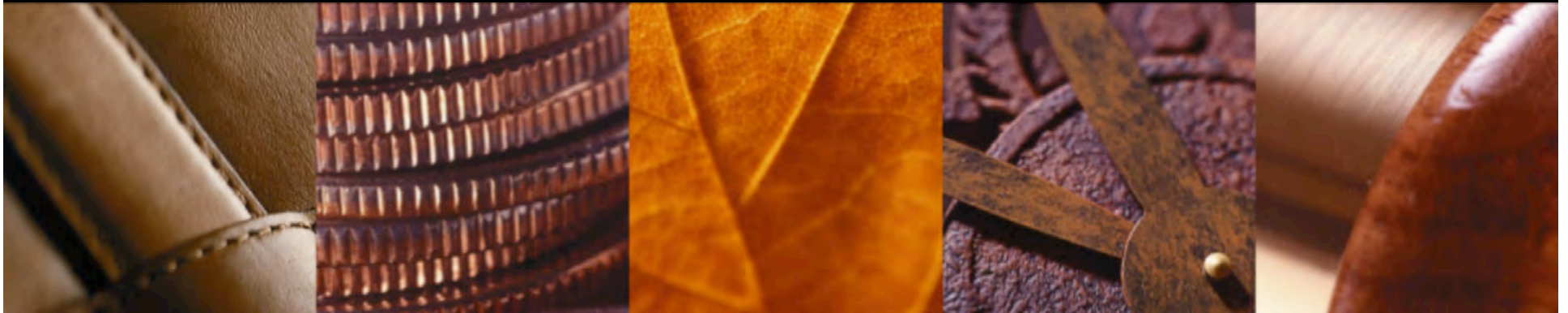
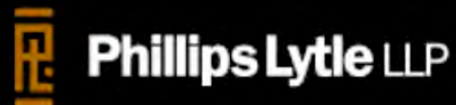


# Entering the Wind Industry: Wind Industry Business Considerations

Buffalo Niagara Wind Component Manufacturing Symposium



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## Understanding Where The Opportunities Are

- On-shore wind
  - More mature
  - Domestic industry/ supply chain established
- Off-shore wind
  - New opportunities
  - Limited domestic sources





## Where Do I Fit?

- Heard earlier today about exciting supply chain opportunities
  - These are real and current
- What niche can I compete in?
- What hurdles do I face?



## How Do I Access These Opportunities?

You need to get your product/service in front of a small group of players

- Networking/Marketing
- Demonstration projects
- Joint ventures/partnerships
- New products
- Other



## What Hurdles Do I Face?

- Limited customer base
- “Fractured” supply chain
  - Many off-shore suppliers
- Lack of “brand name” in the industry
- Evidence of product reliability
- Quickly evolving industry and technology
- Typical barriers to entering a new market
- Other



## How Can I Overcome These Hurdles?

- Know your competition
- Protect your technology
- Create a presence in the marketplace
- Establish strategic relationships
- Get your first customer
- Become a high-value supplier
  - Become the “go-to” company
- Have the right legal/corporate/financial structure to support your business
- Be entrepreneurial



## What Is The Payback?

- New/expanded business in a growing market segment
- Opportunities to leverage your experience
- Long-term supply/replacement market presence
- Money in your pocket!



Questions?



Thank You

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