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## SJF Ventures' power play

Solar power, biodiesel and other renewable energy companies aren't the only cleantech firms likely to do right by investors, says David Kirkpatrick, managing director of SJF Ventures, which holds its third-annual **CEO panel** on cleantech innovative strategies in New York City Wednesday. The market is opening up a bit, he says, identifying demand-side management of energy as a promising subsector. Energy management already has two successful initial public offerings under its belt, **EnerNOC Inc.** and **Comverge Inc.**, both of which fared well in their public market debuts. Another company in the subsector that Kirkpatrick is excited about is **ConsumerPowerline**, which helps large energy users reduce demand for electricity during periods of systemwide peak by utilizing real-time data to optimize and manage energy consumption. ConsumerPowerline is one of the companies presenting at the panel Wednesday. —  
*Mary Kathleen Flynn*

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## groSolar seeks Series B round

David Kirkpatrick, managing director of SJF Ventures, tells The Deal.com that groSolar is reloading for a Series B round of between \$7 million and \$10 million. SJF Ventures led the company's Series A round of \$2.5 million and has been talking with clean energy funds and strategic investors about the next round. GroSolar, which delivers and installs solar power systems for residential and commercial customers, recently **acquired** Energy Outfitters Inc., a solar distributor, and is looking to acquire a large-scale solar installer in California. GroSolar will get a chance to entice investors when it presents at SJF Ventures' **CEO panel** on cleantech innovative strategies in New York City Wednesday. —*Mary Kathleen Flynn*

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