

The Technology Commercialization Puzzle

*Putting
the Pieces
Together*



the business of environmental entrepreneurship



CETAC-WEST

CETAC-WEST

(CANADIAN ENVIRONMENTAL TECHNOLOGY ADVANCEMENT CORPORATION-WEST)

- Private sector not for profit corporation established in 1994
- Jointly Sponsored by Environment Canada and the Government of Alberta
- Builds capacity for technology commercialization among innovators and entrepreneurs

Over the past 14 years CETAC-WEST has helped clients access over \$75 million in funding and investment

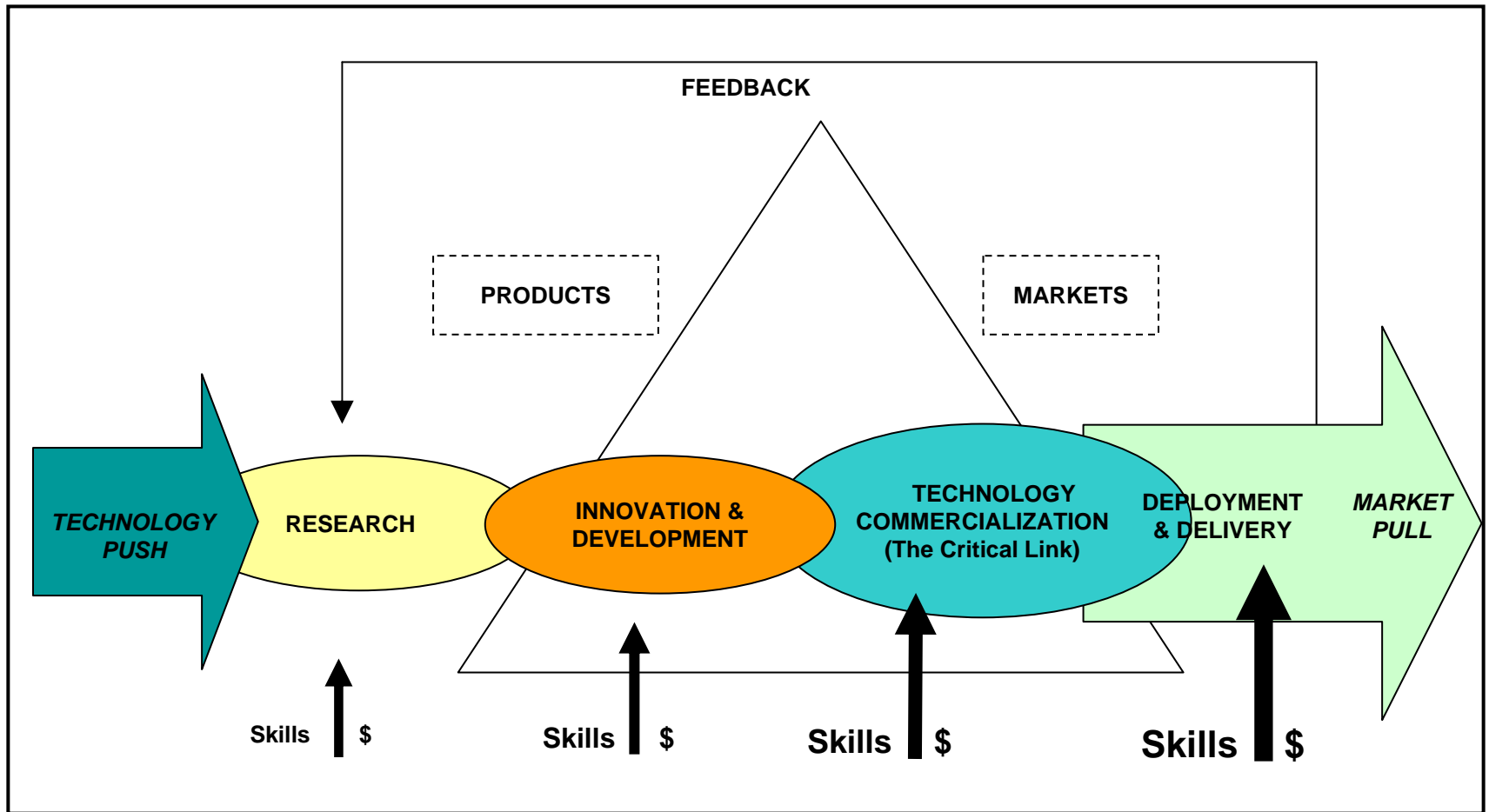
The Fundamental Question

WHY?

Other Fundamental Questions

- Do you REALLY have an understanding of:
 - How much funding is actually required?
 - What timelines are involved with developing and commercializing a new technology?

