

Leveling the Offshore Wind Marketplace

Tips for Empowering Small and Diverse Companies



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NJEDA*



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Nexans USA*



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*Project Manager
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Tiering Example

Subsea Cable

Tier-0

Developer



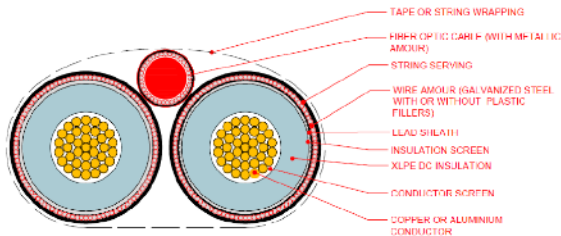
VINEYARD
WIND



(Current
Construction)

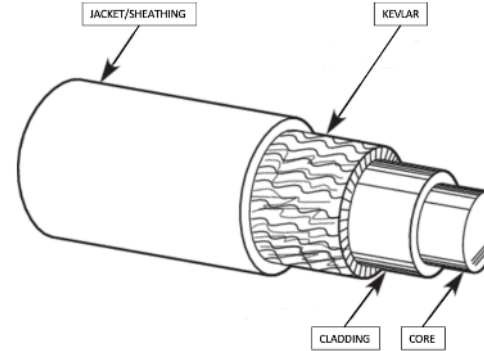
Tier-1

Cable Supply/Install



Tier-2

Fiber Optic Cable Supply



Cable Tray Fabricator



Tier-3

- Polyethylene Supplier
- PVC Supplier
- Kevlar/Aramid Manufacturer
- Glass Core Materials
- Dyes
- Adhesives
- Extrusion machines

- Steel Ingots
- Paint Supplier
- Oxy-acetylene
- Welding Torch
- Bolts
- Torquing Tools
- Engineering Design

Tiering Example

Component Transportation & Installation (T&I)

Tier-0

Developer



VINEYARD
WIND



(Current
Construction)

Tier-1

Installation Contractor



Jan De Nul
GROUP



Tier-2

Jones Act

Marshalling & Feederling



Tier-3

- Fuel / Bunkering
- Catering
- Tools
- Naval architects
- Shipyard Services
- Paint Supplies
- Torque Tools
- Navigation Equipment
- Ropes/chains
- Survey Equipment
- Medical Evaluations
- Crane Parts
- Walk 2 Work System
- Tug Services

Elevator Pitch

A good elevator pitch is...

Short



30-45 seconds
or 75-100 words

Personalized



Catered to what is most
important to the audience

Interesting



Storytelling, emotion, or
compelling data

Confident



But not arrogant!

Capability Statement (Elevator Pitch)

Characteristics

- Short (depends on environment/audience)
- Distinct for each purpose/sector in OSW
- Quantify offering
(Facility dimensions, equipment rating, service impact, efficiency index, etc.)
- Previous project/customer examples
- Company contact info (Locations)

Considerations

- ~5 seconds of attention to start
- I.D. customer needs relevant to OSW
- Certifications/credentials if relevant to scope
(PE, high voltage capability, ship licenses, coast guard permits, etc.)
- NAICS Codes not (yet) applicable to OSW

<https://www.foundationsoft.com/learn/capability-statement-small-business/>

<https://careerservices.fas.harvard.edu/blog/2022/10/11/how-to-create-an-elevator-pitch-with-examples/>

<https://www.linkedin.com/pulse/complete-beginners-guide-capability-statements-bronwyn-reid/>

Capability Statement

Foss Offshore

- 1 Page
- Focused on OSW
- Key Capabilities, Competencies + Clients
- Contact information



CAPABILITY STATEMENT

FOSS OFFSHORE WIND is a leading provider of Installation Support, Laydown, Supply, and Transportation Services to the US Offshore Wind Industry. Foss Offshore Wind are uniquely positioned to provide clients with the full range of on-and offshore support services.



