



GlobalCleantech.net

Global Cleantech Network

Translating sustainable technologies and practices into mutually beneficial investments for a developing world

Conference on Cleantech Global Go-to-Market Strategies: Achieving Velocity and Scale

Nov. 17, 2006, Palo Alto, California

At the conference facilities of Townsend & Townsend & Crew, LLP

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Solar powered MagLev train system –
Integrating private and mass transport



Pedal power for
anyone, anywhere



Ultra scale vertical
integration architecture –
preserving open space
and energy resources in
high concentration urban
planning

Mission:

Sustainable technologies and practices not only makes good sense for the planet, it also makes good business sense. “Clean and green” related investments create mutually beneficial enterprise for all participants in a rapidly evolving global economy, as the impact on planetary resources and environments is an essential element for viability and long term success. Given the global nature of cleantech markets, an immediate or rapid global focus can be a strong asset for cleantech companies. This conference and networking event will focus on strategies to increase the velocity and scale in bringing cleantech to global markets.

Audience:

This event brings together cleantech entrepreneurs, investors, corporations, government officials and others who are accelerating the time to market. It focuses on products, services, and processes that greatly reduce or eliminate environmental impacts, provide superior performance at lower costs, and in doing so, improve the quality of life.

Content:

This conference addresses two specific regions of interest:

Markets and Strategies

Convening experts in international cleantech marketing, funding strategies, public/private collaborations and partnerships, IP development and related considerations, and economic models driven by sustainable technologies and practices in specific regions of the world.

Technologies and Companies

Showcasing technologies and companies which provide unique solutions to specific arenas of interest, such as renewable energy and fuels, “smart architecture”, transportation, bioremediation and recycling of industrial waste materials, and many other such examples.

Keynote Session:

Perspectives on Reaching Velocity and Scale

- Global perspective
- Size of opportunities
- Favorable policies and market factors accelerating development

Invited Speakers:

Worldwatch Institute
Ingenium Ventures
Millennium Project
Reuters Digital Vision Program at Stanford University

Building Go-to-Market Partnerships

Building the economic viability and market-readiness for cleantech solutions involves establishing partnerships within the full spectrum of the value chain. These may include researchers and product developers, manufacturers and distributors, retailers, end customers and investors. The right partners help refine the product offering and create greater market acceptance, resulting in a stronger value proposition and faster time to market. This panel addresses:

- What makes strong go-to-market partnerships
- Approaches to building go-to-market partnerships
- Ways of leveraging financial support from partners

Invited Speakers:

Townsend & Townsend & Crew
CleanEdge
CSE Ventures
Cyrnel

Entrepreneur and VC Panel

The best VC companies invest more than money. They add value by actively supporting their portfolio companies to help build strategic relationships and accelerate their growth in the market. This panel showcases successful VC/entrepreneur partnerships in launching cleantech startups into the global arena, providing lessons learned, challenges to implementation, and navigating the path to success.

Invited Speakers:

Nth Power
Expansion Partners
Khosla Ventures
Cleantech Venture Network
Goldman Sachs
Vantage Point

Government Assistance Panel: What's Available, Viable Strategies

Federal and state governments offer a number of resources for small and mid-sized companies to go international. For this panel, we assemble representatives from a number of programs to present their services and how cleantech companies can capitalize on their assistance.

Invited Speakers:

Dept of Commerce
NREL
Jhai Foundation
International Energy Fund, Office of Export Development

The Nuts and Bolts of Protecting Your Assets and Negotiating the Best Deal

When approaching global markets, what are the considerations for protecting and managing your IP portfolio, particularly in a global environment? What are the key issues negotiating and structuring technology deals? This presentation offers insights on how to plan an assertive strategy to protect and monetize essential intellectual property assets and technology in a worldwide arena.

Invited Speakers:

Townsend & Townsend & Crew

Getting the Word Out: Educating Stakeholders

From policy makers to the general public, critical information gaps hinder market adoption of new technologies products and services. Too few audiences clue in to the connections between such things as energy consumption and global warming, or pesticide use and personal health issues. How can cleantech companies close the gap between green concern and green action? This panel examines lessons from green marketing leaders.

Invited Speakers:

Joel Makower, NRDC, Earthday Network
Laurie David - producer of "An Inconvenient Truth"
Wendy Gordon, author "Brand Green: Mainstream or Forever Niche?"

Technologies and Companies:

Ultraconductive Materials – Electrical and electro-magnetic systems made with such materials have far reaching applications including electric vehicles, and many areas of industrial and manufacturing processes which can benefit from dramatically enhanced electric efficiency

<http://magneticpowerinc.com/automotive.html>
<http://www.ultraconductors.com/>

Bioremediation - Genetically modified microbes that can take metals from waste dump sites (such as Cadmium and Selenium, for example) and convert these toxic wastes into reusable, profitable materials

<http://www.seaes.manchester.ac.uk/www.seaes.manchester.ac.uk/research/EnvironmentalGeochemistryandGeomicrobiology/>

Pedal Power - The most power efficient pedal powered generator yet created which can be deployed anywhere, with obvious applications even in the most challenging, diversely populated, or remote locations

<http://www.globalgiving.com/pr/1300/proj1207a.html>

New Designs in Wind Turbines - Russian wind turbine technology, from the Makeev State Rocket Laboratory, combined with a unique generator designed for this system here in the US, facilitated by the IPP (Initiative for Proliferation Prevention) program and DOE (Dept. of Energy).

This technology is now being developed for commercial manufacture and distribution via a private company.

<http://www.wind-sail.com/>

HHO Gas - System to provide electrolysis applied to water to produce HHO gas as a fuel, and for other applications, such as welding, manufacturing, and as an energy resource. It also provides superior characteristics in welding and related manufacturing applications.

<http://hytechapps.com>

Vertical Integration Architecture - The cutting edge of stratospheric terraforming architecture from Japan - integrated vertical architecture design concepts which can dramatically reduce resource consumption, transportation requirements, and optimize urban planning for maximizing open space in highly dense population centers.

<http://epaproject.com>

Solar Powered MagLev Transport - Perhaps the ultimate design concept in personal transportation vehicles integrated with a continuously mobile solar powered magnetic levitation rail system, with myriad applications in sustainable urban planning / macro transportation architectures. Pilot test project is currently being negotiated for implementation.

<http://www.avt-train.com>

Organic Semiconductor Solar Voltaics - Printed continuous layered organic semiconductor solar voltaic material system, which can be formed into almost any type of flexible configuration, including portable shelters and coverings. The manufacturing process for these materials also utilizes non-toxic, environmentally friendly chemistries which are themselves a "sustainable" fabrication process

<http://www.konarka.com>

Integrated Solar Concentrator Platforms - Solar concentrators have been designed, experimented with, and deployed in various configurations around the world for many years. However, in recent times, new design strategies and applications have brought new opportunities to this arena of development.

<http://www.solfocus.com>

Advanced Hydroponics - Fresh water access and management is rapidly becoming the number one challenge facing a world in which sustainability is the key criteria for social success and long term economic development. Agriculture is by far the largest consuming segment of this resource. Recent developments in advanced hydroponics technology are among a crucial set of solutions designed to resolve this otherwise "unsolvable" challenge.

<http://www.generalhydroponics.com>

For further information, please contact:

Kitty Wells 650 255 3046
kitty@globalcleantech.net

Charles Ostman 510 549 0129
Charles000@aol.com



New directions in solar, wind – optimized performance, applications on and off the grid

Hydroponics – bringing sustainable agriculture to even the most challenging areas of the world.

