



PRTM

*Management
Consultants*

Building a Profitable Growth Practice for the 21st Century Energy Space

Business Development Thought Piece
for Discussion

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The energy space in the 21st century is at a key global inflection point

- Energy-related issues are at the core of multiple North American and global issues/debates
 - Economic recovery
 - Sustainable growth and development
 - Financial stability
 - National security
 - Climate change
 - Etc.
- Energy, sustainability and climate change are now strategic imperatives in the C-Suite
- There is a growing need for effective operationalization of rhetoric and policy into effective strategy and actions that are economically attractive and therefore self-sustaining

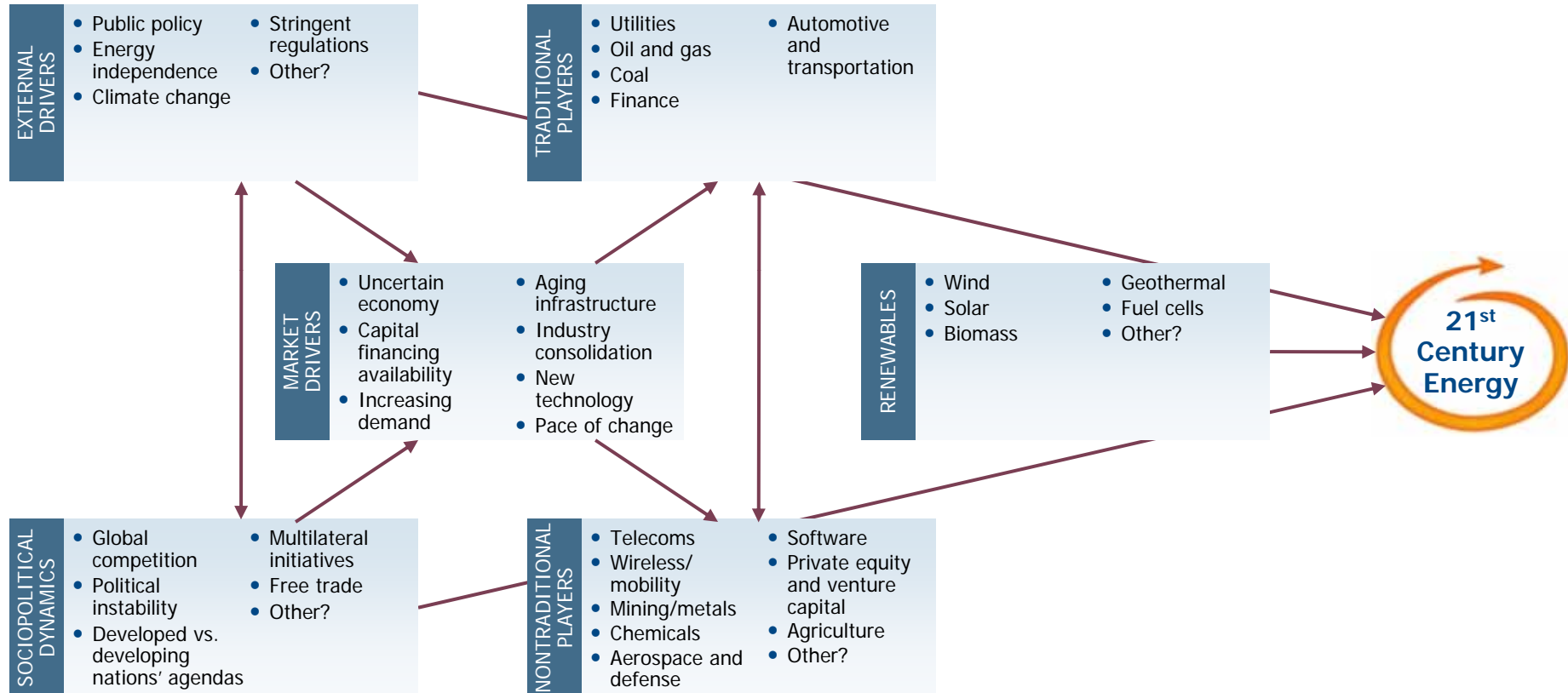
PRTM Market Perspective

- Most top-tier consultancies have yet to recognize the shift in the energy space from being industry sector oriented to being issue/opportunity driven across multiple sectors
- Both mature and emerging clients have significant need for PRTM capabilities
 - Mature companies need to be nimble/customer focused and innovation savvy
 - Emerging enterprises need to scale efficiently and commercialize more rapidly
- There is a growing body of evidence that suggests that companies (and their consultants) that “get out ahead” of these issues realize better results

“A supply of secure, equitable, affordable and sustainable energy is vital to future prosperity.”