Turbine blades on Columbia River



Cable laying in Northeastern seaboard



New Bedford Foss Marine Terminal rendering



Nicole Foss Ocean Tug

CORE COMPETENCIES

- **Installation Support:** Cable repair & remediation, shallow water cable services, cable pull-in and T&T, Temporary Power, PLGR
- **Supply Service:** Terminal warehousing logistics & workshops, marine coordination center and fueling on or offshore, procurement of tools and consumables, provision of fresh water and supplies for vessels
- **Established proof of concept with the New Bedford Foss Marine Terminal:** Office space, laydown space, terminal warehousing logistics & workshop, marine coordination center, berthing and fueling facilities that can be replicated in RI
- **International & US Domestic Transport Services**

CLIENTS

<ul style="list-style-type: none"> • DEME • Prysman • Chevron • Teck Alaska Inc. 	<ul style="list-style-type: none"> • Matson Navigation Co. • Young Brothers • Norton Lilly
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CERTIFICATIONS

- ISO 9001
- ISO 14001
- ISM
- AMO Responsible Carrier Program

DIFFERENTIATORS

- Proven terminal experience supporting offshore wind needs beyond fabrication and loading
- Fleet of 11 ocean-going tug boats & 12 barges
- Turnkey offshore wind services
- FHM Cable Services partnership with Haugland Energy and Morrison Energy to deliver turnkey solutions in cable lay, repair, maintenance and balance of plant scopes as one entity
- 134 years maritime experience
- In-house Project Management

COMPANY DATA

- Foss was founded in 1889 in Tacoma, Washington.
- Foss Offshore Wind was created in 2020, to service the growing Offshore Renewables market in the United States and globally.
- The New Bedford Foss Marine Terminal is the first of many terminals designed to support all phases of wind power projects.
- Family owned and managed
- 134 year history
- >\$4 billion revenue in 2022



Foss Offshore Wind
225 Dyer St., Providence, RI 02903
www.foss.com

Sloane Perras | Vice President
678-296-9343
sperras@fossoffshorewind.com

Capability Statement

Original

TALENT COLLABORATIVE GROUP, INC. RECRUITING CONSULTING SERVICES CAPABILITY STATEMENT

CONTACT INFO.
Nicole Rando, President
Direct Phone: (508) 496-3644
169 High St., #2, Taunton, MA 02780
www.tcghire.com

CORPORATE DATA
EIN: 30-1158245
Designations:
WBE: 20230373
SAM: In process
NAICS Code:
• 561312 - Executive Search Services
• 561311 - Employment Placement Agencies
DUNS: 01-603-8526
CAGE Code: IN PROCESS

KEY INDUSTRY PARTNERS
Epsilon ASSOCIATES INC.
ROUX
The LiRo Group
ELKUS | MANFREDI
SUFFOLK

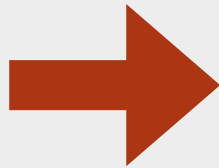
DIFFERENTIATORS:

- We provide a unique 6-Part Candidate Automation System to efficiently deliver the best talent to your team
- Personalized video outreach, screening process, client pipeline portal, and reduced time to hire
- Proven track record in placing highly specialized talent in niche roles supporting all project phases
- Actively involved in OSW networking groups, trade shows, and completed Foundation 2 Blade training

CORE COMPETENCIES

- Comprehensive sourcing, recruitment, vetting, and placement
- Applicant Screening
- Marketing
- Retained Search
- Interview Coaching & Advisory
- Succession Planning

“We support our clients by cultivating strategic partnerships and providing expert talent solutions which propel project success and industry innovation, freeing-up time for leaders to do what they do best.”



Revised

TCG

WE FIND GREAT PEOPLE FOR GREAT COMPANIES
STAFFING FOR THE BUILT ENVIRONMENT SINCE 2018

WE RECRUIT

- ENGINEERS**
GEOTECHNICAL
CIVIL
MECHANICAL
ELECTRICAL
- ENVIRONMENTAL**
SCIENTISTS
SURVEYORS
ANALYSTS
GOVT. AFFAIRS
- CONSTRUCTION**
HEAVY CIVIL
PROJECT MANAGERS
PROJECT CONTROLS
SUPERINTENDENTS

OSW INDUSTRY PARTNERS

Epsilon ASSOCIATES INC. ROUX COWI YOUR NAME HERE
WALSH W+V SUFFOLK GEOENGINEERS

CORE COMPETENCIES

- ✓ Sourcing, Recruitment, Vetting, and Placement
- ✓ Contingent, Retained, & Contract Staffing
- ✓ RPO - Recruitment Process Outsourcing

