

MicroEra Power approved for inclusion in START-UP NY program Partnership with Alfred University to create 18 jobs over five years

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ROCHESTER, NY/ALFRED, NY -- Alfred University has announced Empire State Development's approval of MicroEra Power, Inc. as the first START-UP NY firm to be located at the AHEAD Energy facility at Metro Park in Rochester. The company, partnering with Alfred University through the START-UP NY program, plans to create 18 new jobs at the Metro Park facility over the next five years. This investment complements the [Finger Lakes Forward](#) regional strategic plan to revitalize the local economy.

MicroEra Power, to be located at AHEAD Energy's 285 Metro Park location, is working to develop the latest in combined cooling, heat and power (CCHP) systems to provide businesses with reliable backup power and cost-effective power generation. The highly efficient on-site systems, powered in part by renewable energy sources, also limit carbon emissions.

"Alfred seeks to assist in strategic partnerships with New York State companies developing the next generation of clean energy technologies whenever we can, in support of Governor Cuomo's aggressive carbon-reduction goals," said Alfred University President Mark Zupan. "Our experience in technical ceramics and glass materials, as well as in renewable energy engineering, will provide significant benefits to MicroEra Power as they continue efforts to commercialize their highly efficient combined cooling, heating and power systems."

Empire State Development President, CEO and Commissioner Howard Zensky said, "MicroEra Power is a great fit for Alfred University's world-class renewable energy program and an example of how the START-UP NY program supports industry and university partnerships that boost businesses, develop skilled talent and boost regional economies."

MicroEra Power CEO Eleanor Rusling said the START-UP NY partnership offered her firm — which she described as "an early-stage cleantech company in the rapidly growing market of distributed energy resources" — access to unique technical expertise that can lower the costs of developing and integrating new technologies.

"This partnership connects our company with the highly regarded expertise in ceramics and glass available only at Alfred University," Rusling said. "Alfred University's new program in renewable energy engineering will be valuable as we commercialize CHPplus to provide commercial businesses with energy security, cost savings and green credentials. Our distributed generation and energy storage system is a valuable component in New York State's transition to a renewable-intensive grid."

The firm will leverage Alfred's capabilities in technical ceramics and glass used in energy conversion and storage technologies, including fuel cells and thermal storage. MicroEra has committed to hiring Alfred University student interns, who will work on development of its CCHP systems and gain invaluable real-world experience in running and scaling up an early-stage technology company.

"Alfred University is well positioned to support development such as this thanks to our unique expertise in technical ceramics and glass materials engineering, which plays a critical role both in energy storage and generation," commented John Simmins, executive director of Research and Economic Development at Alfred University. "We are very excited about this opportunity with MicroEra Power and look forward to helping them bring this technology to market."

About MicroEra Power

[MicroEra Power](#) is a Start-UP NY with headquarters in Rochester, NY. The firm is developing CHPplus, a high-efficiency on-site power and energy storage system to provide commercial buildings with reliable backup power and

energy cost savings. MicroEra Power delivers strategic management of peak power and low-cost, low-carbon heating and air conditioning. The innovative CHPplus system provides the backup, peaking, and storage functions that are critical to increasing penetration of wind and solar in the transition to a renewable-intensive grid.

About Alfred University

Founded in 1836, [Alfred University](#) has a long-standing reputation for excellence. An outstanding record of academic achievement and numerous campus activities combine to create an enriching and satisfying college experience emphasizing applied and experiential learning. More than 1,600 undergraduate students and 300 graduates choose from over 50 undergraduate, graduate and professional degree programs. Comprised of the College of Business, College of Liberal Arts & Sciences, School of Art & Design, Inamori School of Engineering and Division of Performing Arts, Alfred University has developed a rich and diverse set of curricular offerings, structured without barriers so that students can mix and match programs to help them meet their educational goals. Alfred University's research and outreach programs provide an important complement to the University's academic offerings. These programs range from scientific research and product development, to community and business support, to the development of new art forms.

About START-UP NY

Launched by Governor Andrew M. Cuomo in 2014, START-UP NY is an innovative tax incentive program that partners new, growing and relocating businesses with New York State's large network of public and private colleges and universities.

Using tax incentives that significantly reduce state and local taxes for participants, the program encourages businesses to create new jobs while establishing a meaningful, mutually beneficial partnership with its college or university sponsor. These partnerships enable companies to access faculty, industry experts, equipment and advanced research facilities associated with the schools; and create new opportunities for students to receive first-hand experience and internships with START-UP NY businesses.

Dozens of colleges and universities across New York State are participating in START-UP NY, with more than 650 approved zones that represent over six million square-feet of eligible space for new or expanding businesses to operate on or near campuses. Each college and university's approved START-UP NY plan is available at www.startup.ny.gov.