

Services for New Business Ventures

The fundamental changes occurring within the energy industry create numerous opportunities for companies who are currently in or entering the energy market. Along with these new opportunities come new uncertainties and risks.

R.J. Rudden Associates assists our clients in understanding how the restructuring of the energy industries affects their business plans. We do this by developing business strategies for new entities, assessing existing company capabilities and business plans, conducting market research, developing integrated marketing and brand development strategies that facilitate selling products and services to energy companies, and developing and implementing communications programs in support of the overarching business strategies.

Rudden provides new business venture consulting services to energy companies entering new markets and also to a variety of companies selling products and services into the energy industry, including new market entrants, manufacturers of energy-related products and providers of energy-related services.

Areas of Expertise

Rudden's expertise includes: Economic and Financial Analysis; Strategic, Management and Marketing Services; Industry Restructuring Support; Litigation and Regulatory Support; Technical Analysis; and Implementation Support. We have the first-hand industry expertise and experience necessary to independently advise new business ventures in the evaluation of energy market complexities. This includes the ability to provide:

- Strategic planning and implementation
- Market research
- Competitive strategies
- Enterprise valuation
- Financial due diligence
- Regulatory due diligence
- Integrated marketing planning
- Brand development
- Communications program development
- Organizational Assessments

Representative Clients

Rudden delivers value through the application of first-hand industry expertise, strong implementation capabilities, thought leadership and a team-based philosophy that facilitates the transfer of knowledge to our clients. In all, we have served more than 300 clients worldwide since 1981. Representative new business venture clients include:

American Transmission Company
Amerithem, Inc.
Arkla (Reliant)
CodeLamp.com
Kinectrics (Ontario Power Generation)
Edison Source
Electricwindow.com (EPRI)
Energy One (UtiliCorp United)
Enermetrix.com
KCS Power Marketing
McQuay International

Northeast ITC
Norstar Energy Limited Partnership
PJM Enterprises
Rochester Gas and Electric
PlumStreet Enterprises (Niagara Mohawk)
Singapore Energy International
Star Gas Partners, L.P.
Total Gas & Energy Company
Utiliconnect
UniGridEnergy.com (Exelon)
WorldEnergyExchange.com