



Mentor Program Updates 2008

- **Mentors' Handbook**
- **Mentor Entrepreneur Collaboration Framework**
- **Primary mentor by Friday**
- **Please respond to emails and messages!**
- **Let us know re missed Business Clinic sessions**



Technology Update

- **Specialist Mentor info (profile data)**
- **Business Clinic sessions**
- **Event Presentations**
- **Co-Mentors**
- **Full Schedule**
- **Resetting Passwords**
- **Multiple Email Accounts**

8/12/08	Business Clinic 1	10:00 AM to 5:00 PM	Log into your account for details (mentors - click on each mentee team to see their schedule)
	Special Pre-seminar Topic	5:00 PM	PIER Grants (TBC) Green Building (TBC)
			Several CCTO Finalists from previous years have received California Energy Commission's PIER program. Pramod Kulkarni will explain more. West Coast Green is the world's largest green building exposition. Karen Jackson and Christi Graham will discuss how CCTO finalists can leverage the event.
	Dinner	6:00 PM	
	Workshop 2: Marketing Strategy & the Marketing Plan	6:45 PM	Finding & Understanding the Customer
		8:00 PM	The Marketing Plan
			Review of marketing strategy, including an understanding of market segmentation & target customers. Some coverage of value proposition & competitive advantage
			Discussion of the the marketing plan, as it's reflected within the business plan. This sessions will address how the marketing & sales strategy is communicated in a written business plan. The focus will be on articulating "how you will win customers, relative to their other choices".

8/19/08	Business Clinic 2	10:00 AM to 5:00 PM	Log into your account for details (mentors - click on each mentee team to see their schedule)
	Special Pre-seminar Topic	5:00 PM Where's the Business? Panel	Eric Chelini of FMF Global Law Group will talk about an unusual investor initiative in Oakland; Collin O'Mara will outline the benefits of locating in San Jose; Meghan Tymoff from the San Francisco Economic Development Center will explain some key reasons to locate in the City by the Bay; David Howard of Consultiq will explore the attraction of selling clean tech into Alberta Canada.
	Dinner	6:00 PM	
	Workshop 3: Business Plan Financials & Fundraising	6:45 PM Building an Investor-worthy Financial Model 8:15 PM Fundraising: How Much, When, and from Whom	A presentation about financial models that will support the business plan pro formas; also, some discussion about the three financial statements (income statement, cash flow, and balance sheet), as well as allowing flexibility in the model to allow for sensitivity analyses, "what-if's", etc. A milestone approach to funding a new venture. The discussion will focus on the appropriate funding sources for various milestones, including the general process, structure, and requirement for approaching VC and angels.

8/20/08	Business Clinic 3	10:00 AM to 2:00 PM	Specialist Engineering	Half hour engineering sessions at GreenMountain Engineering in San Francisco
8/26/08	Business Clinic 4	10:00 AM to 5:00 PM		Log into your account for details (mentors - click on each mentee team to see their schedule)
	Special Pre-seminar Topic	5:00 PM	Opportunities with Carbon Trading	Jason Smith from Climate Check will present a 45 min session on how CCTO finalists might benefit from participating in a voluntary carbon trading market - opportunities for revenue from selling carbon credits for their clean technology.
	Dinner	6:00 PM		
	Workshop 4: Setting Up the Venture-- Practical Matters	6:45 PM 7:30 PM 8:30 PM	Legal Structures for Early-stage Ventures Capitalization-- Satisfying Investors, Employees, & the IRS Setting Up Cleantech Venture "Cleanly"	A legal primer for organizational structures, and filing requirements in California/ Delaware/etc. Also, an overview of intellectual property for "green" ventures Discussion of initial capitalization--i.e., capital structures that appeal to investors and satisfy IRS/SEC rules. Also, a discussion of general rules for incentive stock options, stock grants, and other non-cash methods to attract the team. Discussion of how to set up a venture "cleanly"--i.e., incorporating sustainability into everyday operations. Also, some coverage of resources/credits/etc. available for cleantech companies.

9/9/08	Special Pre-seminar Topic	5:00 PM	Angel Forum Panel Discussion	Maggie Jacobberger of Keiretsu Forum and members of other angel groups will explain the process of raising angel funding through their networks
	Dinner	6:00 PM		
	Workshop 5: The Investor Presentation	6:45 PM	Fundamentals of an Investor Pitch	Discussion of the content & delivery of investor presentations, including the CCTO presentation format and how to present 'sustainability'
		8:00PM	A Mock CCTO Finalist Pitch	Complete with a judging panel, a company will give an investor presentation, along with Q&A. Judges will give a live 'critique', using CCTO judging criteria.
9/13/08	Business Plan Deadline			Upload to judging system before midnight
9/25/08	Practice Judging	10:30 AM to 4:00 PM		Concurrent Judging of all 6 Categories
	Pitches			Opportunity to present ALSO to Sponsors, Angels, VCs



Oct 1-Nov 11

10/1/08 to 10/10/08	Judging	TBA Rebeca Hwang	6 Categories - each a different day TBA
	Pitches		Opportunity to present ALSO to Sponsors, Angels, VCs
10/14/08	Financing for Clean Tech Startups	Insights from Investors & Entrepreneurs	Entrepreneurs will explain how they raised \$ \$ and the Investors can explain what they look for in a company Open to CCTO alumni and current finalists, Keiretsu members and Intel personnel
11/6/08	Awards Ceremony	Final Awards	Palace of Fine Arts, San Francisco