# Hydrogen Fuel Cell Nexus

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# What is this Directory?

## http://www.hfcnexus.com

Hydrogen Fuel Cell Nexus is a business-to-business directory that helps suppliers connect with buyers.

Hydrogen Fuel Cell Nexus is a joint project of Virginia Clean Cities, Breakthrough Technologies Institute and Birch Studio. This project was the result of a competitive solicitation and funded by the Department of Energy's Fuel Cell Technologies Office from FY15 solicitation.

With your help, we will make the US hydrogen and fuel cell supply chain be more robust, more efficient and the most competitive in the world.

# Home screen

Support the US hydrogen and fuel cell supply chain while promoting your organization or event to this targeted audience.
Advertise!
[Advertise]
Glossary | Resources | REGISTER | LOGIN
HYDROGEN FUEL CELL NEXUS
The US Hydrogen and Fuel Cell Directory
COMPANY TYPES
PRODUCTS
US MAP
MATCHMAKER
Hydrogen Fuel Cell Vehicle
Dispensing
Generation
Compression
Storage
Hydrogen Fuel Cell Nexus is a business-to-business directory that helps suppliers connect with buyers.
With your help, we will make the US hydrogen and fuel cell supply chain be more robust, more efficient and the most competitive in the world. Sign up!
U.S. DEPARTMENT OF ENERGY
Energy Efficiency & Renewable Energy
Fuel Cell Nexus is a joint project of Virginia Clean Cities, Breakthrough Technologies Institute and Birch Studio, and is funded by the Department of Energy's Fuel Cell Technologies Office.

# US Map

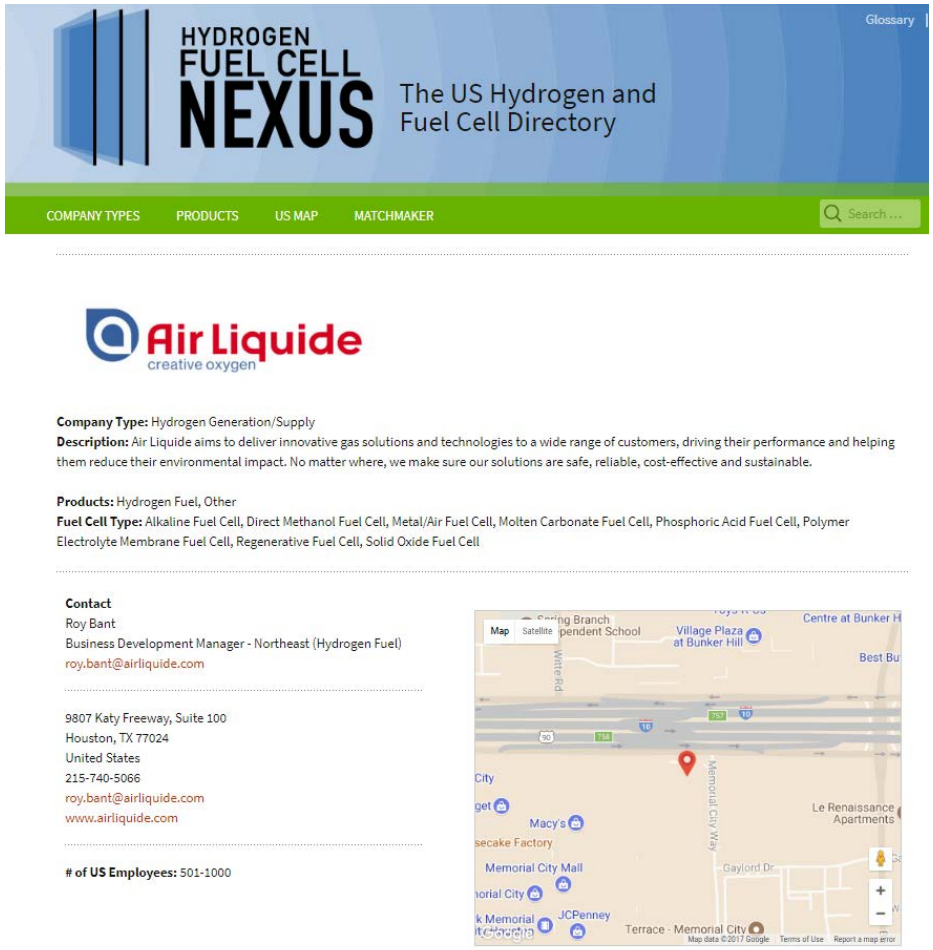
Glossary | Resources | REGISTER | LOGIN
HYDROGEN FUEL CELL NEXUS
The US Hydrogen and Fuel Cell Directory
COMPANY TYPES
PRODUCTS
US MAP
MATCHMAKER
Hydrogen and Fuel Cell Suppliers in the US
The map below shows the locations of organizations in the Hydrogen and Fuel Cell Database across the US. You can zoom in and click on pins to navigate.
Map
Satellite
Entegris, Inc.
300 Old Greenwood Rd, Decatur, TX, United States
Visit page
Google

