

Teams

Cloud Instruments

University of Washington

*Robert Masse
Richard Revia
Slava Agafonov
Nichole Whetter
Wyatt Homola
Sayna Parsi*

Flux Technologies

UC Berkeley
*Jonathan Bachman
Norman Su*

FUEL Tech

CSU Fullerton

*Ryan Hamilton
Marcelo Guzman
Tyler Garcia
Mika Janbahan
Richard Good*

Noble Thermodynamic Systems

UC Berkeley

*Miguel Sierra Aznar
Timothy Burke Sennott
Simon Drost
Bradley Cage
Johnathan Corvello*

Solstice Energy Solutions

Stanford University
*Ugwem Eneyo
Cole Stites-Clayton*



BECI
BERKELEY ENERGY &
CLIMATE INSTITUTE
LBNL & UC BERKELEY



Berkeley CUP Workshop

Friday, January 20, 2017
330 Blum Hall, UC Berkeley

The Berkeley Cleantech University Prize (CUP) "aims to inspire the next generation of clean energy entrepreneurs and innovators by providing them with competitive funding for business development and commercialization training and other educational opportunities"

Agenda

- 9:30 Breakfast and Coffee/Networking
- 9:45 Welcome Paul Wright
- 9:55 Overview of workshop Sara Mulhauser
- 10:05 Keynote Vi Rapp
- 10:30 Business Model Session Dave Charron
Lecture, Working Session, Presentations
- 12:30 Lunch and networking; viewing of last year's final pitches
- 1:30 Pitch Practice
Teams to present full-length pitches
Mentors to give feedback and Q&A after each
- 2:30 Break
- 2:40 Pitch Practice (continued)
- 3:30 Break
- 3:45 Wrap up
- 4:00 Teams debrief with mentors individually
Go over action items between now and the competition

Guest Mentors

Michael Cohen



Beth Zotter



As the Office of Technology Licensing's Director of Innovation Ecosystem Development, Mike drives initiatives and agreements that catalyze the commercialization of UC Berkeley innovations, and support the funding of campus research. In this role, Mike collaborates with faculty, students, startups, established companies, entrepreneurs, investors and IP attorneys. Mike has worked with over 100 startups, and he has spearheaded the licensing of over 100 innovations in numerous areas including biofuels, medical devices, photovoltaics, semiconductors, software, smart grid, wireless sensors, nano technology and biomimetic inventions.

Beth has a decade of experience developing the technical and market potential of new energy technologies. Before joining Cyclotron Road, Beth was an R&D manager for BAL, Inc., a bioenergy venture supported by ARPA-e and DuPont. She has worked with a number of energy startups to design technology cost and performance models to guide business and R&D strategy, and has helped federal manufacturing programs evaluate investments in R&D project portfolios. Beth has an M.S. in energy and resources from U.C. Berkeley and a B.A. from Harvard.

Brian Steel

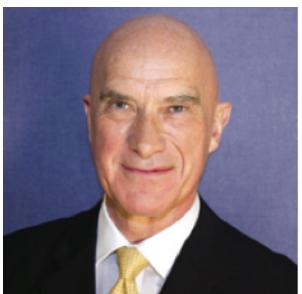
Brian Steel is Co-Director of the Cleantech to Market program (C2M) to which he brings 30 years of business innovation and leadership experience. He is also a governing partner of Clean Energy Advantage Partners and a Senior Advisor to Renewable Energy Trust. Prior to joining the UC Berkeley faculty, Brian was Vice President of Corporate Strategy & Development for PG&E Corporation, where he led the energy industry's first tax-equity solar project financing by an investor-owned utility, investing \$400 million in nearly \$1 billion of photovoltaic assets from 2010-2011.

Sean Wihera

Sean Wihera is a Program Manager with the Energy Technologies Area (ETA) of Lawrence Berkeley National Lab (LBNL). Sean coordinates ETA's proposal development process for the California Energy Commission's Electric Program Investment Charge (EPIC) and Public Interest Energy Research (PIER) funding, and additionally supports a variety of ETA's strategic initiatives. Sean was previously the Founding Program Director of the Berkeley CUP and Co-Founder of the BECI Energy and Climate Challenge. Sean has supported over twenty cleantech startups and is an active National Science Foundation iCorps Mentor.

