

CSU Ventures

Cenergy--Colorado State University's Clean Energy Commercialization Arm

Office of Tim Reeser, VP Cenergy, Executive Director CSU Ventures

INNOVATION CREDIT LETTER

Sustainability Tracking, Rating and Assessment System (STARS)

Innovation Credit 2 – Caros LLC

August 29, 2011

To Whom It May Concern:

It is my pleasure to offer my endorsement and approval of the STARS Innovation Credit entitled Innovation Credit 2--Caros LLC, being submitted by Colorado State University as part of its STARS package.

As the director of CSU's Clean Energy commercialization efforts, I am pleased to endorse, discuss, and support Caros and their innovative research and consulting work. I have over 20 years of entrepreneurial experience with 6 companies, and recently cofounded 4 Clean Energy startups from the University. This experience gives me a unique perspective on sustainability, and has led me to look deeper at what is needed across all of the clean energy sectors to ensure that we have better engagement and use of our clean energy innovations. The need to work with the human interface side of sustainable innovation, and the need to understand how to motivate the users and actors in the ecosystem to make full and highest use of resources, is not only necessary, but is largely missing in most sustainability applications. Caros has done some ground-breaking research in this area, leveraging the latest in social sciences and psychology to build a methodology and system focused on changing group behavior to conserve energy in their specific environments and better leverage the technology available to them. Thus it is my opinion that the submittal of Caros LLC, identified as Innovation Credit 2, meets the criteria for such credits.

Caros is part of CSU's SuperClusters initiative which provides targeted support to interdisciplinary work on global challenges, including clean energy. Cenergy, the business arm of the university's new Clean Energy Supercluster, directly enhances Colorado's leadership in building a new energy economy as well as improving quality of life for people around the globe.

Thank you for your time and commitment to achieving sustainability in higher education.

Sincerely,

