Request for Proposal
Electric Motorcycle Gang - Honolulu

The following request for proposal (RFP) is hereby issued in partnership with CleanTechnica, Blue Planet Foundation, and a coalition of sustainability business leaders in Honolulu, Hawaii.

Overview:
Hawaii was the first state in the U.S. to commit to 100% renewable energy, and quickly followed that commitment with a pledge to fully rid their transportation ecosystem of fossil fuels. Electric vehicles (EVs) are popular in Hawaii, but electric motorcycles have yet to gain a foothold. This RFP, on behalf of more than a dozen sustainability / clean tech business leaders in Hawaii, and in partnership with CleanTechnica and the Blue Planet Foundation, seeks to bring greater consumer interest to the electrification of Hawaii’s, and the world’s, transportation sector; specifically, at least in the initial phase, showcasing that tough men who love to have a great time riding motorcycles can also care about the environment and the future of humanity.

Electric motorcycle manufacturers and dealers are welcomed to submit proposals to sell or lend a bulk number of electric motorcycles to this group of business leaders for any type of special offer or at a discounted price, and for any period of time. In exchange for these discounted rates and special offers, our electric motorcycle gang will showcase the bikes to the public and bring media attention to the manufacturer through group rides, educational outreach, and local sustainability events. In addition, the electric motorcycle gang will be routinely covered on Cleantechnica, the world’s largest clean tech news website, with more than 4 million monthly readers and 1.5 million social media followers, the grand majority of whom are men with incomes above $100,000, mainly in the U.S. and Europe. See here for reader demographics.

Interested parties, please submit questions, requests for clarification, or proposals to Scott Cooney, scott@importantmedia.org.

Bios:
The following individuals have committed to being a part of what we believe may be the world’s first true electric motorcycle gang. Not all members have committed to buying a motorcycle, however—much depends on the types of offers we receive through this RFP.
Scott Cooney
Founder and CEO of Pono Home, a home efficiency company that greens homes and small businesses. Also founder and former CEO of Sustainable Enterprises Media, one of the top five sustainability media companies in the world, with over 4 million monthly readers, including the world’s largest renewable energy news site (CleanTechnica). Under his leadership, Pono Home has gone through the world’s largest clean tech incubator, and has served customers in over 6,000 homes across 5 Hawaiian Islands since 2014, with a 100% customer satisfaction record. He is a McGraw-Hill published author and former professor in the MBA program at the University of Hawaii at Manoa, where he taught the first sustainable business course in the University of Hawaii system.

Jeff Mikulina
Executive director of the Blue Planet Foundation, a nonprofit organization whose mission is to clear the path for 100% clean energy in Hawai‘i and beyond. Through collaboration and advocacy, Blue Planet champions scalable policies and programs to transform Hawai‘i’s energy systems to clean, renewable energy solutions. Jeff’s accomplishments in energy policy advocacy include working to pass legislation that makes Hawaii the first state in the nation with a 100% renewable energy mandate, requires that all new homes use solar water heaters, sets a binding cap on Hawaii’s greenhouse gas emissions, establishes a tax on fossil fuel imports, requires returnable deposits on all beverage containers, establishes curbside recycling on O‘ahu, and increases the funding of natural resources through tourism taxes. Jeff’s interests include disruptive technology, public policy, and impact of social norms on behavior. Jeff received a Master’s of Science degree in engineering from the University of Illinois at Urbana-Champaign studying decision theory.

Henk Rogers
Principal and visionary philanthropist behind the Blue Planet Foundation, Rogers is committed to the mission of stewarding the environment through developing non-carbon, clean energy sources. He is personally devoted to helping our planet reduce and eventually eliminate its dependence on fossil fuels. Known in Japan as “the father of role playing games”, Rogers licensed Tetris early in the product’s development and brought the game to audiences worldwide, making it the world’s most popular video game.

