

MARKET SNAPSHOT

	U.S.	EUROPE	ASIA
DJIA	15,269.30	-140.09	-0.91%
S&P 500	1,646.32	-13.74	-0.83%
NASDAQ	3,464.00	-24.89	-0.71%

Bloomberg

Our Company | Professional | Anywhere

Search News, Quotes and Opinion

HOME QUICK NEWS OPINION MARKET DATA PERSONAL FINANCE TECH POLITICS SUSTAINABILITY TV VIDEO RADIO

McBee Strategic and Cooley Align to Advise Companies Seeking

McBee Strategic and Cooley Align to Advise Companies Seeking Access to Clean Technology Public Sector Financing

PALO ALTO, CA and WASHINGTON, DC -- (MARKET WIRE) -- 04/23/09 -- McBee Strategic Consulting, one of the fastest growing clean energy consulting firms in Washington, DC, and Cooley Godward Kronish LLP, a leading full-service national law firm with a rapidly expanding clean technology practice, today announced a strategic alliance specifically designed to help clean energy technology companies access public-sector capital. It is estimated there will be more than \$100 billion in public-sector investment in clean energy technologies over the next two years, making public-sector funding one of the greatest opportunities available to companies today, but also a critical and complex challenge.

Frozen credit markets and a rapidly diminishing pool of financing partners have made it extremely difficult for clean energy companies to obtain the financing necessary to execute their business plans. As a result, the federal government's significant clean technology stimulus funding has become a highly attractive source of non-dilutive capital.

In this dynamic period, the unique relationship between Cooley and McBee provides a competitive edge for clean tech companies that are developing advanced clean technologies, as well as those transitioning from proof of concept to commercial scale. This unique affiliation of legal and consulting expertise offers a full spectrum of critical and cutting-edge services that help clean energy firms access much-needed public sector capital. Together, Cooley and McBee provide strategy development, political intelligence, policy and regulatory guidance, compliance analysis and legal counsel.

Navigating New Territory

"Over the past two years, we have developed our clean energy practice in anticipation of this convergence of political, financial, and technological factors," said Steve McBee, President and CEO of McBee Strategic Consulting. "With Cooley, we have created a powerful and scalable extension of both of our firms' unique capabilities. Our solution offers clients a sophisticated set of political, legal, and business development skills uniquely suited to navigate and access public sector funding opportunities -- opportunities expected to top \$100 billion over the next few years."

Cooley and McBee started working jointly with clients in 2008 to facilitate the preparation of competitive and compliant applications for the Department of Energy's Loan Guarantee Program, and the team currently has approximately \$400 million in loan application volume

Advertisement

Advertisements

FREE 50K

WSJ.com

Sponsored Links

[Accelerated MBA](#)

www.bgsumba.com

Currently accepting applications. Join the BGSU MBA this Fall.

[Want Clean Technology?](#)

SingaporeSessions.com

Find Insightful CleanTech Solutions at Singapore Sessions. Get ideas!

[Columbus Ohio Divorce](#)

www.columbusdivorceatty.com

23 years of experience -Paul Panico Free initial consultation

AdChoices

Advertisement

pending before the agency. Cooley and McBee are now actively working with many other companies to construct the strategies and detailed applications required to compete for the economic stimulus funding specifically aimed at clean technology.

Working together, Cooley and McBee have created a series of tools, procedures and approaches to tackle the complex regulatory and policy issues inherent in both loan and grant applications. These efforts have resulted in a leadership position in the emerging area of substantial public-sector clean technology financing.

"The applications alone, without appendices or exhibits, can exceed 200 pages. Like preparing a company for an initial public offering, the process is driven by the need to comply with a comprehensive set of regulations and requirements, while at the same time telling a compelling story that addresses the critical policy objectives underlying the implementation of these funding programs," said Jim Fulton, Cooley partner and a founder of its clean technology practice. "Together we are helping connect current and prospective clients to the unprecedented funding opportunities which are available for research and development, pilot/demonstration scale projects and commercialization activities across a wide range of clean technology industries."

"These are competitive solicitations," added McBee. "Applicants must meet complex regulatory requirements and at the same time speak directly to the broader national goals that leaders in Washington want to achieve. Lobbying is not permitted, and you do not get a second chance to submit an application for a given solicitation. To be successful, applicants need to bring sharp legal and regulatory expertise and a deep understanding of the policy objectives underlying each of the federal funding sources."

