say, companies that manage properties need better tools to help identify where to focus on energy conservation.