

Scientific Conservation Raises \$5M For Building Efficiency Technology

By Sari Krieger



3/30/2010 – Scientific Conservation Inc., a company developing a product to monitor energy use in buildings, said Monday it raised \$5 million in a Series A round.

Berkeley, Calif.-based Scientific landed the money from venture capital firm Draper Fisher Jurvetson. The company also said it hired Russ McMeekin as its chief executive as part of the deal with Draper Fisher. McMeekin had been a consultant with the venture capital firm.

McMeekin said in an interview with Clean Technology Insight that the company will use the money to build up its product as well as its marketing and sales staff.

“Reducing their energy bill is a big item right now [for companies] so we’re striking while the iron is hot,” McMeekin said.

According to the non-profit U.S. Green Building Council, buildings in the U.S account for 72% of electricity consumption, 39% of energy use, 38% of all carbon dioxide emissions, 40% of raw materials use, 30% of waste output and 14% of potable water consumption.

Scientific Conservation started two years ago and has been self-funded up until now.

The company makes a neural network technology that runs diagnostic tests on a building’s energy use. If a building is consuming energy in an inefficient manner, the system suggests changes.

McMeekin said the company will see about \$2 million in sales in 2010, with about \$1.6 million of that already in backlog. Its current customers include Boeing Corp., Intel Corp., The Neiman Marcus Group, and Santa Clara County. He said the company doesn’t need to raise more money immediately, but that other potential investors aside from Draper Fisher have offered to contribute more.

Previously, McMeekin served from 2002 to 2008 as president and chief executive of Progressive Gaming International Corp. From 2001 to 2002 he was president and CEO of ViaFone Inc., a venture-funded wireless software company that was sold to Extended Systems Inc. He also worked at Honeywell International Inc. for 11 years.