# Search by Product

# Company Page

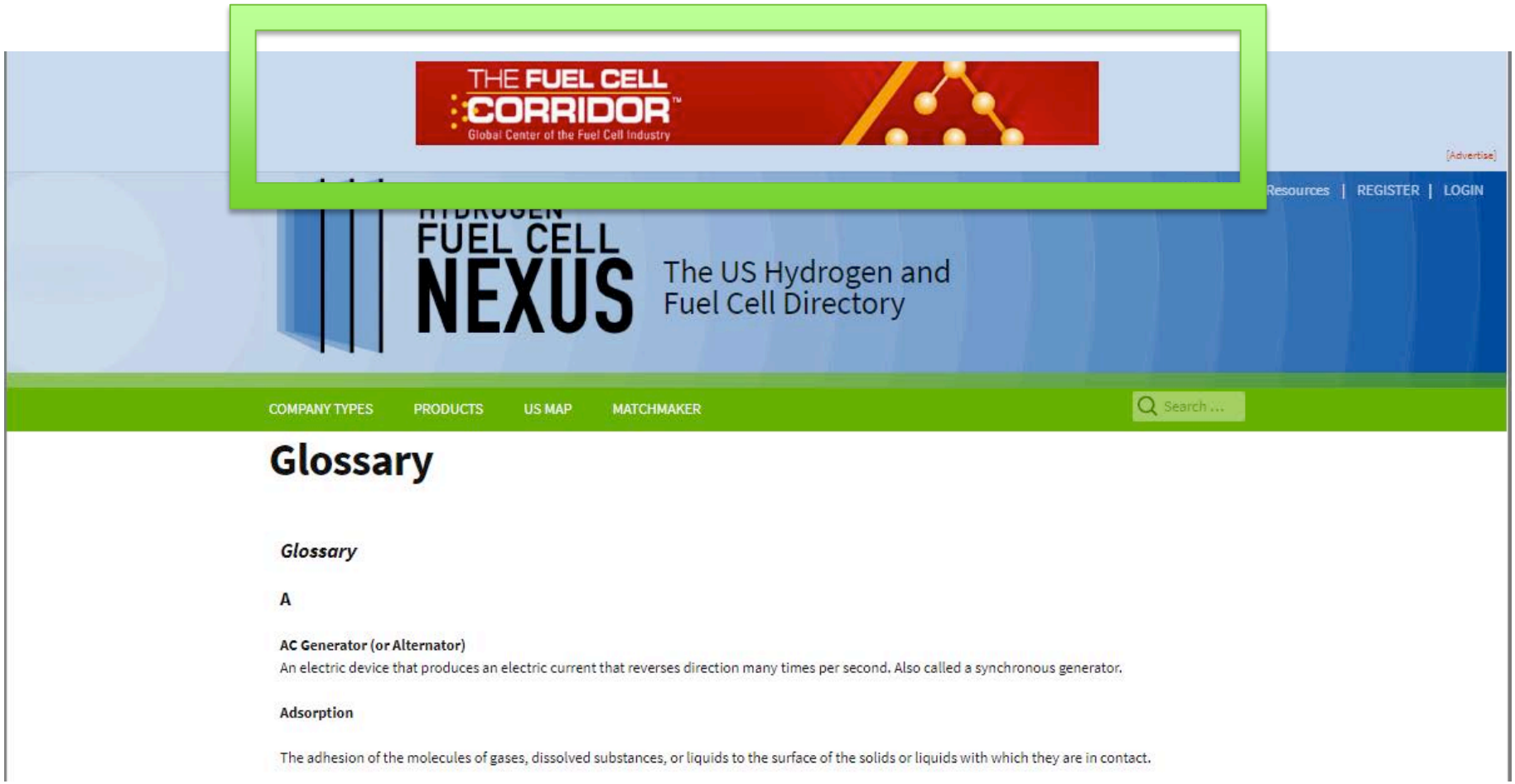
- **Updates, features**
- **Added map, update logos →**