KEY DIFFERENTIATORS

- ✓ Quality over Quantity - we develop relationships with top-tier passive candidates
- ✓ A highly customized client experience and candidate portal
- ✓ Phase & package recruitment - CAPEX, DevEx, OPEX, foundation, environmental, cable, financial

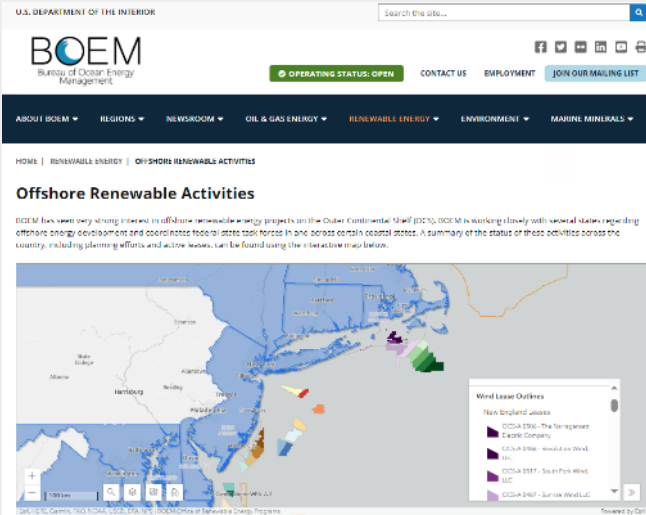
Nicole Rando, President | nicole@tcghire.com | +1 (508) 496-3644
Talent Collaborative Group, Inc. (WBE) Est. 2018

- Clear Offering
- Quick Read
- OSW Specific
- Prompt Add'l Conversation (if appropriate)

Project Research

Bureau of Ocean Energy (BOEM)

<https://www.boem.gov/renewable-energy/offshore-renewable-activities>



Project Pages



Documents

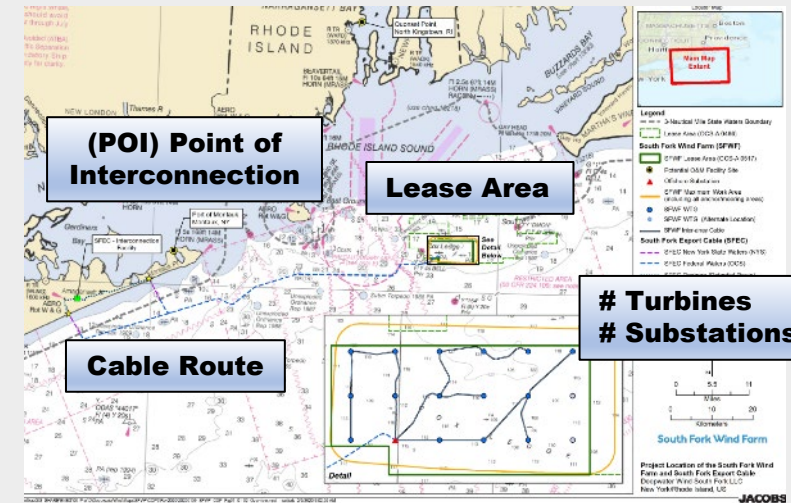
Broad Information

- Site Assessment Plan (SAP)
- Environmental Impact Statement (EIS)
- Construction Operations Plan (COP)
- Record of Decision (ROD)

