Sustainable Water Resources Roundtable

Michel Gelobter, Chief Green Officer

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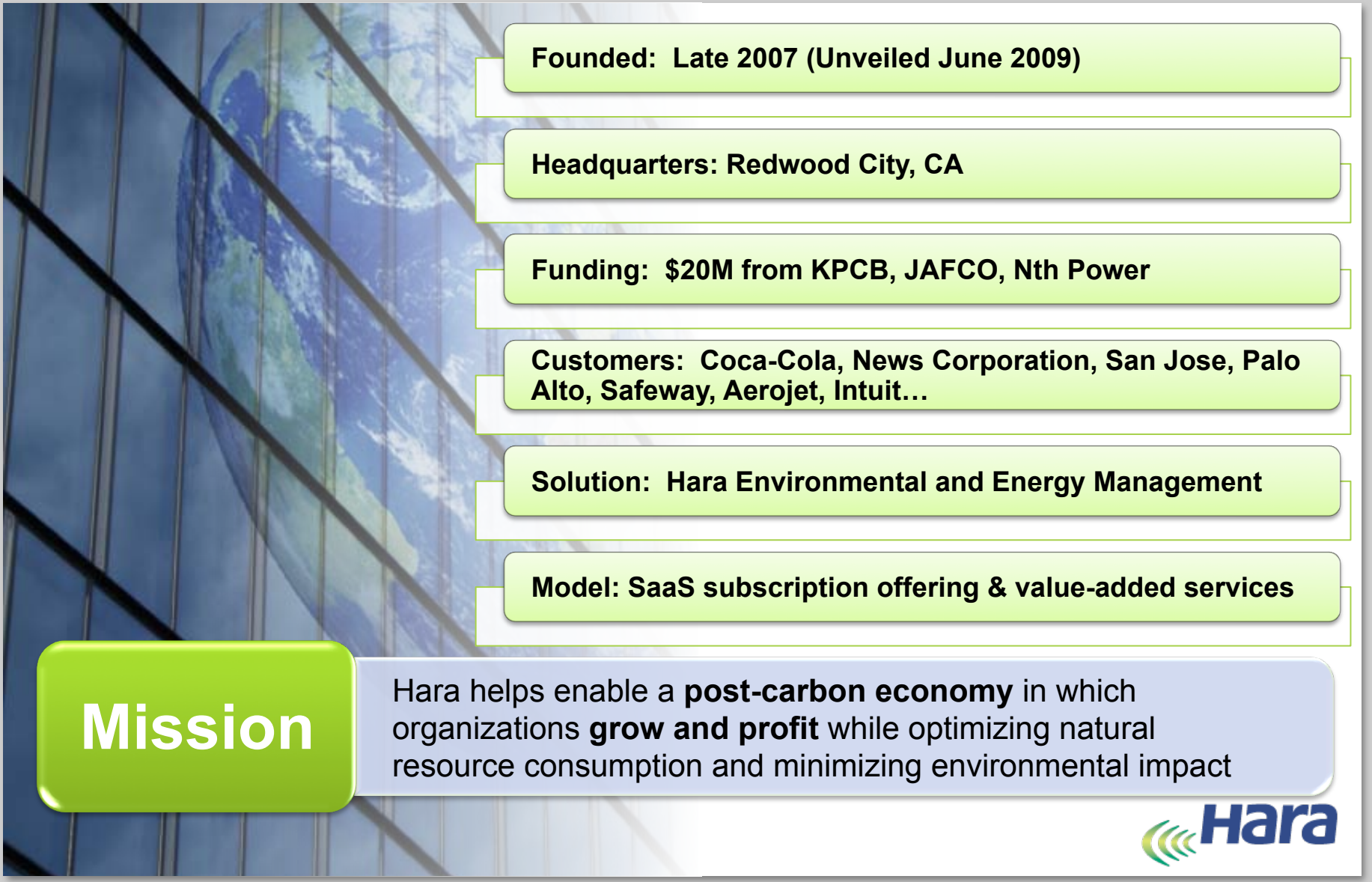
Hara

Know your impact. Change the world.