Updated Company Page Layout




Original Company Page Layout

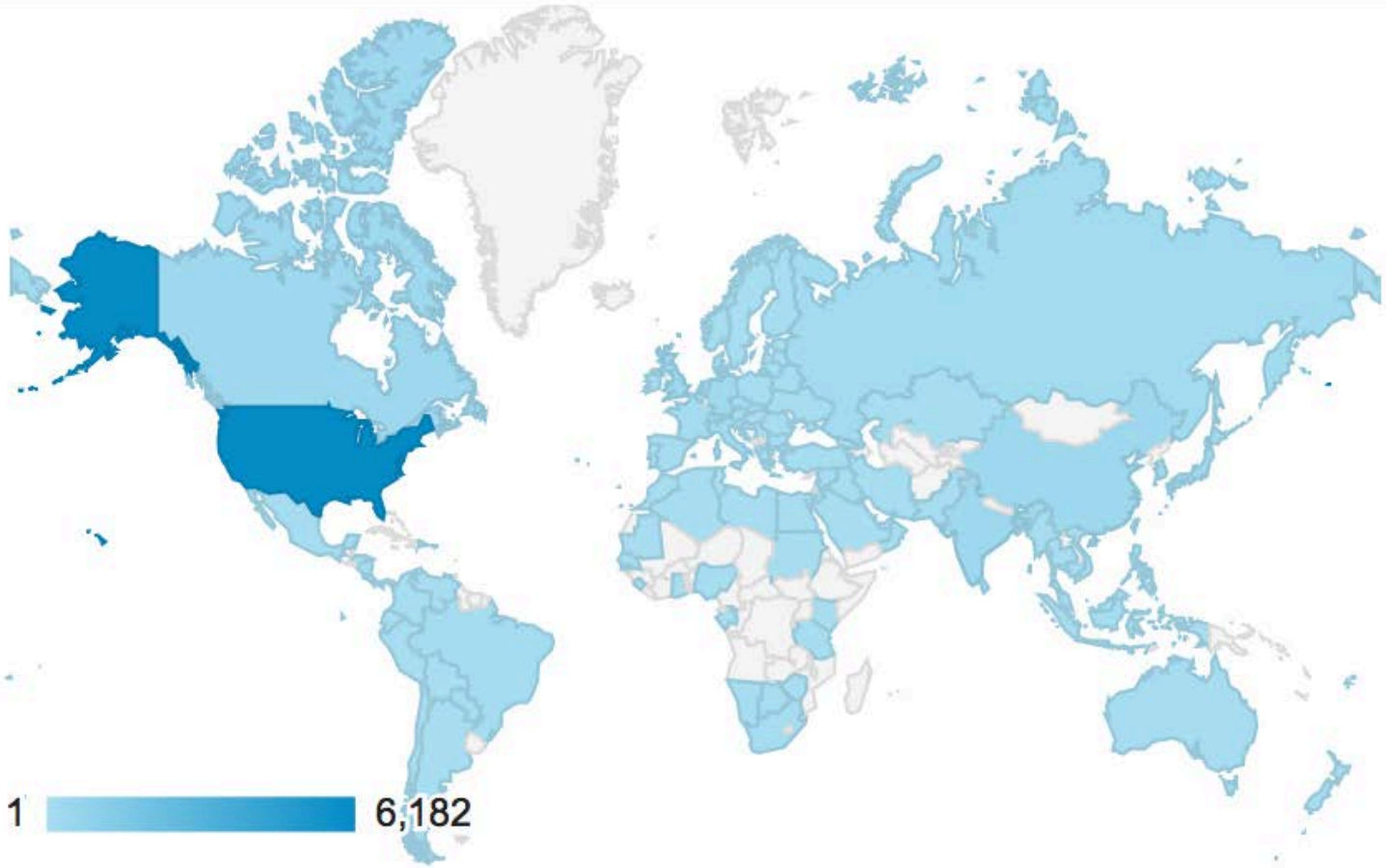
# Advertisements added



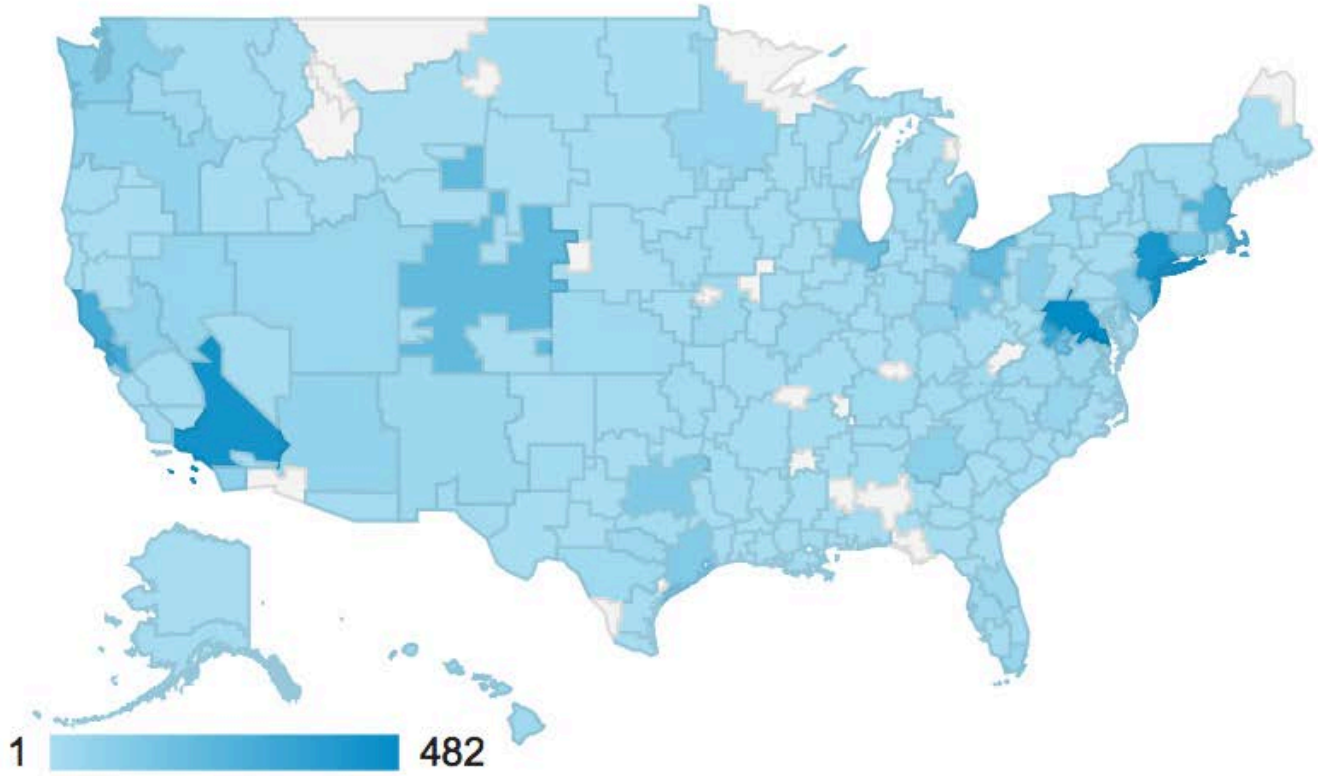