Targeted

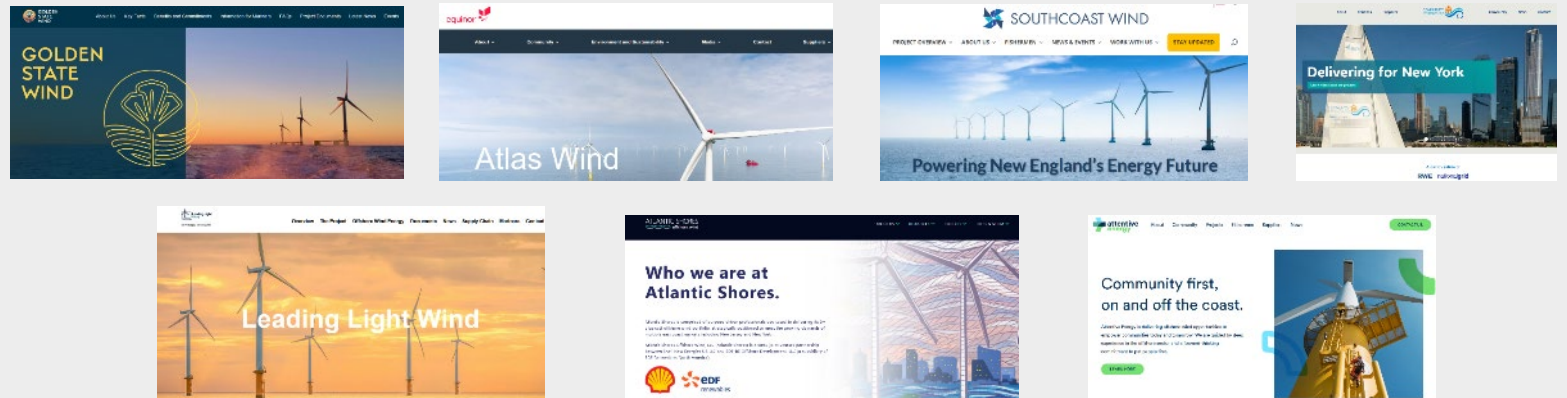
- Visual Effects Analysis
- Biological Assessments (Multiple)
- Fish Habitat, Fisheries

South Fork Wind COP



Hundreds to Thousands of Pages • Lots of pictures • Use "ctrl + F" to search

Developer Pages



Market Intelligence

Wiki-Wind.com



- Free tool
- Jason Hill developed w/Mike McMahon
- info@wikiwind.us
- Curated worksheet
- Publicly available vendor awards
- Wind energy lease areas info

Wiki-Wind Database

www.Wiki-Wind.com
For questions, email wikiwindinfo@gmail.com

PROJECT DETAILS														ENGINEERING		SUPPLIERS			
Name	Location	Developer	Lease Area	Offtake Agreement	Estimated COD	Current Status	BOEM Site	Project Website	Estimated Capacity (MW)	Turbine Count	Turbine Size (MW)	Potential Point of Interconnection (POI)	Marshalling Port	Wind Turbine Foundation Design	Wind Turbine Supplier	Wind Turbine Foundation Supplier	Transition Piece Supplier	Secondary Steel Supplier	
Block Island Wind Farm	RI	Ørsted	Rhode Island State Lease	National Grid	2016	Commissioned		Project Site	30	5	6	TBD	TBD		GE				
South Fork Wind	NY	Ørsted	OCS-A 0517	Long Island Power Authority (LIPA)	2024	Under Construction	BOEM Site	Project Site	132	12	11	East Hampton (69 kV)	New London State Pier (CT) ProvPort (RI)	Proprietary In House	SGRE	Steelwind	N/A Orsted Uses TP-less MP's	Riggs & Distle (Ljungstrom Tier-2)	
Vineyard Wind 1	MA	Avangrid CIP	OCS-A 0501	MA	2024	Under Construction	BOEM Site	Project Site	806	62	13	West Barnstable (345 kV)	New Bedford Marine Commerce Terminal (MA), Woodside Multi-Purpose Marine Facility (Halifax)	WSP (Wood Thilsted as subcontractor)	GE Vernova	EEW SPC	Windar Renewables		
Revolution Wind	RI, CT	Ørsted	OCS-A 0486	RI & CT	2026	Under Construction	BOEM Site	Project Site	704	64	11	NG Davisville (115 kV)	New London State Pier ProvPort	Proprietary In House	SGRE	Bladt		Riggs & Distle (Ljungstrom Tier-2)	
Starboard Wind ('Bay State Wind Lease Area')	RI	Ørsted	OCS-A 0500	Submitted Proposal to Multi-State Submission	TBD	Permitting, without PPA	BOEM Site	Project Site				TBD	TBD	Proprietary In House					
Sunrise Wind	NY	Ørsted Eversource	OCS-A 0487	NY	2026	Under Construction	BOEM Site	Project Site	924	84	11	Holbrook (138 kV)	New London State Pier (CT), ProvPort (RI), Port of Coeymans	Proprietary In House	SGRE			Riggs & Distle (Ljungstrom Tier-2)	
Ocean Wind 1	NJ	Ørsted	OCS-A 0498	NJ (Suspended)	TBD	Suspended	BOEM Site	Project Site	1100			1) BL England 2) Oyster Creek	TBD	Proprietary In House	GE Vernova (Ceased Development)	EEW (Terminated)		Riggs & Distle (Terminated)	
Coastal Virginia Offshore Wind - Pilot		Dominion Energy	OCS-A 0497	VA	2020	Permitting, with PPA	BOEM Site		12	2	6	TBD	TBD		SGRE				