COMMERCIALIZATION CONTINUUM



Project Financing Options

- Personal Resources
- Government Programs
- Third Party Equity Investments
- Bank Financing – Loans and Lines of Credit

There are underlying fundamental factors that are common to all these funding options – CETAC can help!

Navigating Financing Options

It all comes down to..... **Timing!**

- Knowing what financing options are available and applying for the right financing at the appropriate stages in technology development
- Knowing how much money is realistically needed and how it will be spent

Connecting the Pieces

- There is fierce competition for both private and Government funding
 - Preparation and planning is key
 - Once all the fundamental pieces are in place, Capital will more readily follow



Connecting the Pieces

Over the past 14 years CETAC-WEST has continually evolved its technology commercialization process to help bring order to the puzzle



CETAC-WEST Tools for Technology Commercialization

CETAC-WEST Round Tables and Executive Round Tables

- Formulate strategy with input from:
 - The market and technology users
 - Experienced businesspeople
 - Investors
- Results
 - ACTION Plan
 - Network / Industry Contacts



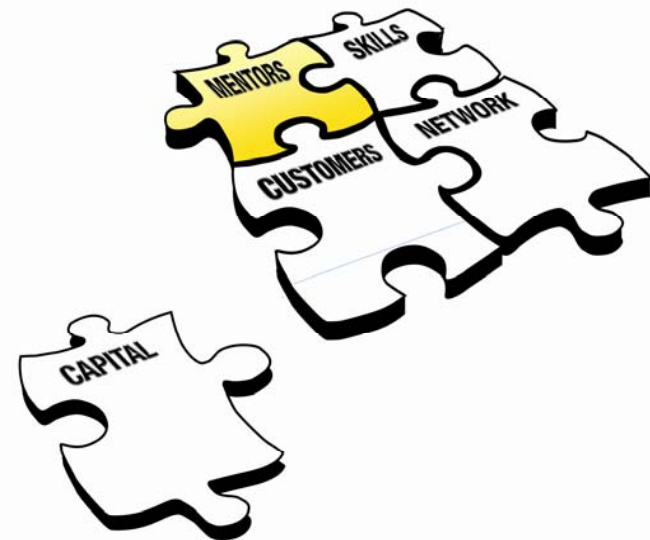
CETAC-WEST Tools for Technology Commercialization

Team Mentoring Program

- Entrepreneurs are matched with two senior and experienced business mentors
- Regular and structured monthly meetings working toward specific goals and objectives

Results

- Trusted business advice
- Expanded network
- Interim advisory board



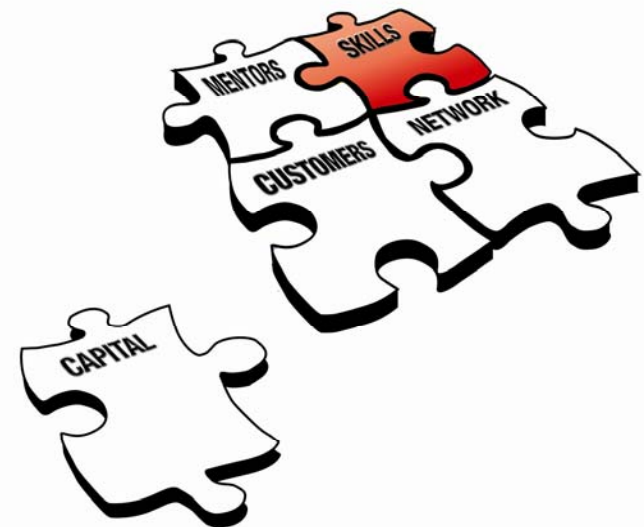
CETAC-WEST Tools for Technology Commercialization

Entrepreneur to CEO Workshop

- Week long business retreat held annually at the Banff School of Management
- Specifically tailored for small business and technology commercialization
- Workshop is designed around actual business cases of CETAC-WEST clients (not a lecture based format)

Results

- Business skills enhancement
- Strategy Formulation
- Opportunity to network with 40-50 like minded individuals



Entrepreneur to CEO Workshop



Next Workshop February 16 - 20, 2009

CETAC-WEST Technology Demonstration Program

- CETAC-WEST is currently managing a technology demonstration fund
- Funding 15 companies in 3 different focus clusters
 - Water Technologies
 - Upstream Oil and Gas Efficiency
 - Small business and Innovative technology
- Total budget for all projects is ~\$10 Million

Funding has been allocated, but we do hope to continue this program in the future

Managing the Funding Option Process

- Through CETAC-WEST's commercialization process:
 - CETAC-WEST can help guide companies to the right funding organization at the right time
 - Work with companies to become investment ready
 - Enhance individual business skills
 - Expand a companies network
 - Receive tailored mentoring from senior business professionals



Final Wisdoms

*Never count on Government Funding to
develop a technology*

*Always be careful of who's money you take and what
you do with it*

Thank You!

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