

FINANCING CASE STUDY

Great Product. Great Savings. No Black Magic.

Proposal to funding in 30 days, fast approval for “no-brainer” projects

THE CHALLENGE

Sometimes, the only challenge is getting the right information in front of the right people. And with Seacoast Motorcycles, that’s exactly what Titan LED did.

THE SOLUTION

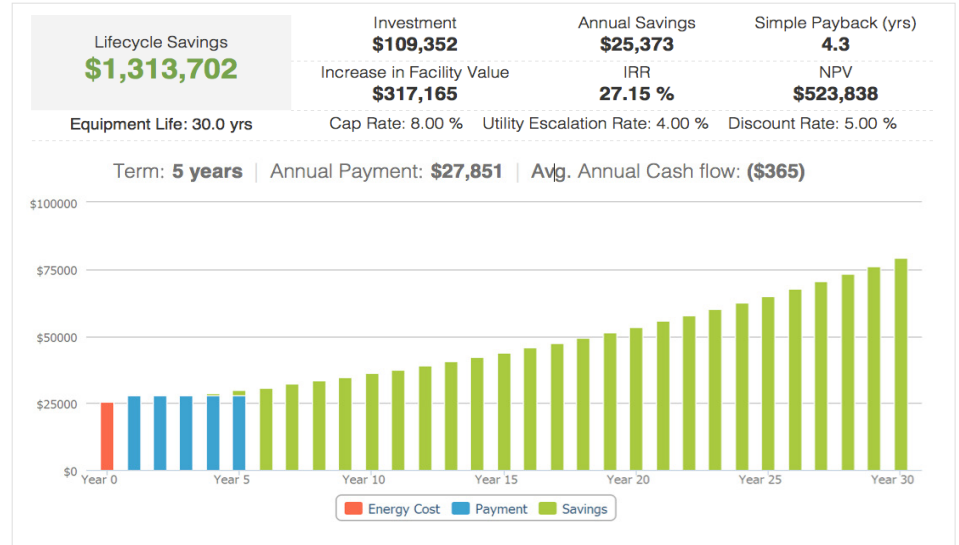
In discussions about energy efficiency technologies, things can get lost in translation. Presenting your lighting project to a business owner who only thinks in dollars and cents can be a challenge. And with Titan LED’s proprietary and cutting edge products, the savings benefits are crucial to the story. This is where Titan engages the Noesis platform. With the **Noesis Efficiency Business Proposal (EBP)**, Titan can simplify the process. Their technical specs go in, defining the project, the kilowatt savings, and the lifecycle benefits of the product (in this case, lighting), and the EBP delivers an economic summary in the format of an easy-to-digest business case.

THE RESULTS

Seacoast Motorcycles, which is one of the largest full-service Harley-Davidson® dealerships in New England, was presented the Noesis EBP, the economic business case, and the decision was easy. Seacoast understood the benefits of the project, they understood the savings, and it was a no-brainer, the project was quickly approved.

Seacoast Motorcycles decided to finance the project and was approved within hours. And even though this project was sandwiched between the holidays, during the busiest time of the year for Seacoast, the process of proposal to funding was only 30 days!

ECONOMIC SUMMARY



PROJECT SUMMARY

LED retrofit.

ABOUT TITAN LED

Titan LED is a California based OEM and manufacturer specializing in energy efficiency and clean tech lighting solutions. They offer a broad range of products designed to deliver substantial cost savings (from 50 to 75%) with life spans up to 90,000 hours. No ballast, no noise, low degradation, and high durability eliminating costly and wasteful maintenance expenditures.

“Seacoast Motorcycles understood the value of using debt to save money. It was a simple math equation. They were investing for the longer term. With the Noesis EBP, we went through all of the numbers and demonstrated what the savings would be, over the life of the lights, and Seacoast approved within days.”

—Tom Ferrin, Titan LED