<https://WikiWind.us>

Resource Examples

Public

(Designated Econ Dev Contacts)

New York

- NYSERDA: <https://www.nyserda.ny.gov/>

New Jersey

- NJEDA: <https://www.njeda.gov/>

Rhode Island

- RI Commerce (quasi): <https://commerceri.com/>

Maryland

- Maryland EA: <https://energy.maryland.gov/Pages/default.aspx>

Connecticut

- SE CT Enterprise Region: <https://www.secter.org/>
- AdvanceCT (quasi): <https://www.advancect.org/>

Massachusetts

- MassCEC (quasi): <https://www.masscec.com/>

Virginia

- Virginia Dept of Energy: <https://www.energy.virginia.gov/>

North Carolina

- NC Dept of Commerce: <https://www.commerce.nc.gov/business/key-industries-north-carolina/energy/offshore-wind-industry>

Louisiana

- Louisiana Economic Development: <https://www.opportunitylouisiana.gov/>

California

- <https://www.energy.ca.gov/programs-and-topics/topics/renewable-energy/offshore-renewable-energy>

Oregon

- <https://www.oregon.gov/energy/energy-oregon/Pages/Marine.aspx>

Non-Profit

- Chambers of Commerce
- Regional Econ Dev Orgs
- Sector Trade Groups
- Diversity Councils



Industry Advocacy



Offshore Wind
California



Foundation 2 Blade

Course Information

- 6 Learning Modules
- Textbook Included
- Industry Speakers

Register on Eventbrite

OCEANTIC NETWORK
FOUNDATION 2 BLADE
INDUSTRY TRAINING

May 21-23 | Warwick, RI

Three-day offshore wind training program for businesses based in New England owned by under-represented groups, including women, Native Americans, African Americans, Hispanics, Asians, members of global majority, tribal members, people with disabilities, and members of the LGBTQ+ community.

VINEYARD OFFSHORE **REGISTER TODAY**

OCEANTIC NETWORK

Attend & Learn Connect & Engage Tools & Media Why Oceanic Network Contact Us

Foundation 2 Blade Offers 6 Comprehensive Learning Modules:

- Introduction To Offshore Wind**
Gain a comprehensive overview of offshore wind, from its early days in Denmark to its current status as a global renewable energy industry. Learn about key markets in Europe, Asia, and South America and what businesses are needed to grow the U.S.-based supply chain.
- Siting And Permitting**
The siting and permitting phase of an offshore wind project includes: site evaluation and investigations, securing the site, project approvals and financing, and procurement. Learn about the specific business opportunities in this early phase of offshore wind development.
- Manufacturing**
Thousands of small components are needed in the manufacturing of turbines, foundations, cables, vessels, and onshore and offshore substations. Many of those components can be fabricated locally, offering robust opportunities for small to large manufacturers.
- Construction And Installation**
The construction and installation phase of an offshore wind project requires multiple port facilities, a variety of vessels, extensive planning, and adherence to strict health and safety standards. This later phase of offshore wind development offers multiple opportunities for a diverse set of business sectors.
- Operations And Maintenance**
The safe, clean, efficient, and profitable generation of electrical power from wind is the objective of all preceding phases of an offshore wind project. Learn what is needed to maintain an established wind farm and learn if your business can play a role.
- Entering The Offshore Wind Supply Chain**
Based on its size and complexity, offshore wind requires the work of many diverse industry sectors. Understanding how and where a company fits into the process is key to winning a contract.

