

'We're turning the energy service sector upside-down'

Being a "disruptor" may have once had a pejorative tenor. In the modern-day energy sector, such a potentially negative impression has been, well, minimized.

Founded in 2011, Minimise Global (minimiseglobal.com) has proven a self-described "industry disruptor" in the world of energy conservation.

"We're turning the energy service sector upside-down," says Daniel Badran, CEO of Minimise. "We're doing something that traditional energy companies could offer, but they don't, and they've been out there for decades and decades."

Fueled by its proprietary energy conservation and efficiency tech and a unique financial model, in 2017 Minimise launched its revolutionary Energy Efficiency as a Service project (EEaaS), better known as the company's No Capital Outlay Plan Agreement (NCOPA).

Working through the acronyms: Minimise provides modern energy services and energy man-



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agement upgrades at no upfront cost to the client; the pre-paid savings structure via energy efficiency – among a select few such models in the entire energy industry -- underwrites the improvements.

"Not a single red cent is asked from the client," Badran says.

The renewable power solutions are vast, ranging from energy optimizing and modern management, water and solar, LED fixtures and HVAC optimization. Reducing wasted energy consumption while building economic savings has proven a formidable win-win for Minimise and its clientele. Assessing a client's needs, Minimise en-

deavors a thorough feasibility study, followed by real-time monitoring and verification before crafting a custom-made NCOPA.

"Using internationally-recognized protocols and financial practices, we enable the client to receive all the services to conserve energy, and we do it without a loan, without a lease, without collateral and it's off balance sheet," Badran says.

"We want the client to have as much energy independence as is allowed by law, and we do this by reducing energy consumption and reliance on the local utility. And they can reduce this consumption by upgrading their energy infrastruc-

ture."

To wit: Minimise's work with Hillsborough County Public Schools in Tampa, Fla. – among the top-10 largest schools districts in the nation – set a standard for the power and possibilities presented by the NCOPA model.

The successful endeavor is the largest EEaaS in the world. With Hillsborough as a proven NCOPA founding project, Minimise has fast maximized its presence and plan. With eight offices around the globe, the company's domestic influence has found further coast-to-coast success, evidenced by its new office in San Diego. In concert with its Minimise USA bases, the global impact can be found with offices in Mexico, New Zealand, South Africa, Dubai, The Philippines and Canada.

"We took this from our base project in Florida, and now turned it into both a national and global opportunity. And it is just grown from there," Badran says. "And we're now in discussion and bids for school districts all over the country, from Florida to California and beyond."

Such confidence in the NCOPA model can be further viewed by the recent announcement of Minimise's renewal and furthered joint mandate expansion of its relationship with UK-based RSF Capital Partners, LLP. Connecting Minimise to funding via a major UK bank, RSF's deepened relationship with Minimise sings to the tune of up to \$400 million in NCOPA contracts.

Such news comes with the benefit of fresh employment opportunity as Minimise, a known leader in contractor and supplier diversity, aims to create better than 100 new jobs in the next year. Additionally, the timing of the funding renewal comes as the nation and the world seek a residual grip on improved infrastructure's effects on personal assessment of health and safety amid the times of COVID-19.

For Minimise, the opportunity to present schools, large institutions and corporations a positive double dip of no-cost energy efficiency and virus protections at the same time. The chance to lighten financial burdens during fickle times while creating mod-

ern mitigation of virus transmission sees the firm readying to author palpable dual-solutions in a time of earnest need.

Categorizing its COVID-era strategy into "Source Control," "Dilution" and "Source Removal," the Minimise approach is about understanding elevated CO2 levels and the relationship to social distancing, along with using technology to reduce the respective spreads of bacteria and pathogens.

"This is about, 'How can we help get kids back to school, for in-school learning?' This is about giving parents piece-of mind; it's about creating schools environments which are safer for their kids than they were prior to COVID," Badran says.

"From school hallways to auditoriums, it's about understanding and then real-time monitoring of Indoor Air Quality (IAQ) and, among other solutions, improving ventilation. Many may have thought about this but we have not seen much done about it from a Health and Safety perspective. It is not always about ROI, for us it a lot about doing the right thing."

The approach of utilizing smart modern technologies to manage energy consumption and to compute user patterns is vast and thorough. With Energy Efficiency as the driver, Minimise is able to focus, in these times, on what really matters to its clients such as disinfection and cleaning methods of surfaces with "Dry State" antiviral technologies that last 90 days and more UVC lighting for 99% disinfection, enhanced ventilation, improved HVAC filtration systems and minimizing exposure to pollutants by properly measuring Indoor Air Quality parameters.

"Wrapping Health and Safety solutions, into the NCOPA for zero capital outlay from our clients, to address an ever-present problem while we try to work our way out of this pandemic truly gives me the chills " Badran says. "The core of this company is: Give Before You Get. Reduce Before Your Produce." — By Judd Spicer, California Business Journal.

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