

Mainspring & Smart Energy Decisions: Using Webinars to Generate Leads for New Technologies



Mainspring



Value Proposition: Energy and facility managers are increasingly feeling pressure not only to manage energy costs, but also to develop carbon reduction plans and effective strategies to improve resilience. Although few technologies have the ability to check all three boxes, Mainspring's new fuel-agnostic and modular 240-kW linear generator has the potential to do just that. Mainspring's on-site generation technology is being utilized in numerous locations. It is currently providing valuable services to Kroger - one of America's largest supermarket chain - and to electric utility Pacific Gas & Electric in a diesel displacement project, as well as to other Fortune 500 companies, with additional projects being developed for customers and applications on both sides of the meter.

Mainspring has been patiently developing its generator in stealth mode for the better part of a decade. When the revolutionary technology was finally ready for the market, the start-up selected Smart Energy Decisions (SED) to develop a webinar (in addition to participating in SED events) broadcasting Mainspring's message in a widely attended virtual coming-out party that reached many hundreds of viewers.

Targeting Qualified Prospects: Last year, Mainspring began testing its linear generators with Kroger as part of its pilot program, in a highly successful effort to determine how they would perform in the field and meet specific customer needs. In March, Mainspring announced a \$150 million unit purchase and project finance agreement with heavyweight energy player NextEra Energy Resources to accelerate deployment of its solution in designated commercial markets across the country. With that financial backing in hand, Mainspring began to focus on selling its technology into a commercial marketplace hungry for solutions to help address the challenging cost, carbon, and resilience trifecta. The critical question then became: how to get the word out to prospects that mattered?

After careful consideration, Mainspring selected SED - with its well-established base of energy buyers and facilities managers - to help spread its message. The two parties then began developing a communications strategy, commencing with a webcast including representatives from Mainspring, Kroger, and NextEra.

Strong Stories Lead to Valuable and Targeted Customer Conversations: SED events can be a highly effective investment for start-ups looking to inform buyers about their solutions and generate promising leads. The June 16th Webinar "Cost, Sustainability and Resilience Benefits of the Latest DER Technology: Kroger on its Mainspring Linear Generator Deployments" is a strong case in point. It was initially attended by hundreds of viewers, with the recorded session viewed by many more on-demand in the following months.

Through early October, the webinar had already yielded dozens of follow-up conversations with well-qualified prospects. Craig Noxon, Mainspring's Senior Director for Enterprise Sales commented afterwards, "There's tremendous potential in having a highly respected customer like Kroger validate a company and technology. Kroger's deployment experience is at the heart of our webinar. Having other potential customers hear from their peers how we are solving business problems is invaluable."

Following on the heels of this effort, Mainspring plans to continue working with SED to continue getting its message out and further broaden its customer base.



Craig Noxon,
Senior Director of Enterprise Sales

Mainspring Energy

"The event took place months ago, yet we still point to the webinar when we are doing outreach to customers. It's an ongoing, living piece of collateral that we continue to use



John Failla,
Founder & Editorial Director,
Smart Energy Decisions

"The powerful SED webinar program has time and time again proven to be an effective and efficient vehicle to generate high-quality leads for our supplier partners by showcasing how their solutions meet the needs of our buyer community."