



## **SUBMISSION TO EDC REVIEW 2018**

### **THEME 4: ROLE OF EDC IN THE CHANGING GLOBAL CONTEXT**

Green Power Labs is software-as-a-service company specializing in clean energy. The company offers predictive energy management solutions to solar-power producers, utilities and commercial buildings operators. These analytics and control solutions help its customers manage energy consumption, generation and storage and optimize their energy efficiency through predictive analytics that provide weather-to-energy data in real time. They also reduce operational costs and increase revenues.

Founded in 2003, the company has subsidiaries in California and Australia and is known for operational solar-power forecasting for utilities and predictive control for commercial buildings.

In 2009, Green Power Labs reached out to EDC because it had a project in the United Arab Emirates and it wanted to insure its receivables. The clients in the UAE were credible and the company had the purchase orders but as an SME needed to be insured to deliver on our products and services efficiently with our cash flow well organized.

The business relations with EDC strengthened as Green Power Labs continued to grow and the company's needs changed. Green Power Labs needed to elaborate on the changing global economy and its implications in its target markets and better understand the competitive challenges. It needed to grow its capacity to respond to business opportunities and to connect with potential partners and customers in other export markets, and it turned to EDC for help.

Through EDC's matchmaking services, Green Power Labs was able to build partnerships in several new markets, including Colombia, Chile, India and Turkey. With EDC's support Green Power Labs also leveraged its positioning in existing markets such as Australia. At many of EDC's matchmaking events, the company had the opportunities to meet and start relationships with potential partners very credible in Green Power Labs' target markets. These opportunities were created and leveraged by EDC due to its vision and follow-through as well as to its role of financial intermediation. As a result of collaboration with EDC Green Power Labs is currently working on strategic partnerships with three multinational companies.