

## **DURANGO FIRM IS A SEMIFINALIST IN CLEANTECH CHALLENGE**

Local entrepreneurs move on to compete for \$1 million in prizes and national recognition.

**DENVER—August 14, 2009**—Some of the Rocky Mountain region's best and brightest clean tech concepts took a major step forward, as the [Clean Tech Open](#) (CTO) announced the 12 regional semi-finalists in its clean tech business plan competition—including Durango-based software developer and services provider **Braxis Energy**.

Braxis Energy offers a web-based solution for municipalities, universities, schools and hospitals to reduce their energy costs and carbon emissions by changing the way occupants use energy. By combining real-time energy and carbon usage information with guidance on how to change their consumption, occupants can take immediate steps to reduce their usage. The Braxis solution is quickly implemented, low cost and pays for itself with the first year of savings. Similar programs have achieved energy savings of up to 30%.

"We are extremely pleased to be selected as a semi-finalist and confident that we have a winning solution to help our clients significantly reduce their energy use and carbon emissions. Through the Clean Tech Open, we have access to world-class resources to help us refine our business model and attract needed capital." Gordon Heinrich, President of Braxis Energy.

The semi-finalists were selected from a talented pool of 64 clean tech entrepreneurs from the Rocky Mountain region, as well as teams from other states, including Arizona and

Michigan. The semi-finalists will go on to compete for three regional prizes of up to \$50,000 in cash and in-kind services, and one national prize of up to \$250,000 in cash and services.

All told, the 2009 Clean Tech Open competition includes more than a \$1 million in total prizes and a "100K Jobs Challenge" to create 100,000 clean tech jobs in America over the next five years.

The semi-finalists will now go through a rigorous mentoring process with local and national business leaders to prepare for the regional finals in September, and the National Awards—the "Academy Awards of Clean Tech"—in November. In addition, they will be invited to participate in the Clean Tech Open Accelerator program, where they will be given hands-on training and experience in all aspects of starting and sustaining their businesses from national experts in venture capital, business, law, marketing and sustainability.

### **About the Clean Tech Open**

Clean Tech Open is a catalyst for clean tech innovation, and the impetus behind the Clean Tech Open's 100K Jobs Challenge. A non-profit organization founded in 2006, it provides today's clean tech innovators with the tools, training and connections they need to become tomorrow's viable clean tech businesses. The core of the Clean Tech Open is an annual business competition, supported by expert volunteers and mentors, that provides entrepreneurs with the crucial business training, services and insights they need to go to market successfully. The Clean Tech Open has

assisted over 120 companies to raise more than \$125 million in external funding, and has spurred the creation of hundreds of jobs in California. Fueled by a network of over 400 volunteers and sponsors, the Clean Tech Open unites the public and private sectors in a shared vision for making America's clean tech sector a thriving economic engine. Past alumni successes include Adura Technologies, Cool Earth Solar and GreenVolts. To learn more, visit: [www.cleantechopen.com](http://www.cleantechopen.com).

### **About Braxis Energy**

Braxis Energy is a software and services company pioneering solutions to motivate and empower building occupants to minimize their energy use and environmental impact. By providing real-time intelligence on energy consumption in combination with sustainable motivation and actionable steps, Braxis assists schools, municipalities, hospitals and universities achieve the energy and carbon savings that these forward looking institutions have committed to. Our business intelligence software provides the right information to users ranging from building occupants to facility manager to the corporate sustainability officer and CFO. The solution leverages end user communications channels including social networking to increase awareness and participation. [For more information, please visit www.braxisenergy.com](http://www.braxisenergy.com).

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