# Nexus Visits are Global, US led

## HFC Nexus Analytics

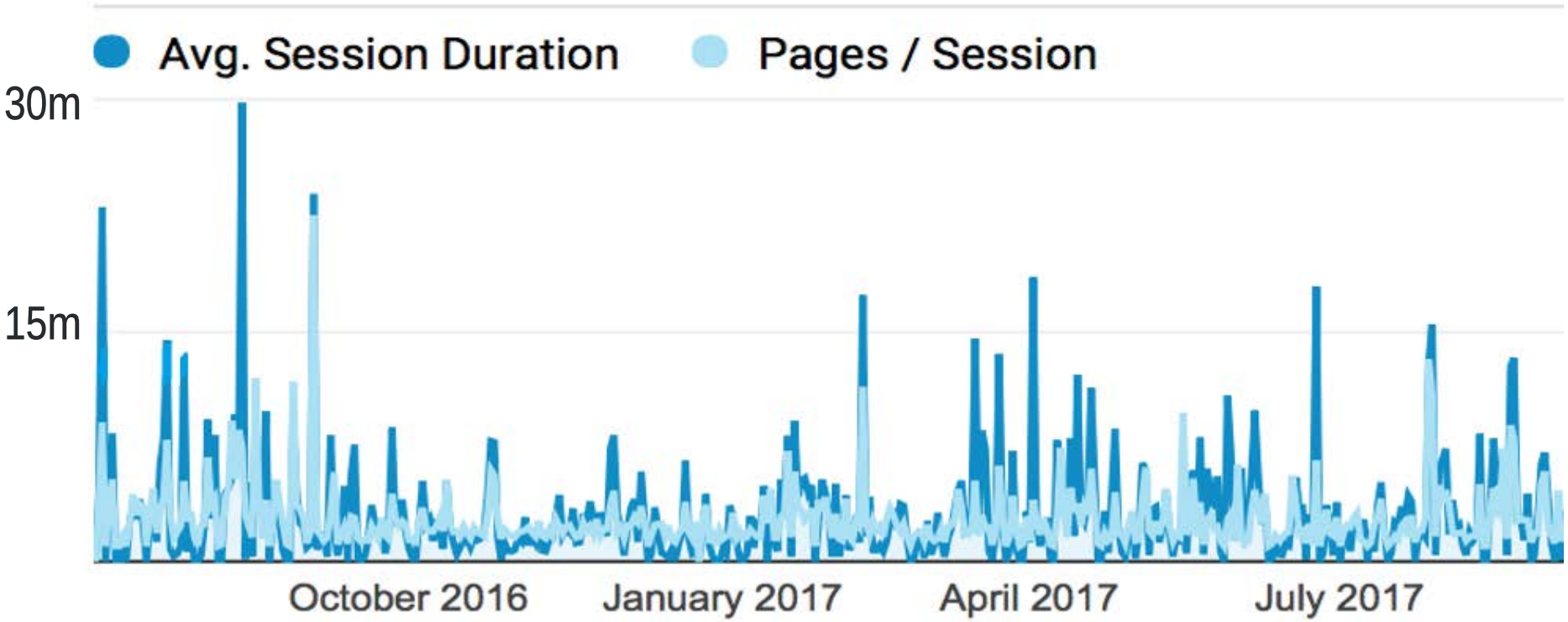
Period of July 1, 2016 to Sept 21, 2017



# Nexus US Visits are Geographically Diverse

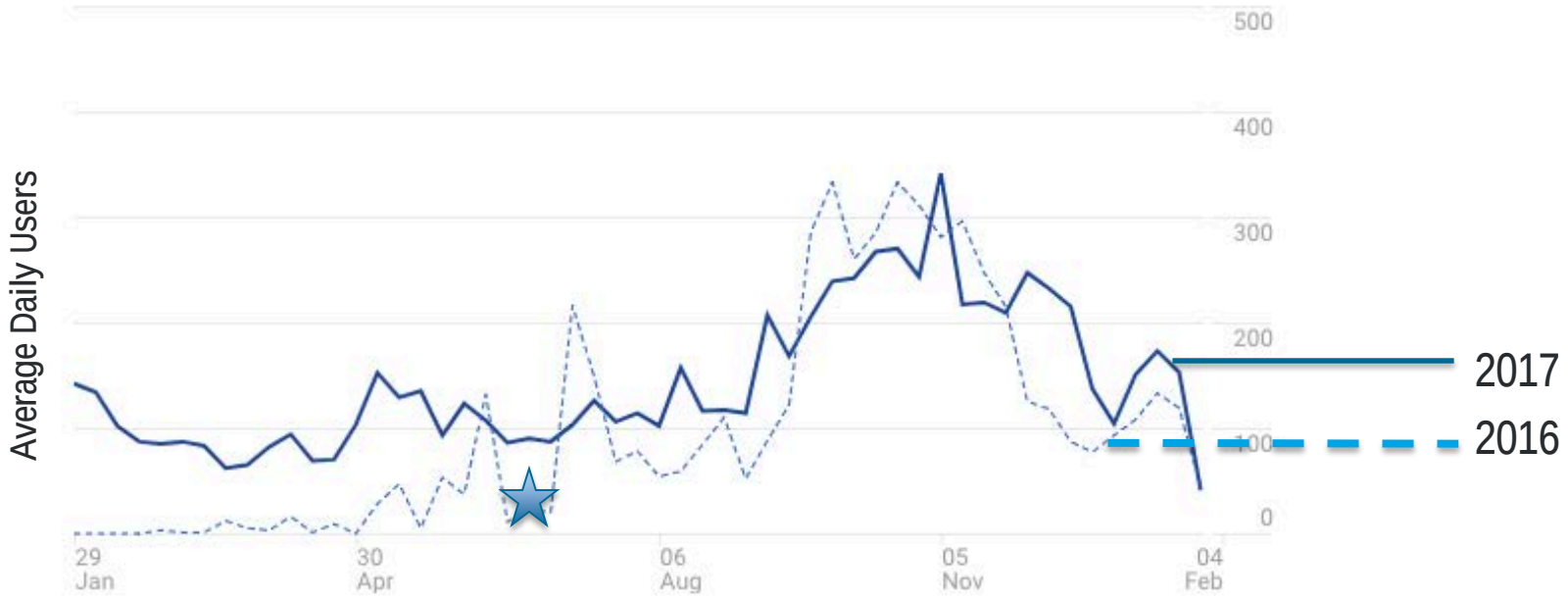


