Cleantech Innovation Ecosystem

Erik Steeb
Co-Exec Director, Cleantech Open
We find, fund and foster entrepreneurs with big ideas that address today’s most urgent energy, environmental and economic challenges.
Innovators become entrepreneurs

- Customer Discovery / Market Strategy
- Customer Segmentation
- Ecosystem Map
- Tech & Market Validation
- Impact / Sustainability Statement
- Financial Model
- Executive Summary
- Investor Pitch

Tools to help you discover, understand & present your business
• 1,300+ alumni companies

• Over 60% of all Cleantech Open alumni are still active

• Over $1,200M in funding reported

• Over half of active companies have raised investment capital averaging over $2 million per company
Programs to Fit a Startup’s Development Stage
...an ecosystem to connect them

1. GENESIS
   - Entity Formation
   - Market Assessment
   - Business Model Creation
   - Identity Creation
   - Executive Team Recruiting

2. DISCOVERY
   - Craft the Business Model
     - Customer Discovery
     - Foundational Knowledge
     - Investment
     - (Grants, Friends & Family, Angels)
     - Beachhead Engagement

3. TRACTION
   - Prove the Business Model
     - Financial Projections / Planning
     - Team Development
     - Solution Refinement
     - Professional Investor Engagement
     - Repeatable Sales Engagement

4. GROWTH
   - Optimize the Operation
     - Business Process
     - Optimization
     - Operational Efficiency
     - Systems Development
     - Access to Working Capital
     - Supply Chain Efficiency
     - Revenue Growth

5. EXPANSION
   - New Market Expansion
     - Adjacent Products
     - Geographic Expansion
     - Channels Development
The Cleantech Journey

- Tech Development
- Third Party Validation
- Pilot Demonstration
- Pilot Manufacturing
- First Customer Ship
- Manufacturing Scale

- And between each one of these...
  - FUNDING, FUNDING, FUNDING
Ecosystem – Deep Engagement

cyclotronroad

POWERHOUSE

WET CENTER

LACI

incubateenergy network

GREENTOWNLABS

OREGON BEST

CLEAN ENERGY TRUST

NEXTENERGY

CLEAN TECH OPEN

ENERGY FOUNDEY

PROSPECT Silicon Valley

EPRI

ENERGY EXCELERATOR

CLT JOULES

ati - Austin Technology Incubator
Ecosystem – Funding & Demonstration
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