

The Oregon Smart Grid Startup Project

Organized by OTBC and SAO with support from TiE Oregon, The Joyner Group, QualityLogic



Applicant Prospectus

THE OBJECTIVE:

This project is a series of learning and collaboration sessions on 10/19, 10/27 and 11/10 for entrepreneurs, professionals and business leaders interested in starting companies focused on smart grid opportunities. The main goal of the project is the creation of one or more influential Oregon companies able to satisfy the global desire for more intelligent, efficient and sustainable generation and utilization of electric power.

There is no pre-determined outcome or specific business idea to evaluate. Instead, this project is about the process of assessing opportunities and whether or not a group of experienced, energetic and committed people can identify one or more viable Smart Grid business opportunities and form successful businesses to pursue them. The focus of the project is NOT on building life style companies for the founders and it is expected that external funding may be needed to fuel rapid growth.

The project steering committee and selected applicants will attend three 3-hour meetings in October and November to evaluate business opportunities and decide how to form viable companies to pursue the most attractive ideas.

WHY FOCUS ON THE SMART GRID:

The term "Smart Grid" has evolved to mean the application of state-of-the-art information technology to enable a fundamental change in the operation and use of the electrical grid system in the US and other countries of the world.

Regional efforts have been ongoing for a number of years to develop technologies and test the feasibility of different smart grid applications by local companies, utilities, BPA and Pacific Northwest National Labs. This expertise along with the excellent hardware and software technology competence in the Portland area makes an ideal talent pool for developing world class capabilities necessary for a smart grid focused business.

There have also been intensive efforts at local, regional and national levels to develop policies, legislation and incentives favorable to smart grid adoption. Success of these efforts relies on innovation and solutions from new companies desiring to serve the marketplace.

Lastly, the evolution from our existing energy infrastructure into one that provides the benefits of sustainability, self-reliance, security, reliability and economic feasibility will take a long time to realize and be attractive to investors which are market conditions favorable to new company success.

SESSION OVERVIEW:

The sessions are designed to evolve from looking at the big picture of the smart grid to a more detailed exploration of specific areas of the marketplace that need better solutions and offer attractive growth prospects. Participants are expected to share ideas and experience with the awareness that this is a public forum where potential conflicts of interest should be noted and confidential information should not be disclosed.

The sessions will be facilitated by James Mater, Steve Morris and Sydney Joyner. The Steering Committee will also participate in the sessions to help facilitate the idea generation and business selection activities.

All sessions will be held from 6pm to 9pm at the Oregon Technology Business Center training room located at: 12725 SW Millikan Way, Beaverton, Oregon.

The agenda for the first Session will be a unique combination of sharing of business ideas for the Smart Grid and gaining insights from the experienced Smart Grid people on the Steering Committee. We'll start with an overview of the project, including a perspective on what makes for a successful startup and discussion of confidentiality and IP issues. Then Mike Hoffman, a Founder of Powermand and formerly BPA Technology Innovation Lead, will present his view of the Smart Grid business opportunity landscape followed by short presentations by key Steering Committee members. The Steering Committee members will describe their own involvement in the Smart Grid and their views of where opportunities lie for major startups.

We'll finish the first session by breaking into groups based on expressed interest areas within the Smart Grid domain with a specific assignment: find a common and very specific business area to focus on and determine the initial investigation steps for the next week.

This is a lot to pack into a 3 hour session but with a group of serious, committed participants, we think it can be done. We are not aware of any other forum for getting such a concentrated view into Smart Grid business opportunities!

Session 1: Smart Grid framework and initial business concept discussion

- Assessment of resources, skills, interests and experience related to smart grid
- Identification of gaps in the market and unmet customer needs then form groups

Session 2: Opportunity review and teaming

- Present and discuss business ideas
- Select most interesting ideas and assign teams

Session 3: Refine selection/next steps

- Identify most attractive businesses
- Define next steps for serious development efforts of top ideas

WHO SHOULD APPLY:

This is a project for skilled professionals and entrepreneurs in the Portland region who have an interest in, contributions to make and a serious commitment to developing one or more Smart Grid business ventures. *It is not meant for those seeking a job or consulting assignment or education on the Smart Grid.*

A limited number of people can be accommodated so to insure the project is successful a maximum of 40 participants will be chosen through the submittal of an application form and selection by steering committee members.

Applicants are expected to do some homework prior to the project meetings and attend all three work sessions which will be held on October 19, October 27 and November 10 at OTBC from 6 to 9 pm.

Applicants will be asked a few key questions in the registration process and requested to provide a link to their online bio or resume. The criteria for selection will include:

- A serious interest in starting a growth company including the ability to contribute time, investment and/or skills and experience to a new venture,
- Ability to attend the sessions and commit time between sessions to research,
- Entrepreneurial experience and some Smart Grid or related domain experience
- Able to share ideas for potential smart grid related businesses or products

The deadline for applying is October 12, 2009. Applicants who are accepted will be contacted prior to October 15th.

Those interested can apply to participate at the SAO web site.

http://sao.yourmembership.com/events/event_list.asp

STEERING COMMITTEE AND ORGANIZERS:

This is a unique experiment organized by OTBC and SAO with the goal of creating a significant growth company in Oregon focused on the emerging Smart Grid domain. To increase the probability of success, there will be a set of marquee advisors with experience in both business startups and smart grid working as a Steering Committee. Their role is threefold: assist in the project design, provide domain insights and wisdom from their experience and monitor to the process to insure objectivity and progress.

Steering Committee members include:

- Steve Morris, Executive Director, OTBC
- James Mater, independent entrepreneur, Co-Founder and Director of QualityLogic
- Sydney Joyner, The Joyner Group
- Bryce Yonker, SAO
- Preston Michie, Preston Michie & Associates; former Assistant General Counsel BPA, Chairman of Powermand
- Roger Hicks, Roger Hicks Consulting LLC, Adjunct Professor - OHSU
- Paul R Gifford, President and CEO, Project DX
- Ted Bernhard, Davis Wright Tremaine
- Wayne Embree, Reference Capital Management
- Mike Hoffman, Former Technology Innovation Lead, BPA
- Phil Welker, Executive Director, PECI
- Steve Jennings, Sr. VP of Marketing, BPL Global

SPONSORS: A select group of sponsors have agreed to support this initiative. They include:

- OTBC – <http://www.otbc.org/>
- SAO - <http://www.sao.org/>
- QualityLogic – <http://www.qualitylogic.com>
- TIE Oregon - <http://oregon.tie.org/>
- The Joyner Group - <http://www.joynergroup.com>

TO LEARN MORE ABOUT THE SMART GRID:

The most comprehensive publicly available report to date on the state of Smart Grid development is the recently released DOE Report to Congress "Smart Grid System Report", July, 2009. The report summarizes challenges to implementing the Smart Grid. The Report and its Appendices can be downloaded from:

<http://www.oe.energy.gov/smartgrid.htm>

Other useful links:

www.energy.gov/recovery.

http://www.oe.energy.gov/information_center/american_recovery_reinvestment_act.htm

<http://www.nist.gov/smartgrid/InterimSmartGridRoadmapNISTRestructure.pdf>.

<http://www.nist.gov/smartgrid/>

<http://www.energyweb.us>

<http://www.smartgridnews.com>

<http://www.gridwise.org/>

<http://intelligrid.epri.com/>

<http://www.smartmeters.com/>

<http://smartenergygroups.com/>

<http://www.itsyoursmartgrid.com/solutions/index.html>

<http://www.raponline.org/Feature.asp?select=117>