

RIC BREINES — THE GRIDSMITH

"The math either survives scrutiny, or it doesn't."

Personal Portrait Dossier

RIC BREINES

FOUNDER. ENGINEER. SYSTEMS THINKER.
DISC GOLFER. PROBLEM SOLVER.

"THE MATH EITHER SURVIVES SCRUTINY OR IT DOESN'T."

WHAT I DO

I help businesses, property owners, and developers take control of energy costs and build systems that deliver real performance and real value.

Solar isn't a product.

It's a strategy.

And strategy without math is just expensive hope.

I LOOK AT SYSTEMS DIFFERENTLY.

- Forensic structural analysis
- Utility incentives & tariff strategy
- Financial modeling that holds up
- Engineering that respects reality
- Implementation that performs
- Continuous improvement

CLOSE ENOUGH IS HOW PROJECTS DIE.

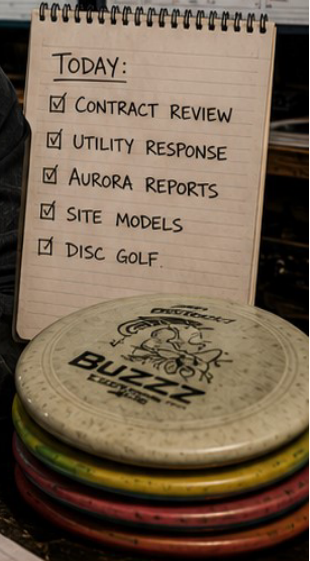
DISC GOLF IS MY LABORATORY.

Studying flight teaches me about angles, forces, and cause and effect.

On the course and in business, the details matter.

Physics never lies.

Neither do spreadsheets.



DISC GOLF MINDSET

- Gyroscopic Precession
- Center of Lift
- Pressure Chamber
- Spin Migration
- PLH & Stability
- Angle of Attack
- Torque Management

UNDERSTAND THE WHY.
CONTROL THE OUTCOME.
REPEAT.



PRINCIPLES

- TRUTH IN NUMBERS
- INTEGRITY ALWAYS
- ENGINEER IT RIGHT
- PROTECT THE CUSTOMER
- CONTINUOUS IMPROVEMENT
- PLAY HARD, THINK HARDER

“Utilities provide energy, not morality.”

Ric Breines

NOT INTERESTED IN

- ✗ VAGUE PROMISES
- ✗ HIDDEN FEES
- ✗ SALES FLUFF
- ✗ LOAFERS & POWERPOINT
- ✗ EXCUSES

Character Archetype

A hybrid of old-school tradesman, systems engineer, strategic insurgent, and forensic analyst. The kind of operator built in environments where failure is expensive, public, and permanent. He distrusts marketing language, consultant jargon, PowerPoint expertise, and anyone attempting to substitute confidence for competence.

He sees systems layered on top of systems: utilities, incentives, tariffs, engineering assumptions, airflow mechanics, customer psychology, regulatory frameworks, and financial structures. Most people see chaos. He sees pressure points and root causes.

Core Identity

Founder of Energy Matters — positioned less like a conventional solar contractor and more like a tactical operating system for distributed energy infrastructure.

He discusses PV solar, ESS, tariffs, and engineering with the mentality of an aircraft engineer, not a salesman. To him:

- Utilities are political organisms.
 - Incentives are temporary.
 - Contracts are weapons.
 - Spreadsheets are truth serum.
 - Bad engineering is a moral failure.
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Appearance & Presence

Rugged, industrial, deliberate, and composed. The kind of person who looks more comfortable in a machine room or engineering review session than at a corporate networking brunch.

He immediately notices:

- Crooked formatting
- Inflated invoices
- Weak assumptions
- Missing calculations
- Structural inconsistencies

His workspace reflects the same mentality: triple monitors, Aurora reports, engineering diagrams, contract annotations, coffee mugs with warning labels disguised as quotes, and stacks of disc golf discs beside utility models.

Personality

Strengths:

- Ruthlessly analytical
- Systems-oriented thinking
- Strategic pattern recognition
- Loyalty to competence
- High standards
- Deep operational awareness
- Relentless attention to detail

Weaknesses:

- Zero patience for incompetence disguised as expertise
 - Treats “close enough” as structural decay
 - Operates at a level of detail most people cannot sustain
 - Has difficulty tolerating performative corporate language
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Disc Golf Philosophy

Disc golf is not merely recreation. It is applied aerodynamics, physics, gyroscopic behavior, and force analysis in motion.

While most players discuss whether a disc “flips nicely,” he studies:

- Gyroscopic precession
- Center of lift
- Pressure chambers beneath the disc
- Spin migration
- Parting line height (PLH)
- Stability mechanics

- Torque management

He does not simply throw discs. He reverse-engineers flight behavior.

Signature Skill — Forensic Structural Analysis

His defining skill is not merely identifying that something is broken. It is understanding why it was always destined to fail.

Whether reviewing:

- Utility tariffs
- Solar lease agreements
- Net metering structures
- Financial models
- Website architecture
- Sales systems
- Engineering layouts

— he identifies the hidden assumptions underneath the structure.

He sees where logic collapses before everyone else notices the collapse.

Narrative Role

In a movie or novel, he is the person brought in when:

“Something about this deal smells wrong.”

Utilities dislike him because he understands their assumptions. Customers trust him because he explains reality instead of fantasy. Consultants avoid debating him because he forces precision. Younger engineers quietly take notes.

Core Principles

- Truth in numbers.
- Respect the craft.

- Protect the customer.
 - Engineer it correctly the first time.
 - Physics never lies.
 - Neither do spreadsheets.
 - Close enough is how projects die.
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Catchphrases

“Show me the assumptions.”

“Utilities provide energy, not morality.”

“The math either survives scrutiny or it doesn’t.”

“Everybody loves solar until the spreadsheet arrives.”

“Close enough is how projects die.”

Overall Vibe

Imagine:

- A forensic accountant
- A systems architect
- A master electrician
- A disc golf physicist • And an industrial strategist

fused into one relentlessly analytical operator.

He does not chase trends. He builds frameworks designed to survive them.
