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YOUR IDEAS...
Thermal Biomass

• Many forms of biomass can be used for the most efficient option: heating, including: densified biomass such as pellets or briquettes, wood chips, agricultural residues, fast-growing woody energy crops such as willow and poplar, and grasses such as switch grass or Miscanthus.
Consumer Perception (Strengths)

• Renewable with sustainable forestry practices
• Carbon-neutral over a certain time frame
• A domestic resource
• A substitute for fossil fuels
• A source of economic development and rural job creation
Usability & Distribution (Weakness)

• ‘Not’ On-Demand- Instant Heat
• Think about it (chore)
• logistics have yet to reach critical mass with few customers spread over large geographic areas, thus increasing the unit cost of fuel distribution.
Trend (Opportunities)

• Tree hugger or not, we all have a responsibility to protect our planet. Fortunately, about 7 out 10 Americans agree with that statement today. The rest still worry that “going green” would cost the economy some serious green and result in major employment cuts.
Cost (Threat)

• Because of relatively small market penetration, biomass heating systems can cost twice the amount of a similarly sized oil or gas systems.
Conclusions

• Strengths – Challengeable
• Weaknesses – Unchangeable
• Threats – Outside of your control

• Opportunities – CAPTURE for PROFITABILITY
Proposition

• To look for established opportunities (Trends) that are in the consumers mind and see if any can be connected to what you do
Customers – Trends on the increase

• Household
• BBQ/Grills, Sauna’s, Pools, Beer & Food, Organic lifestyles and Wellness.

• Industrial – Brand Awareness
• Companies looking to develop environmentally friendly brands and stories. (It’s not so much about the product but they way you deliver it to the consumer)
Today, the Hearth, Patio and Barbecue Association (HPBA) reports that wood pellet grills are one of the hottest trends in the industry, offering consumers the primal flavor of wood smoke coupled with the turn-of-a-knob convenience of gas. Roughly 300,000 units were sold last year—less than 2 percent of total grill sales—but the popularity of pellet grills is surging.
Industry

• **New Belgium Brewing** in Fort Collins, CO, maker of Fat Tire Amber Ale. Cofounded in 1991 by its CEO, former social worker Kim Jordan, who was inspired by a bike trip through Belgium, it’s the third-largest craft beer maker in the U.S. Among its environmentally-friendly practices: It monitors and records all of its energy use, waste production and emissions and recycles, reuses or composts more than 75% of the waste it produces in manufacturing. It also makes bikes and a Prius available to employees to run local errands. One hundred percent employee owned, the company has more than 480 employees and upwards of $180 million in revenues.
Mixed Bag - Thoughts

• Blue Apron – Delivery system
• Pure Michigan ‘Heat campaign’
• Packaging – Consumer Attributes, Convenience
• Food & Beverage Processing companies – Bells (Beer cooked with wood)
• Chipotle (Real smoked food)
• Domino’s Pizza – Wood Pellet fired ovens
• Apple, Microsoft - Heating companies that have strong Mission
• Value Added Items – Wood Pellet Candles, Cat Litter,
• Export