



GROWING FROM  
\$2 MILLION TO  
\$20 MILLION IN  
ONE YEAR

**E**colibrium Solar is growing by leaps and bounds, thanks in part to the assistance of TechGROWTH Ohio.

Ecolibrium Solar has engineered innovative mounting systems for the solar energy industry. Ecolibrium introduced the first 100 percent recycled plastic solar mounting systems for residential customers and followed through with a second product offering for commercial flat-roof systems. Both innovative products were designed by company founder and current Chief Technology Officer Brian Wildes to work with panels from virtually any vendor, closing a gap in the marketplace.

"Productivity is a major selling point, since our products install faster and easier than most other solar panel systems, helping keep the total cost down," says CEO Jan Willem van der Werff.

Ecolibrium Solar is revolutionizing the solar power market by designing simple, cost-effective and ecologically sound products that maximize efficiency and minimize costs, making it easier to implement clean technology.

Hypergrowth in the solar industry is being driven by price reductions in the cost of solar panels, and Ecolibrium Solar technology accelerates that market by bringing cost savings to the underlying mounting systems because as much as 75 percent of the cost of a solar panel system is in the installation process.

"With our equipment, customers can have super-efficient installation, which holds the overall cost down regardless of panel cost," says van der Werff.

TechGROWTH Ohio has helped the company succeed by assisting it with a grant that allowed it to make its first sales. Initial funding through TechGROWTH Ohio helped Ecolibrium Solar finalize product development and launch it at an industry trade show in 2011, while additional early stage investments by TechGROWTH Ohio paid for third-party product validation and certification and patent protection, and for hiring a go-to-market consultant.

TechGROWTH Ohio also played a central role in attracting investors by providing due diligence services, leading the Series A round of funding and then facilitating and participating in Series B funding.

"They've been instrumental in helping get us started, and not only financially," van der Werff says. "They've also given us accounting, HR and administrative support."

Additionally, TechGROWTH Ohio provided a first home for the company at Ohio University's business incubator until January 2015, when Ecolibrium Solar, now with 30 employees, graduated to its own building.

Escalating market acceptance and skyrocketing growth precipitated the hiring boom. In 2013, sales totaled about \$2 million; just one year later, sales stood at nearly \$20 million.

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– CEO Jan Willem van der Werff

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"My expectation is that the rapid pace of growth will continue in 2015 and 2016," says van der Werff.

Moving forward, van der Werff anticipates that TechGROWTH Ohio will continue to have representation on the Ecolibrium Solar board of directors and to provide the company with the administrative services of a human resources director and an interim CFO. Furthermore, TechGROWTH Ohio staff will remain available to advise the company on daily operational matters and on more strategic concerns. ■

### ECOLIBRIUM SOLAR

#### PRODUCT

Innovative mounting systems for residential and commercial solar energy industries

#### MARKET ADVANTAGE

Simple, cost-effective and ecologically sound products maximize efficiency and minimize costs, making it easier to implement clean energy technology.

#### GROWTH RATE 2013-14

\$2 million to \$20 million

#### NUMBER OF EMPLOYEES

30



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**TECHGROWTH** *ohio*