



PRESENTED TO:

***INSERT CLIENT
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Capabilities Statement | Market Advisory

Prepared for: [Name of Client], Title

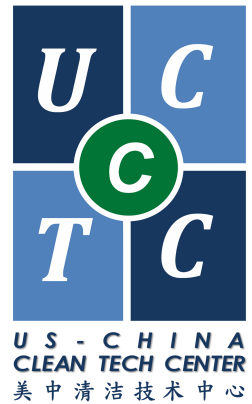
Prepared by: Jeff Horowitz, Cleantech Development Director

December 23, 2015

December 18, 2015

[Name of Client]
[Street Address]
Anytown, State ZIP

RE: Subject Line



Dear Mr. [Last Name],

This document is the result of conversations I have had with you and/or your colleagues in relation to [name of client's] strategic efforts in China. UCCTC has helped you get your China building blocks in place, and it is my hope that you have seen some initial success thanks to our hard work and connections.

The purpose of this Capabilities Statement is to introduce [name of client] to UCCTC's Market Advisory capabilities, which build off UCCTC's work, including: Market Feasibility, Market Evaluation, Partner Identification, and Ongoing China Support.

In addition to our no-cost market promotion activities, which you may already be familiar with, we also support [client's sector] technology companies with business development and China strategy. For this support, our clients compensate us project consulting fees, as well as success fees — meaning we have every interest in seeing [name of client] achieve success in China.

Please contact me to set up a phone call about this.

Sincerely yours,

Jeff Horowitz
Director, Cleantech Development
US-China Cleantech Center (Market Advisory)

jeff@uschinacleantech.org
o. (213) 247-5703

INTRODUCTION

THE US-CHINA CLEANTECH CENTER (UCCTC) IS PLEASED TO SUBMIT THIS CAPABILITY STATEMENT TO PROMOTE OUR MARKET ADVISORY PRACTICE TO ADVANCE THE OPPORTUNITIES FOR U.S. CLEAN TECHNOLOGY FIRMS TO FIND CHANNEL PARTNERS AND SHOWCASE AND SELL CLEAN TECHNOLOGY PRODUCTS AND SERVICES COST-EFFECTIVELY AND STRATEGICALLY IN CHINA'S MARKETS. THIS DOCUMENT DETAILS OUR ORGANIZATION'S BACKGROUND AND TEAM, OUR OBJECTIVES, THE SCOPE AND FOCUS OF OUR WORK, AND WAYS TO ENGAGE US.

ABOUT US

Company

The U.S.-China Clean Tech Center (UCCTC) is a public- private partnership between the Innovation Center for Energy and Transportation (iCET) and the US Department of Commerce (DOC) dedicated to providing U.S. clean technology firms a cost-effective and strategic launching pad where they can showcase and sell their products and services in China.

UCCTC works to promote and market a wide array of environmental technologies to the Chinese market. While we assist with all sectors of clean tech, our primary focus is on the following environmental technology sectors:

- Clean Transportation
- Water / Wastewater Treatment
- Renewable Energy
- Air Pollution Control and Monitoring
- Energy Efficiency
- Energy Storage
- Smart Grid

"The value created by UCCTC is straightforward: We limit the risks and enhance the rewards of doing business in China."

Dr. Feng An, President



Team

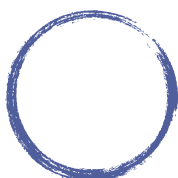
We receive direct sponsorship from the U.S. and Chinese government and maintain two main offices in Los Angeles and Beijing with regional offices in other leading Chinese cities. Our team has deep policy and analytic expertise in the clean technology sector. Many of our staff have technical backgrounds and are able to analyze and navigate the fast-changing clean technology industry.

UCCTC builds on iCET's successful ten-year track record of leading US-China cleantech collaboration and iCET's deep policy and analytic expertise in specific cleantech sectors. iCET has strong ties with central and local governments and major state-owned enterprises in China and has carved out a strong reputation through its work in providing expert advice to Chinese government and businesses on clean energy and environmental technology trade and investment.

