



**MORA**  
ASSOCIATES



**Clean Energy & Clean Technology  
Financial Advisory – Technical Consultancy**

**Corporate Presentation 2008**

## FINANCIAL ADVISORY & TECHNICAL CONSULTANCY

- ▶ **London-based advisory firm specialised in clean energy, clean technology, environment and sustainable development**
- ▶ **Consultancy services covering both financial and technological sides of projects**
- ▶ **In-house technical expertise and close relations with the international financing community**
- ▶ **Clients: large utilities, investment funds, small companies and project developers**

- ▶ **The current shift towards a low-carbon economy represents a major business opportunity**
- ▶ **Our mission: to actively support and facilitate this revolution**
- ▶ **We help entrepreneurs structure their business plan, review technical choices and raise capital**
- ▶ **We advise utilities and investors developing their activities in the environmental and alternative energy field**
- ▶ **We source projects on a global basis, in countries where money can be made with environment-friendly projects**

## PARTNERS



► **Arnaud Mora** founded Mora Associates in 2006. Prior, Arnaud was an investment banker in a major European bank. He has over five years of corporate & investment banking experience, in particular in London. Arnaud is a graduate from Sciences Po in Paris, a leading French university in business and social sciences. Arnaud speaks English, French and German.



► **Marc Verdier** is in charge of Mora Associates' office in Prague. He has been working in the Czech Republic as a consultant in accounting and finance for more than 15 years. Marc is a graduate from Sciences Po in Paris. He speaks English, French and Czech.



► **Gérard Toth, PhD** was a Scientific Director for the French Solar Energy Agency in the late 1970s, where he pioneered solar PV research. Gérard holds a PhD in solid state physics, specialising in silicon. Gérard also holds an engineering degree from the Ecole de Physique et de Chimie de Paris. Since 2000, Gérard has developed a number of wind parks in Europe. He is in charge of Mora Associates' office in Luxembourg.

## WE ASSIST PROJECT DEVELOPERS

### Technical & management assistance:

- ▶ **Defining business models: revenue streams, company organisation, risk assessment**
- ▶ **Reviewing technologies: challenging technical choices, identifying most suitable technologies for projects considered**
- ▶ **Completing development phase: directly taking part in project development, if needed**

### Financial assistance:

- ▶ **Preparing presentation documents: business plans and documents necessary for capital raising**
- ▶ **Introduction: raising capital by finding right providers of equity and debt**
- ▶ **We are in touch with more than a hundred business angels, venture capitalists, private equity firms and investment banks in London, in Europe, in the USA and in Asia**

## WE ADVISE UTILITIES AND INVESTORS

### For utilities, we provide assistance in:

- ▶ Expanding towards new countries, by researching local markets
- ▶ Identifying target companies for acquisition
- ▶ Identifying projects for development and co-development
- ▶ Assessing technical and economic feasibility of projects and new technologies

### For investors, we provide assistance in:

- ▶ Carrying out technical due diligence
- ▶ Carrying out financial / economic due diligence
- ▶ Identifying target companies for acquisition (venture capital, private equity)
- ▶ Screening business plans and business proposals received
- ▶ Market watch, technical advisory

## WE RELY ON STRONG TECHNICAL KNOW-HOW

### Strong in-house technical expertise on:

- ▶ Wind power
- ▶ Photovoltaic power
- ▶ Geothermal energy
- ▶ Silicon-based PV technologies

### Market watch and ongoing publications :

- ▶ Biomass and second-generation biofuels
- ▶ Waste to energy
- ▶ Carbon Capture & Storage



CLEAN ENERGY | CLEAN TECHNOLOGY

## CONTACT US

**Mora Associates Ltd**

**Old Brewer's Yard  
17-19 Neal Street  
Covent Garden  
London WC2H 9UY**

**Tel: +44 (0)207 240 1196  
Fax: +44 (0)207 240 8999**

**[office@moraassociates.com](mailto:office@moraassociates.com)**