Paul K Wright

Paul is the Director of BECI, and was previously the Director of CITRIS. He is a professor in the Dept. of Mech. Eng. at UC Berkeley, and holds the A. Martin Berlin Chair. He is also a Co-Director of the Berkeley Manufacturing Institute (BMI) and the Berkeley Wireless Research Center (BWRC).



Speakers

David Charron

*Lecturer and Senior Fellow
Haas School of Business, UC Berkeley*



Charron has been teaching at the graduate and executive level since 2002 at UC Berkeley's Haas School of Business, and in many countries as a lead faculty for the Intel Entrepreneurship Theory to Practice program. Apart from teaching, he has also been creating, managing and working in ecosystems for entrepreneurship and innovation for over 25 years holding roles from recognizing and fostering opportunities to accelerating new ventures to building sustainable systems.

Vi Rapp

*Mechanical Research Scientist / Engineer
Environmental Technologies Area, LBNL*



Dr. Vi Rapp leads and directs research that include investigating efficient, low emission technologies for combustion appliances and small engine applications, and developing advanced biomass cookstoves for the developing world. She holds a Ph.D. in Mechanical Engineering from the University of California, Berkeley.

Mentors

Russell Carrington

Dr. Russell Carrington oversees technology commercialization for the Energy Sciences, Physical Sciences, and Earth & Environmental Sciences areas at Berkeley Lab, and leads entrepreneurship training for lab researchers. Prior to his role at Berkeley Lab, Russell co-founded two startups and consulted for a strategy firm. He holds a PhD in Mechanical Engineering from UC Berkeley and BS in the same from Rice University.



Alic Chen

Alic is co-Founder of the CITRIS Foundry and Program Manager of the CITRIS Social Apps Lab. Alic co-manages the operations the CITRIS Foundry by helping grow and develop the startup companies currently incubating at CITRIS. He also coordinates various projects within The Social Apps Lab, including the annual CITRIS Mobile App Challenge.



Tiff Dressen

Tiff Dressen currently works in the Office of the Vice Chancellor for Research at UC Berkeley where she helps jump start and shepherd new multi-disciplinary initiatives for campus. Some recent and ongoing efforts focus on precision medicine, the brain initiative, the energy and water nexus, advanced manufacturing, innovation and entrepreneurship at UC Berkeley, and strategic international partnerships for the Berkeley Global Campus at Richmond Bay. Prior to joining the VCR's office, she spent a good deal of time working at the Lawrence Berkeley National Lab, first in the Physical Biosciences Division and then with the Deputy Director for Science.



Sebastien Lounis

Sebastien joined Ilan to launch Cyclotron Road in July 2014 and has been deeply involved in building and growing the program since its inception. Prior to Cyclotron Road, he completed a Ph.D. in applied science and technology at U.C. Berkeley, where he studied the interaction of nanomaterials with light. While at Berkeley, he was co-president of the Berkeley Energy and Resources Collaborative (BERC), and also served as Editor in Chief of the *Berkeley Science Review*.



Therese E Peffer

Therese manages and conducts research in smart building technologies, including wireless sensor networks, control algorithms, energy efficiency, Demand Response, and occupant-centric research projects with the objective of creating comfortable and energy efficient livable spaces. She serves as an Associate Director for i4Energy within the CITRIS Sustainable Infrastructures initiative. She is the 2015 Chair of the Behavior Energy and Climate Change (BECC) conference.



Hank Love

Henry Love is a nonprofit management professional, who has applied his education in entrepreneurship, finance and business administration to the nonprofit energy sector for nearly a decade. He has also researched paired leadership at the Haas School of Business with leadership expert Dan Mulhern, focusing on how the dynamics of interdependent leadership positions can create great success or catastrophic failure.