CHINESE PARTNERS NETWORK



City Government Partners: Beijing, Tianjin, Dongying, Weifang, Changzhou, Yixing, Shanghai, Zhuhai



Economic/Market Channel Partners: U.S. Embassy/Foreign Commercial Service, Various High-Tech Industrial Development Zones



Investor Partners: Private Equity, Venture Capital, Banks, Government Funds



Academic Partners: Tsinghua University, Xiamen University (School of Energy Research), Chinese Academy of Sciences



Central Agency Partners: National Development Reform Commission (NDRC), Ministry of Environmental Protection (MEP), Ministry of Commerce (MOFCOM), Ministry of Science and Technology (MOST)

PRACTICE AREAS

UCCTC provides overall market and policy analysis and research as well as detailed, key market research for a specific product line. We offer advice for promotion and marketing strategies to facilitate firms' decision making process on when, where and how to act in local Chinese markets. With UCCTC's assistance, companies can acquire information about trends, market potential, and factors such as comparative pricing analysis and initial client identification.

MARKET ADVISORY

Market research, competitor analysis, partner identification, and strategic recommendations.

The First Steps: "Assessing the time of high market demand, outlining and selecting the right project, finding the most effective ways to market and determining the best business model."

Re-Thinking China: "Investigating the trends developing in the Chinese market, reassessing current strategies and partner agreements, framing a plan to advance to the next level."

Managing China: "Devising the best long-term strategy for the company over the following years."

PILOT PROJECT ADVISORY

For executives seeking to conduct a pilot project in China, the challenging and urgent questions revolve around location, management, and partnerships.

Cooperation: "What if the pilot project does not pan out the way we expected? What is our alternative plan?"

Sources of Funding & Rights: "Who pays for the pilot, and who owns the results?"

Management: "How do we ensure the accuracy and integrity of the data collection?"

INVESTMENT ADVISORY

Introducing executives to strategic Chinese investment and requisite due diligence.

Preparedness: Devising a short and long-term communication strategy to attract Chinese investors.

Investor Selection: Determining which Chinese funding partners are consistent with our strategic objectives and will enable our company to protect our IP.

Negotiation Tactics: Finding ways to maneuver negotiations over ownership and investment rights.

CLIENT CASE STUDIES

Sustainable paper products company approached UCCTC with the desire to sell into the Chinese consumer market, but struggled to formulate a clear market entry strategy that would mitigate operational risks and the challenge of inexpensive alternatives. UCCTC worked with this client to assess the market potential for their products and research qualified partner and market strategies. UCCTC coordinated all outreach and communication, conducted due diligence according to clients' requirements, and assisted in negotiating the agreement with the potential factory and distribution partners.

Environmental Technology Fund representing portfolio technologies with wastewater and energy efficiency markets application contemplating a China market entry asked UCCTC to make recommendations on potential pilot demonstration customers and how to best execute a winning marketing strategy specific to the cooling tower market in China. UCCTC delivered a detailed rationale for each recommendation backed up by high-level introductions to engineers inside one of China's largest energy companies.

Silicon Valley-based and venture-backed company with high performance engine technology: This company needed an entry point into the China market, so they hired UCCTC to write a white paper focused on small car fleet fuel consumption improvements with implementation of the clients engine. The market research was provided to various audiences (government or business) as a promotional market study or authoritative expert paper. Project highlights: the client identified and engaged top candidate partners, hired a China GM, and initiated a pilot project in China.



"UCCTC's board of experts and professional technical assessment partners in China are a force multiplier in terms of mitigating the challenges of access and understanding of policy makers, regulators, and prospective customers. Whether you are entering the Chinese market for a specific product or service, or a diverse portfolio of products, consider making UCCTC an integral part of your strategy." **Jeff Horowitz, Cleantech Director**

WAYS TO ENGAGE US

1. Introductory Call

- An exploratory call to discuss your China goals, timeline, and strategy

2. Project Assessment

- A detailed scope of work approved to meet your goals and budget

3. Project Launch

- Coordinating our project team to meet your objectives and expectations

CONTACT US

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"We spend a lot of time thinking about and exploring our clients' needs to increase their chances of success in the China market. In addition to general market advisory practice, UCCTC maintains a robust, bilingual environmental technology database representing a much larger audience of Chinese cleantech buyers, investors and strategics." **Rainning Bao, Project Manager**