



Genscape Develops Real-Time Energy Tracking System, Providing Power to the Nation

LOUISVILLE, Ky. — When the lights went out Aug. 14, 2003, all over the Northeast and Midwest, millions and millions of people in big cities and suburbs, from New York to Detroit, and in Canada, were caught by surprise in the middle or late afternoon when the electrical grid suddenly crashed, stopping everything that depends on electricity to run.

At Louisville-based Genscape, the nation's first and only supplier of real time supply side information on power generation, the phones began ringing off the hook with calls from power companies, federal and state energy regulators and national news organizations seeking an answer to what could caused the blackout.

Genscape's Power 2.2 features the nation's only source of real-time data on more than 275 U.S. power plants and transmission points. Genscape's system was the only resource at that moment with any possible way of shining a light on what was going on. The growing company's data system is helping provide answers to power companies and government agencies as they continue to seek the complete picture about why the blackout occurred.

"Our data-gathering network shows that in the first minute — between 4:09 and 4:10 p.m. ET that day - power plants hundreds of miles apart in three different states began tripping offline as the grid became unstable," said Sean O'Leary, chief executive officer of the 50-employee company.

Industry and government officials called Genscape because it has the only real-time, nation-wide picture of the electric grid, O'Leary said.

"Individual utility companies have good information on what happens within their own service area, but little, if any, data on neighboring utility operations. Only by piecing together the highly detailed operational records from each utility will the industry and regulators be able" to solve the mystery, he explained.

Currently serving about 60 industry and governmental regulatory customers internationally, Genscape also provides daily data updates to customers via the Internet — a critical tool for the company that O'Leary calls one of the most important components for the company's success. But he also says his employees — highly skilled individuals who execute the very specific kinds of data monitoring that is demanded at Genscape — are his most important assets. Finding them and keeping them continue to occupy his attention.

O'Leary said that over the next five years, Genscape will continue to focus on software and data-product development as customer needs demand it. Genscape continues to enhance its domestic power network while looking to expand overseas. The Company is also developing technology to monitor other transported fuel types.

Genscape co-founders O'Leary and President Sterling Lapinski were honored in June 2003 as Ernst & Young LLP's Southern Ohio and Kentucky Entrepreneurs of the Year for their vision in creating the energy data-monitoring company. In addition, Genscape was named the winner of the 2003 Platts/BusinessWeek Global Energy Award for Information Technology.

Genscape Inc., a privately held company, was recently acquired by an investor group led by GFI Energy Ventures, LLC, a Los Angeles-based investment firm that originates and leads investments in technological change in the energy industry worldwide. Terms of the acquisition were not disclosed.

About KY 120:

In the fast-pace world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](#) initiative, CITE is profiling business initiatives in each of Kentucky's 120 counties to identify lessons learned on the path toward successful and sustainable innovation.

Name: Genscape Inc.

Internet: www.genscape.com

Products/Services: Energy

Location:

Louisville/ Jefferson County

Leadership: Sean O'Leary, Chief Executive Officer; Sterling Lapinski, President

Employees: 50

Founded: 1999

Reach: International

Innovative Insight:

"Widespread and uniform access to online, real-time information can have far-reaching impact, reducing risks and providing valuable asset management."

Advice for Growing

Companies: *"It's important to understand your product or service, and it must be proven with support from the market. [You] can't go to investors now with an idea, like you could five years ago."*

Way Internet Has Made You More Competitive:

"It allows us to deliver information in an easy format for our customers. I'm not sure how we'd communicate with our customers without it."

Ways to Continue to Attract

Best Workers: *"A lower tax burden on individuals and companies would help to create jobs."*