Hara Introduction



- **Founded: Late 2007 (Unveiled June 2009)**
- **Headquarters: Redwood City, CA**
- **Funding: $20M from KPCB, JAFCO, Nth Power**
- **Customers: Coca-Cola, News Corporation, San Jose, Palo Alto, Safeway, Aerojet, Intuit…**
- **Solution: Hara Environmental and Energy Management**
- **Model: SaaS subscription offering & value-added services**

Mission

Hara helps enable a **post-carbon economy** in which organizations **grow and profit** while optimizing natural resource consumption and minimizing environmental impact

Hara

Drivers & Upsides

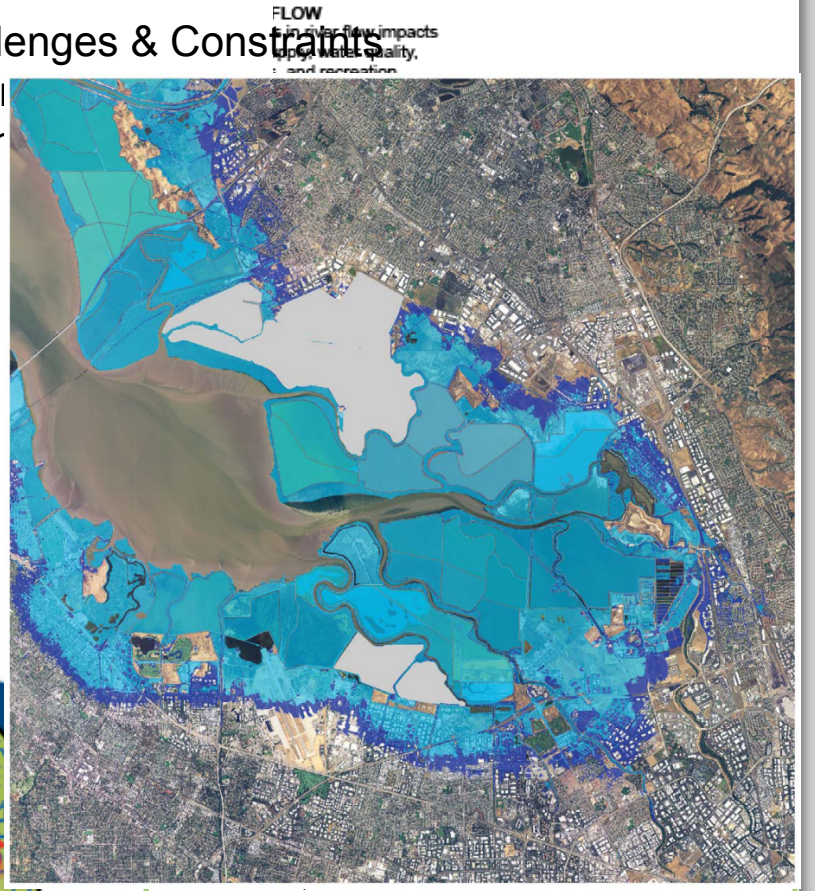
Sources: CA DWR, 2008; SCVWD, 2007; BCDC, 2007

Drivers:

- Environmental Challenges & Constraints
- Increased Populatio
- Increased Energy ar
- Limited Budgets