Mike Elhoff
Founder of Styrophobia, one of Hawaii’s leading zero waste distributors of compostable products for local food businesses, Mike is also one of Hawaii’s leading carbon emission reduction champions as Founder and CEO of Hawaii Engineering, where his company has helped reduce more than 5 megawatts of electricity use across the Hawaiian islands with advanced wastewater treatment technologies. His company’s ultra-efficient services are also helping Guam, American Samoa, and other pacific islands reduce their dependence on diesel generated power to process their organic wastes.
Jonathan Howery
Jonathan is a Business Development Associate and Project Manager for Stem, Inc which works to deploy a network of grid interactive energy storage systems across Hawaii. He is also the co-founder and Vice Chairman of The Sustainable Leader Network, an organization of professionals and changemakers seeking to make a positive impact on the world. Jonathan has his MA in Global Leadership and Sustainable Development and in his free time you can find him diving the waters of Oahu, hiking up mountains finding waterfalls, playing the guitar in his newly formed band, or cruising the streets of Honolulu on two wheels.

Shawn Moorhead
Shawn is on the partnerships team at Elemental Excelerator, one of the world’s largest clean tech incubators, funded by the U.S. Navy Office of Naval Research, the Emerson Collective, and more, and with partners across the globe including Tepco, GE Ventures, Vector, Hawaiian Electric, and more. Shawn manages the Global Advisory Board and EEx Fund One. Prior to EEx, Shawn was the Executive Director at the Foundation on Economic Trends in Washington DC.

Tad Glauthier
Tad is Co-founder and Vice President of Stem, one of the world’s leading energy storage companies. Stem has raised more than $100 million and is currently one of the global leaders in the energy storage sector. Tad does business development, marketing, regulatory affairs and utility relations in Honolulu, and is helping drive legislation at the state capitol to provide tax benefits for energy storage solutions.

Mauricio Castillo
Mauricio is an Energy Advisor for Tesla, working on solar PV and battery storage solutions. Prior to Tesla, Mauricio worked on scaling climate-efficient investment products for Etho Capital and helped address investment barriers for clean energy at the California Clean Energy Fund. He’s also led and implemented various climate projects in Nicaragua spanning from off-grid solar, efficient cookstoves and clean water access projects for rural communities.

Ernest Shih
Ernest is a serial eco/tech entrepreneur, Certified Energy Manager, and LEED AP. He's done environmental and business consulting in Hawaii and Asia; Real estate development and management in Hawaii; Fine Art, Travel, and Editorial Photography. Founded and successfully exited from two environmental consulting firms, one in Hawaii and one in Japan. Over 24 years of International Asia-Pacific consulting experience in the areas of Environmental Studies, Investigations, Remediation, Geology, Remote Sensing, and Construction Management.
**Isar Mostafanezhad**
Isar is a co-founder and senior adviser at Smart Yields, Inc. - a tech startup focusing on integrating Internet of Things and software solutions to help small to medium sized farms grow more efficiently while saving water and energy. He has a Ph.D. in electrical engineering and he enjoys surfing and riding motorcycles in his scarce free time.

**Nathan Albritton**
Nathan is Chairman and Co-Founder of The Sustainable Leader Network—a network of professionals creating meaningful change. He is also military veteran, an expert on conflicts around the world, and a community mediator. Nathan spends his free time teaching as a master scuba diver trainer—leading new and experienced divers in the beautiful blue waters around Hawaii.

**Matt Johnson**
Matt is an Ag Business entrepreneur working to help Hawai‘i farmers and food businesses gain access to capital, markets, and facilities. In [year] Matt founded O‘ahu Fresh, an online CSA and farm-to-table delivery service that recently won the 2018 Green Business Award from Hawaii Business Magazine. Matt is also co-owner of O'ahu Food Hub, a facility that provides cold/dry storage and commercial kitchen space for local food startups. Since [year] Matt has worked as a lecturer at the University of Hawai‘i, teaching Ag Business entrepreneurship courses in [department]. Matt also co-hosts Hawaii Food & Farmer Series, a biweekly ThinkTech Hawaii show on YouTube featuring in-depth interviews with the individuals who make local food happen in Hawai‘i.

**Steve Mazur**
Steve develops large scale solar photovoltaic projects throughout the Hawaiian Islands and since 2010 has been involved in over 100 projects. Steve continues to work with solar companies as consultants helping train, develop, understand policy, and continue to expand in order to support the Hawaii State mandate to achieve 100% renewable energy and 100% clean transportation. He has also led the Oahu chapter of the environmental nonprofit organization Surfrider Foundation in 2012 and lead over 20 beach cleanups in his time volunteering with them removing over 20,000 pounds of debris from the coastlines in Hawaii. Steve is avid surfer and diver and completed his MBA at the University of Hawaii.