

Client: Energy Surety Partners (ESP)  
Product: PowToon Video  
Title: The ESP FirmPower™ Platform  
Length: 90 seconds (Max.)  
Writer: ESP Marketing

VIDEO	AUDIO
1. CLEAN WHITE BACKGROUND  ESP LOGO – CENTERED – SPINS IN FROM SMALL TO LARGE THEN SETTLES CENTERED ON THE SCREEN	<u>SOUND: OPEN LOUD ON ESP LOGO AS IT SPINS IN THEN FADE TO BACKGROUND AFTER 2 SECONDS</u>
2. BUILDING WITH \$\$\$\$ SIGNS FLOWING OUT OF TOP (WASTING AWAY)  LARGE \$ SIGNS POP IN AROUND BUILDING (4-5 MAX)	MALE VOICE 1: <b>Energy is a major operating expense for most organizations.</b>  <u>SOUND: POP WITH EVERY LARGE \$ SIGN</u>
EACH LARGE \$ SIGN TRANSITIONS INTO AN ENERGY USER ICON: LIGHT, HVAC, MOTOR, FAN	MALE VOICE 1: <b>Yet, 30% of energy used in buildings is wasted or inefficiently used.</b>  <u>SOUND: SUCKING SOUND WITH EVERY \$ SIGN TRANSITION TO AN ENERGY USER</u>
3. WORRIED MAN LOOKING AT A POWER BILL	MALE VOICE 1: <b>Few building owners or operators have complete insight into what drives their energy costs.</b>  <u>SOUND: HMMMM</u>
4. HVAC ICON POP IN - BOTTOM LEFT CORNER OF THE SCREEN – WITH LIGHTING ICON POPING	MALE VOICE 1: <b>What they need...</b>

IN ABOVE HVAC

START DATA 1'S AND 0'S  
FLOWING FROM DEVICES INTO  
BUILDING FROM EVERY ICON  
AS IT IS SET

REFRIDGERATION,  
RENEWABLES, AND BATTERY,  
ICONS CONTINUE THE STACK

SOUND: WHICH TYPE ON ENTRANCE OF  
3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> ICONS

ELECTRIC PLUG,  
THERMOSTATE, WATER ICON  
CONTINUE THE STACK TO THE  
TOP

MALE VOICE 1 (AFTER 2 SECOND PAUSE): **Is**  
**real-time energy data from the energy devices and**  
**sensors located throughout their building**

***“BECAUSE, AS THEY SAY, YOU  
CAN’T MANAGE WHAT YOU  
DON’T MEASURE!”***

5. STANDING MAN (RIGHT HALF  
OF SCREEN) STARING AT GLOB  
OF DATA (1S AND 0S LOCATED  
IN LEFT HALF OF SCREEN)

MALE VOICE 1: **But what to do with all that data?**

MAN SCRATCHES HEAD

6. DATA GLOB GROWS LARGER IN  
LEFT HALF OF SCREEN

MALE VOICE 1: **Organizations need assistance**  
**converting energy data...** (1 second pause)

SOUND: TYPING

DATA TRANSFORMS INTO  
INFORMATION IMAGE – MAN  
SMILES

**Into information...** (1.25 second pause)

SOUND: TYPEING THAT ENDS WITH  
TYPEWRITER CARRIAGE RETURN BELL

ENTER WINDING ROAD THAT MOVES THROUGH RIGHT HALF OF SCREEN AND IS DOTTED AT THE END WITH AN EXCLAMATION POINT

That charts a clear course of action.

SOUND: WINDING THEN QUICK EXCLAMATION TYPE SOUND

7. GARBAGE CAN WITH LIGHTENING BOLT AND SECOND CAN WITH OPERATION WHEEL

MALE VOICE 1: **Spotting Waste** (1.5 second pause)

SOUND: Popping metal sound (2 Soft GUN Shots)

8. 4 QUADRANT GRID WITH "URGENT" ARROW RUNNING NORTH AND "IMPORTANCE" ARROW RUNNING EAST

MALE VOICE 1: **And prioritizing energy investments ...** (half second pause)

SOUND: WHOOP, WHOOP

MALE VOICE 1: That will yield the highest return.