Committed to the Clean Technology Sector

Cooley has one of the most sophisticated clean technology legal practices in the country and brings a wealth of experience in managing the unique legal and compliance needs of emerging growth companies. The firm's experience is critical in understanding the complicated and demanding application processes associated with the federal grant and loan guarantee programs. Cooley's clean technologies practice advises clients across a broad range of technology sectors: renewable energy generation and energy efficiency services; fuel cell, battery and other energy storage systems and technologies; materials science and technology; water purification and management; enabling technologies; software, sensors and controls; and grid management and grid-connected solar electric systems. Cooley provides up-to-date information on funding opportunities at Cooley.com/cleantech.

Recognizing the convergence of policy and capital challenges facing the clean tech sector, McBee Strategic Consulting opened an office in Silicon Valley last year to build further its link to the clean tech community and help serve a roster of clean energy clients that has grown steadily. McBee's clean energy client list now includes emerging growth companies such as solar innovator Solyndra, recipient of the Department of Energy's first loan guarantee offer; Better Place, which is building the infrastructure to support electric vehicles; Coskata, a biology-based renewable energy company; electric car manufacturer Tesla Motors and Solar City, a residential solar power provider. McBee also represents Fortune 500 companies like Google, Boeing, and American Airlines; and financial services firms engaged in clean energy transactions such as JPMorgan Chase and Deutsche Bank.

About McBee Strategic Consulting

Founded in 2002, McBee Strategic Consulting is an integrated lobbying, communications, capital markets, and business development solutions provider for clients seeking access to public sector markets. Generating the highest value consulting product, McBee Strategic

embodies the best qualities of both large and small firms -- extensive political and professional resources, as well as hands-on attention at the principal and senior executive levels. With a client portfolio that includes Fortune 500, capital markets, and emerging growth companies, as well as public sector and non-profit organizations, McBee Strategic's well-established track record and reputation for excellence is tied directly to its core operating philosophy -- to create value by connecting its work to its clients' core, bottom-line objectives. Ranked among National Journal's Top 25 Lobbying Firms of 2008, McBee Strategic has offices in Washington, DC, Seattle and Palo Alto. For further information about McBee Strategic and a list of clients, please visit www.mcbeestrategic.com.

About Cooley Godward Kronish LLP

Cooley Godward Kronish's 675 attorneys have an entrepreneurial spirit and deep, substantive experience, and are committed to solving clients' most challenging legal matters. From small companies with big ideas to international enterprises with diverse legal needs, Cooley has the breadth of legal resources to enable companies of all sizes to seize opportunities in today's global marketplace. The firm represents clients across a broad array of dynamic industry sectors, including technology, life sciences, clean technology, real estate, financial services, retail and energy. The Firm has full-service offices in major business and technology centers nationwide: Palo Alto, CA, New York, NY, San Diego, CA, San Francisco, CA, Reston, VA, Broomfield, CO, Washington, DC, Boston, MA and Seattle, WA.

Media Contacts

Steven Gottlieb for McBee Strategic Consulting (206) 427-9591 s.gottlieb@greenC3.com

Ashley Kanigher for Cooley Godward Kronish (650) 843-5721 akanigher@cooley.com



[BLOOMBERG.COM](#) News | Opinion | Markets | Personal Finance | Tech | Sustainability | TV | Video | Radio | Archives

[ABOUT](#) About Bloomberg | Careers | Advertising | Press Room | Trademarks | Terms of Service | Privacy Policy

[SUPPORT AND CONTACT](#) Customer Support Contact | Feedback | Help | Sitemap



BLOOMBERG TERMINAL

Professional
Anywhere

RELATED BLOOMBERG SITES

- Bloomberg Businessweek
- Bloomberg Institute
- ブルームバーグ(日本語)
- 会社概要(日本語)
- 关于彭博中国
- Bloomberg Markets Magazine
- Bloomberg Open Symbolology
- Bloomberg Link
- Bloomberg Blog
- Bloomberg Press

BLOOMBERG PREMIUM SERVICES

- Bloomberg Briefs
- Bloomberg Government
- Bloomberg Law
- Bloomberg BNA
- Bloomberg New Energy Finance
- Bloomberg Sports

MOBILE APPS

- Bloomberg
- Bloomberg Radio+
- Bloomberg TV+
- Bloomberg Businessweek+