

	Event	Time	Topic	Details
8/5/08	Mentor Briefing	11:00 AM		Introduction to CCTO/CTO Mentors, Angels meet Finalists
	Finalist Briefing	3:00 PM		
	Angels Briefing	4:00 PM		
	Wine Reception	5:00 PM	N/A	
8/12/08	Workshop 1: Business Plans for Sustainable Ventures	7:00 PM	Business Plan Essentials	General structure of a business plan, including the critical elements to include; Will include some do's/don'ts and lessons learned Guidance on how to measure the sustainability for a given venture; review of the criteria to be used in the CCTO & the tools/resources available
		8:15 PM	Sustainability Metrics	
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	Review of marketing strategy, including an understanding of market segmentation & target customers. Some coverage of value proposition & competitive advantage
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.
	Dinner	6:00 PM		
	Workshop 3: Business Plan Financials & Fundraising	6:45 PM	Building an Investor-worthy Financial Model	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.

		8:15 PM	Fundraising: How Much, When, and from Whom	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 minute session on how CCTO finalists could 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	Legal Structures for Early-stage Ventures	A legal primer for organizational structures, and filing requirements in California/Delaware/etc. Also, an overview of intellectual property for "green" ventures
		7:30 PM	Capitalization--Satisfying Investors, Employees, & the IRS	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.
	8:30 PM	Setting Up Cleantech Venture "Cleanly"	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

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