SOUND: DING

TARGET AND ARROW THAT POPS ONTO THE NE QUADRANT OF GRID

9. QUICK POP IN OF THIRD-PARTY ICON FOLLOWED BY

MALE VOICE 1: **This is where ESP's FirmPower Platform comes into play.**

QUICK FADE IN OF INNOVATIVE TECHNOLOGY ICON, QUICK FADE IN OF FINANCIAL SOLUTIONS ICON (ALL PLACED JUST BELOW THIRD-PARTY ICON)

SOUND: POP TIMED TO ENTRANCE OF EACH ICON.

**With the FirmPower Platform, ESP provides third-party delivered, innovative technology and financial solutions that help customers secure, understand and profit from their energy data.**

FOLLOWED BY SECURED DATA ICON, WITH MAN SITTING AT DESK, SURROUNDED BY DATA IN THE BACK GROUND, HIS

ARMS ARE RAISED IN TRIUMPH  
AND HIS EYES ARE DOLLAR  
SIGNS.

10. BUILDING IN RIGHT LOWER  
HALF OF SCREEN WITH DATA  
FLOWING IN AND OUT TO THE  
ENERGY MARKET AND  
DOLLARS FLOWING IN FROM  
DATA MANAGEMENT TOOL  
ICON.

FADE IN UPPER LEFT TO  
RIGHT:

LED LIGHTING ICON.

THERMAL ENERGY STORAGE  
ICON.

SOLAR-BATTERY MICROGRID  
ICON

ENTER AND TRAVEL RIGHT TO  
LEFT ABOVE THE ICONS ARE  
THE WORDS: REDUCTION,  
PRODUCTION.

11. LED, THERMAL ENERGY  
STORAGE, AND SOLAR-  
STORAGE MICROGRID ICONS  
STAY IN PLACE FROM  
PREVIOUS SCREEN.

MALE VOICE 1: Our LED lighting solutions help  
customers reduce energy consumption and costs.

Our Thermal Energy Storage solution reduces  
customer operating expenses and increases their  
return on invested capital.

While ESP's microgrid solutions allow customers  
to safely and reliably generate and store on site  
power; reducing costs and generating revenue!

MALE VOICE 1: Each of these solutions delivers  
customer value and a direct revenue stream of  
near-term profitability for ESP. (.25 second pause)

DEOS SOFTWARE ICON WITH ALTERNATE COLOR SCHEME ROLLS IN FROM THE RIGHT OF ABOVE ICONS AND COMES TO REST NEXT IN LINE.

More importantly, this ESP installed and managed customer base provides for the quick and efficient deployment of our unique and innovative, data-driven energy management software!

12. ENTER RIGHT SCREEN CUSTOMER ENERGY DATA ICON. ENTER FROM LEFT SCREEN ENERGY MARKET AND UTILITY DATA ICONS.

MALE VOICE 1: ESP's Distributed Energy

Operating System, DEOS FOR SHORT, integrates customer energy data with real-time energy market and utility data.

SPIN ICONS AND FADE IN DEOS SOFTWARE ICON

Through sophisticated algorithms DEOS helps

ENTER FROM LEFT TO RIGHT OF LOWER SCREEN - STRING OF GREEN CIRCLES

customers understand how they can save money

(.5 Pause)

ENTER FROM RIGHT TO LEFT ABOVE GREEN DEOS SOFTWARE ICON ORANGE RECTANGLES

And generate revenue (.5 Pause)

WITH DOLLAR SIGNS THAT FLASH ON THE LEFT AND RIGHT SIDE

With DEOS, customers optimize the performance of their facilities and operations

13. BUILDING WITH DOLLARS AND FLOWING 1S & 0S IS TRANSITIONS FROM BLACK TO GREEN

MALE VOICE 1: Yes, with ESP's FirmPower

Platform, customers are in control of their energy data.

- Reducing consumption

- Generating and storing onsite power

- Optimizing the performance of their buildings
- and cashing in on their energy assets!

14. FADE IN TWIRLING HAPPY  
GLOBE OF THE EARTH

All the while preserving capital for their core  
business and reducing their carbon emissions

15. ESP ICON AND LETTERS WITH  
FIRMPower PLATFORM  
HINGING IN BELOW THEN  
FADING TO

MALE VOICE 1: **ESP FirmPower Platform** (.25  
second Pause)

REDUCE, GENERATE, OPTIMIZE,  
MONETIZE QUICKLY FADING IN  
ONE AT A TIME

Helping customers: reduce, produce, optimize and  
monetize their energy

[WWW.ENERGY-SURETY.COM](http://WWW.ENERGY-SURETY.COM)  
FADES IN AT BOTTOM OF  
SCREEN

16. ALL FADES TO BLACK