# Use is Often Brief & Targeted



# Use Trending Upward

| Users | Sessions | Bounce Rate | Session Duration |
|---|---|---|---|
| 7K | 8.8K | 74.02% | 2m 31s |
| ↑46.5% | ↑42.9% | ↑14.1% | ↓9.2% |
| vs last year | | | |



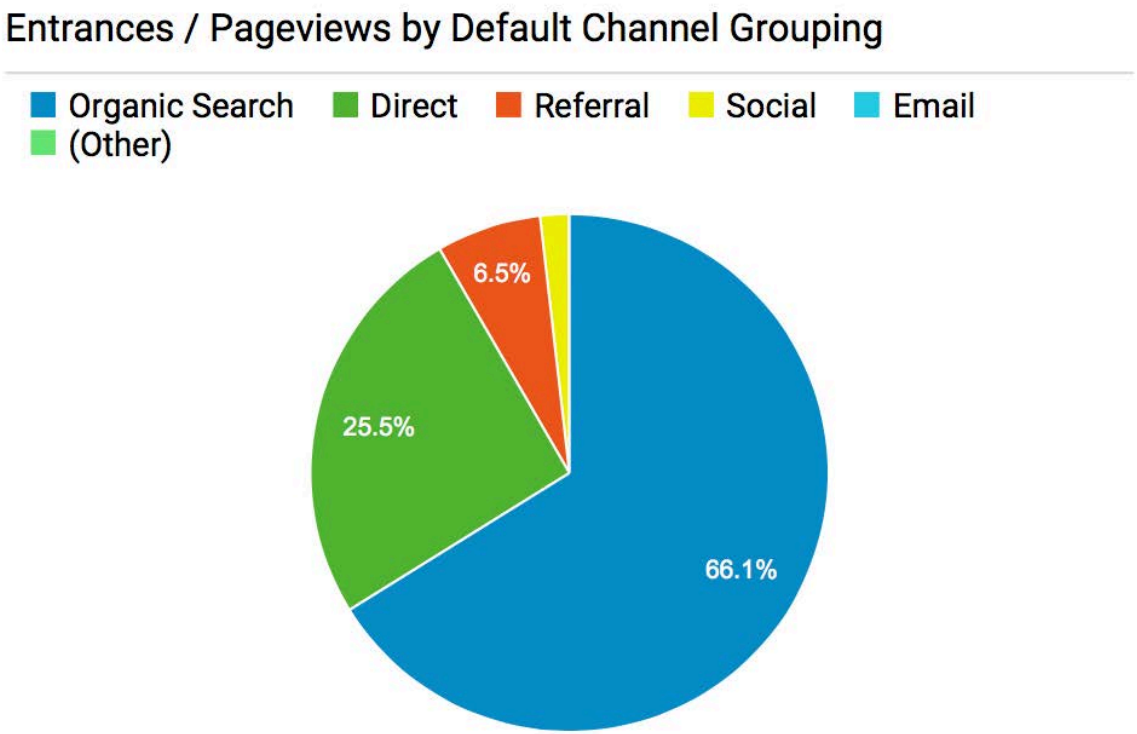

Average Daily Users January 2016 to February 2018
Over previous year
Website Public launch July 2016 ( ★ )