Add'l Abbreviated Trainings Available

OCEANTIC NETWORK
Offshore Wind 101
INDUSTRY OVERVIEW

Photo Courtesy of Siemens Gamesa Renewable Energy

Offshore Wind 101
Fri, May 10 • 12:00 PM EDT
Free
Oceanic Network

OCEANTIC NETWORK
Offshore Wind READY
INDUSTRY EDUCATION

May 21, 2024
Newark, NJ
Free for NJ Companies & Organizations

Sponsored by NJEDA and the Wind Institute

NJEDA ECONOMIC DEVELOPMENT AUTHORITY WIND INSTITUTE BY BROOKHAVEN UNIVERSITY

REGISTER TODAY

Advice

General

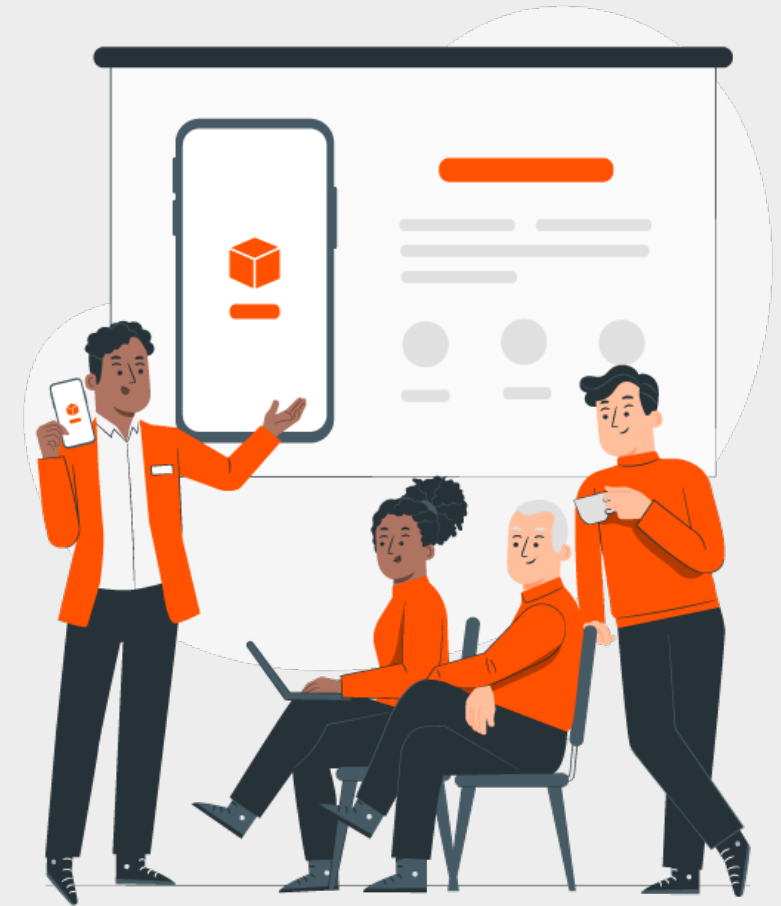
- Learn the offshore wind business landscape (Lease Areas / Developers / Major packages)
- Find resources (BOEM website, Wiki-Wind.com, C.O.P.s, Econ Dev Agencies, Sector & Trade Groups)
- Know your customer base before solicitations (Tiered Subcontracting)
- Network and build relationships (LinkedIn, Free Events, Conferences)
- Join ally groups, chambers, etc.



Advice

In Person Events (+ Virtual)

- Prepare – Floor Plan, Vendor Registration
- Dress professionally
- Identify customer...talk to appropriate tier
- Have materials: capability statements, biz card/QR code
- Introduce yourself
- Lead with capability and offering (elevator pitch < 2 mins)
- Focus on core competency (Value offering before diversity)
- Ask questions, listen to needs of potential customer
- Understand key dates, scope, schedule, specifications



Advice

After Engagement

- Take rejection gracefully
- File notes
- Make follow-up questions
- Re-engage after intro
(w/in 24 hours)
- Have patience
- Relationship is more important
(Don't rely on database profiles)



Questions?



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