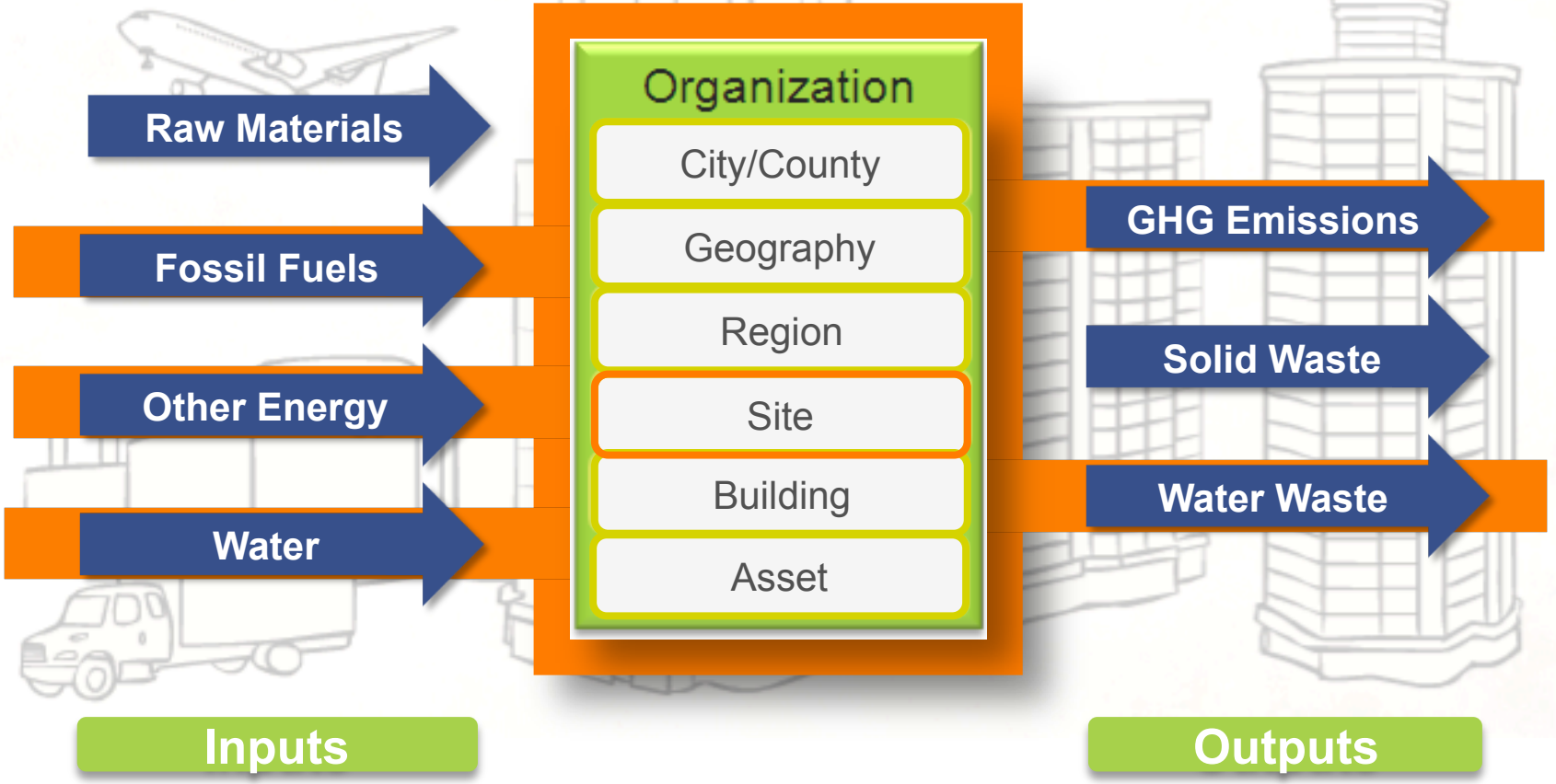
Upsides:

- Risk Management
- Cost Savings



Energy Use

Organizational Metabolism



Environmental and Energy Management

Discover
Aggregate environmental record information from relevant data sources in order to provide a comprehensive view of resource consumption, greenhouse gas emissions and environmental impact

Plan
Define strategies, optimize planning decisions, forecast reductions, identify objectives and metrics, and calculate timing and benefits for each initiative

Act
Manage the execution of environmental and energy programs, track results per initiative, and provide an audit trail for any current or future regulatory requirements

Innovate
Leverage best practices for continuous improvements and business transformation