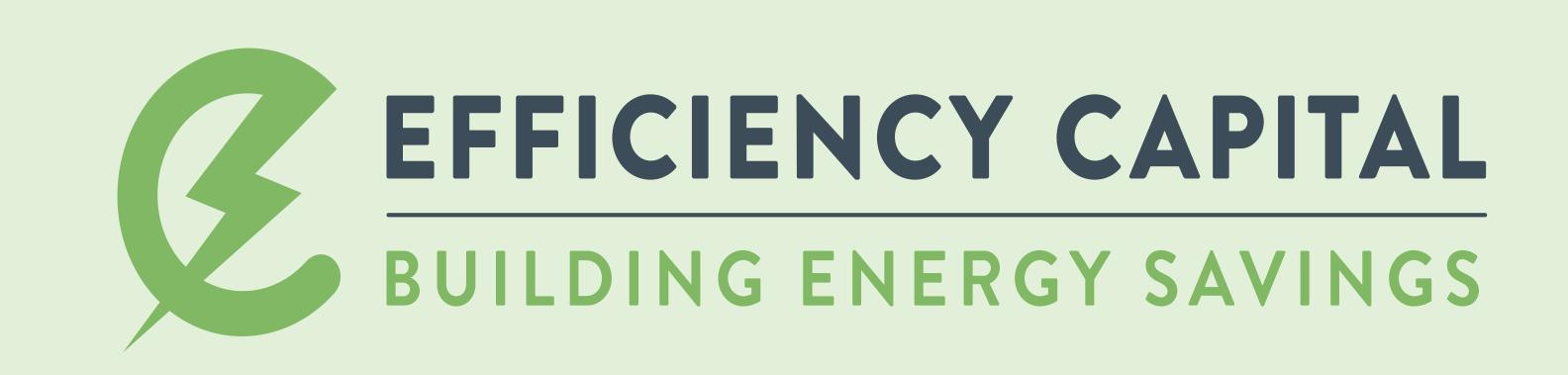
# Brendan McGovern | Project Coordinator



# About Efficiency Capital

Efficiency Capital is a Canadian corporation that provides financing for turnkey building energy efficiency solutions.

EC works with clients across real-estate sectors to provide financing solutions for comprehensive, performance-guaranteed energy retrofits. EC helps clients reduce operating costs, lower energy consumption, reduce greenhouse gas emissions, and enhance building value.

## Main Responsibilities

- Market research on building sectors, building efficiency technologies, and relevant regulatory developments.
- Liaise with clients, engineers, and service providers to ensure projects are on track.
- Analyze energy audits with financial models to assess feasibility and long-term performance of retrofit projects
- Acquire new clients in various sectors for walkthrough energy audits and provide support throughout sales cycle.



Toronto's GHG emissions come from buildings



Market potential for efficiency retrofits in GTA



Average energy savings generated by EC

### Key Learnings



Institute for Management & Innovation

UNIVERSITY OF TORONTO

Market research skills and report writing

Energy efficiency policy and technology

Understanding of retrofit project financing

#### Takeaways

- Acquiring new clients takes persistence
- Complex solutions need simple explanations
- Embrace every task as an opportunity