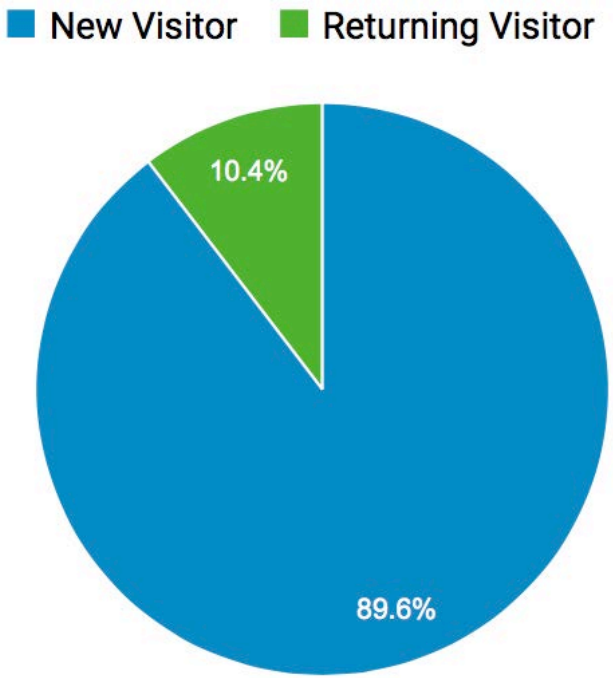
# Supply Chain Expansion

- Still early for project to have material impact on industry
- Made supply chain visible in the US
- Gone from 250 at launch to 424 companies today
- Engaged suppliers at conferences. For example, Agility Fuel Systems joined in 2017

| | 7/16/2016 | 9/5/2017 | % change |
|---|---|---|---|
| Developer | 27 | 49 | 81% |
| Supplier | 135 | 160 | 19% |
| Manufacturer | 8 | 51 | 538% |
| Safety | 0 | 2 | 200% |
| Testing | 12 | 12 | 0% |
| Hydrogen Generation/Supply | 22 | 28 | 27% |
| Auto Manufacturer | 5 | 6 | 20% |
| Integrator-Hydrogen System | 1 | 0 | -100% |
| Integrator-Fuel cell | 10 | 16 | 60% |
| Consulting service | 7 | 10 | 43% |
| Hydrogen Storage | 2 | 3 | 50% |
| Other | 3 | 4 | 33% |
| Advanced Manufacturing | 0 | 3 | 300% |
| Educational Institution | 2 | 2 | 0% |
| Research/Demonstration | 17 | 3 | -82% |
| Sales/Marketing | 2 | 1 | -50% |
| Association/Consortium | 1 | 1 | 0% |
| Sales/Marketing | 2 | 1 | -50% |
| Total | 256 | 352 | 38% |

# Often Found by Search Engines, Many New Visitors



# Call to Action - Sponsorship

## The Value of Sponsorship

A targeted audience for your product, event or message

- 100 User Accounts
- 424 Business organizations
- 27 Product Categories
- 30 Active Daily users view the site
- Site grows in users and organizations monthly
- Ability to track and evaluate audience interaction

Advertise and Support the website

- $4,000 per year for Leaderboards (Limit 10)
- $3,000 per year for Category advertisements (Limit 4 per category)

# Moving Forward - Brainstorm

Long term service operating beyond DOE support

Revenue needs - $20,000 to $80,000 annually

- Maintain tool
- Process user questions –approve and vet applications
- Provide analytics & references for industry
- Add technologies, features, and tools

Revenue ideas

- Donations and partnerships
- Sell geographic content
- Sell data, sell surveys
- Advertisements
- Other?

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