

## ***Client Case Study: Global Energy Investors***

### **Challenge – Creating a Solar and Wind Project Investment Fund**

Global Energy Investors (“GEI”) was established in 2009 to mobilize financing for renewable power projects. GEI recognized that renewable power has become the fastest growing segment of the power sector based on technological innovation, concerns about dependence on fossil fuels, and clear public support. Institutional investors and high net worth individuals wanted to put money into the clean power sector, yet lacked the expertise and time to find suitable investment opportunities. GEI wanted to offer such investors an attractive investment fund vehicle to invest in high-quality solar and wind projects.

GEI had to build a compelling investment proposition from a standing start and to do so in a challenging financial environment. The founding management team had strong backgrounds in sourcing and investing capital for fixed income and angel stage venture capital investments. They wanted an industry expert to focus their vision. GEI researched the renewable finance field and selected Birch Tree Capital to help move their concepts to reality.

### **Approach**

Birch Tree Capital assessed GEI’s focus and competitive strengths and helped them target medium-scale distributed solar and wind power markets in New England and Mid-Atlantic states. Birch Tree Capital profiled the ideal project developer most likely to generate the solar and wind investment opportunities sought by GEI, and identified specific developers fitting that profile. Birch Tree Capital then helped GEI build a robust pipeline of attractive potential fund investments. The firm crafted a template framework for GEI to review project opportunities and conduct due diligence. Birch Tree Capital tapped its network of clean power advisory and service firms to help GEI secure needed financial modeling, insurance, accounting, and other technical and market analysis support. The firm helped GEI bring on board key advisors to build the GEI team. Birch Tree Capital assisted in GEI’s preparation of investment solicitation materials for potential fund investors and joined in key meetings with potential investors.

### **Solution**

With help from Birch Tree Capital, GEI built an attractive and exciting investment proposition for investors previously unable to participate in the clean power sector. While the difficult financing environment of the time precluded a successful fund-raising, GEI’s investment fund concept still represents an innovative and efficient source of financing for high quality solar and wind projects. Proposed changes in REIT and MLP regulations will spur the creation of similar such investment funds in the near future.