*Intergovernmental Panel on Climate Change
4AR Chapter 4*

The energy space in the 21st century is increasingly dynamic and complex – presenting excellent opportunities for PRTM

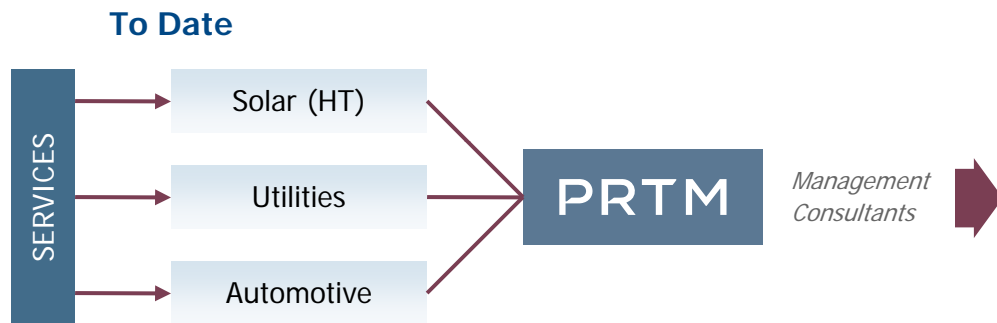


“... it is critical to be bold ... [and] take advantage of the opportunity of a lifetime – the opportunity to transform the energy sector.”

*Joseph A. Stanislaw, Retired Chairman
Cambridge Energy Research Associates*

PRTM's energy practice is evolving to reflect the rapidly shifting landscape and dynamics of the 21st century energy space

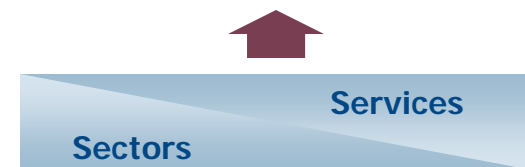
- To date, it appears PRTM has been opportunistic along service and/or industry sector lines



- Going forward, a more strategic issue- and opportunity-driven focus will be needed to drive sustained profitable growth

Energy Practice

- Smart grid
- Clean coal
- Renewables
- Infrastructure refurbishment
- Technology selection and integration
- CO² capture and sequestration
- Alternative fuel vehicles
- Operational risk and resiliency
- Asset utilization and optimization
- Public policy
- Carbon
- Sustainability



PRTM service line expertise will play a key role in delivering high impact value to clients from the multiple sectors now involved in the 21st century energy space.

PRTM is ideally suited to helping clients profitably navigate the risks and opportunities of the 21st century energy space

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These issues have significant implications and present substantial challenges, risks and opportunities

- Across the entire value chain
- With customers, business partners, stakeholders and a wide variety of other stakeholders
- Demand a rigorous review of existing business resources, capabilities and processes to ensure they can effectively address these issues
- Require innovative thinking, pragmatic problem solving and an integrated strategy, detailed tactical roadmap and implementable operating plans



“... [We must] liberate the ingenuity and intelligence of industry, academia and government in the quest for a stable energy supply and a sustainable planet. We have a moment [and] we must seize it.”

*Tony Hayward
Group Chief Executive, BP, plc*

As PRTM coalesces its energy practice team, ensuring the right resource mix and fit must be a key consideration

Currently

PRTM is:

- Assembling a team from multiple practices and offices
- Developing a strategic plan and priorities
- Preliminarily assessing outside hires and identifying potential candidates for hire and/or acquisition
- Continuing to serve clients



Going Forward

PRTM must or should (or may already):

- Identify key target sectors/potential accounts and assign accountability
- Develop insights/perspectives on each key target sector and prepare a PRTM “point of view” to inform business development efforts
- Engage in key client forums in the energy space and actively seek speaking opportunities
- Leverage existing client relationships and references
- Capitalize on existing energy-related intellectual capital and case studies
- Invest as needed in new insights/intellectual capital and in new client relationships
- Act on the opportunities to acquire key business development and strategic capabilities

Our proven track record of effectively developing business, managing accounts, delivering against expectations, and building successful practices and teams makes us ideally suited to playing a key role in helping PRTM build its Energy Practice.

Our understanding of the potential opportunity for PRTM's Energy Practice:

Key Assumptions

- Focus primarily on business development in NA
- Based in Waltham (or Washington DC)
- Operating at a Director level
- Ready access to requisite resources
- Key member of practice leadership team
- Proposed plan subject to conformance with practice strategic plan
- Assumes a "bootstrap" start

My Proposed Plan

- Focus on establishing account relationships with target energy space clients in the northeast and midwest United States
- Expectation is that initial focus will be in key sectors such as:
 - Electric power generation and utilities
 - Energy storage devices and batteries
 - Smart grid service and technology providers/users
 - Alternative energy and renewables
 - Oil and gas
 - Coal
- Key issues prioritized based on client need and available PRTM intellectual capital
- Remainder of 2009 to focus on assimilation/ramp-up and building opportunity pipeline



	2009	2010	2011
Qualified Opportunities	\$1.0–2.5M	\$5.0–7.0M	\$6.0–10.0M
Bookings	—	\$2.5–3.5M	\$2.0–4.0M
Billings	—	\$1.0–2.0M	\$2.5–3.0M

Suggested Next Steps

- Schedule a follow-up “working meeting” in early to mid-May to more granularly discuss PRTM’s plans and how I can make a significant contribution towards meeting them
- Speak with my references
- Have me meet/speak with others in the Energy Practice
- Agree on a Go/No-Go resolution by early to mid-June
- Assuming a Go decision, agree on commercial terms and draft offer/agreement by late June, with an expected start date of July 1

Thank you. I look forward to further discussions with you to explore the opportunity of working together.