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# The 4<sup>th</sup> Annual Conference on Clean Energy: Financing and Partnering for Emerging Businesses

## Pitch Application Guidelines

### *Document Hyperlinks*

[Welcome!](#)

[Application Requirements & Information](#)

[Important Dates](#)

[Eligibility Criteria](#)

[Startup Companies](#)

[Nonprofit Research Institutions](#)

[Priority](#)

[How to Submit Your Application](#)

[Step-by-Step Instructions](#)

### *Welcome!*

The Massachusetts Technology Transfer Center, the Massachusetts Hydrogen Coalition, and the MIT Enterprise Forum Energy Special Interest Group are pleased to announce the [Fourth Annual Conference on Clean Energy](#) promoting New Ventures in Clean Energy Technologies and the Development of the Clean Energy Cluster in the Northeast.

### *Application Requirements & Information*

Selected researchers, inventors and entrepreneurs will give 10 minute presentations on their business opportunity to an audience of investors and potential corporate partners. In addition, presenters will be given – and are required to use – a single table-top space during the Conference to exhibit their company or technology and to facilitate networking with investors. [Fees are posted](#) on the Conference website.

In order to present, you must complete [the Application Form](#) and submit it by September 30, 2008 at [http://younoodle.com/groups/conference\\_on\\_clean\\_energy\\_2008\\_cce08](http://younoodle.com/groups/conference_on_clean_energy_2008_cce08) by clicking on ‘Submit an Entry.’ Step by step instructions for making this submission are given [below](#).

Once your application has been accepted, please [register for the Conference](#) as a Pitching Company. You must also schedule a coaching session to optimize your ten-minute pitch for the Conference audience. Please contact Barbara McNulty at [bmcnulty@umassp.edu](mailto:bmcnulty@umassp.edu) or 617-287-7002 to schedule your session.

Please see our Eligibility Criteria below for guidance on who may apply. All applications will be reviewed by the Investor Advisory Board (IAB) comprised of leading venture capitalists and other investors in the Clean Energy sector.

**Do not provide confidential information** in the Application Form. If you have non-proprietary information that will help the reviewers make a positive decision about your application but do not want it published in the Notebook, you can enter that data under “Additional Company/Technology Information.” Please note that while we ask all of our reviewers to maintain confidentiality on the Conference applications we cannot guarantee compliance. If you would like help framing your application without using proprietary information, [please contact us](#).

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If you are selected to present, your **Company and Technology Profile information and logo** will be published in the Conference Notebook, which will be distributed to all attendees. In 2007, more than 500 attended the Conference, including investors and other industry leaders, so your Profile is a valuable marketing tool. Please see [the 2007 Conference Notebook](#) to view examples.

### *Important Dates*

Please see the [Conference website](#) for calendar updates.

We encourage you to apply early. Entrepreneurs submitting applications by **September 2, 2008** will be notified of their acceptance by September 10. Should your application be rejected, you will be given the opportunity to modify it and resubmit prior to the final deadline of **September 30**. Applications submitted after September 2 will not receive feedback until after final decisions are announced by **October 10**.

You will have the option of updating your profile up to **October 24**. Please note that any information provided under “Additional Company/Technology Information” will **not** be published.

Your final presentation must be submitted by **November 12**. All presentations in a given session will be loaded into a single file prior to the Conference so no modifications will be permitted at the Conference. The Presentation Schedule will be provided to presenters no later than Friday, **November 14**.

### *Eligibility Criteria*

Strong applications from either early stage startup companies seeking funding or university researchers with technology to license are eligible to apply to present at the Conference. Other organizations and laboratories providing clean energy products, technology or services are invited [to apply for an Exhibit Table](#). Those Pitch Applications that are not accepted for a pitch will be submitted automatically for an Exhibit Table.

Criteria for applicants with startup companies, university spinouts and researchers are as follows:

#### **Startup Companies**

You must have recently formed a company that has the following characteristics:

1. The company must be developing Clean Energy products, related services or commercially applicable technologies;
2. The company must not yet have received a second round of professional venture capital – the company may have received a first round of professional venture capital, grant funding or angel investments;
3. The company must be actively looking for either capital investment or a corporate partnership or both.

#### **Nonprofit Research Institutions**

You must be a PI or Technology Transfer Officer at a Massachusetts based research organization and have a technology that could be the foundation for a new start-up company.

#### **Priority**

Priority will be given to recently formed Massachusetts companies, companies whose core technology has been licensed (or is in the process of being licensed) from a non-profit research institution in Massachusetts, and to companies that work closely with non-profit research institutions in Massachusetts. Strong applications without ties to Massachusetts institutions will also be accepted.

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## *How to Submit Your Application*

To facilitate the application process and control access to your application, the review process is managed via YouNoodle ([www.YouNoodle.com](http://www.YouNoodle.com), a clearinghouse for startup companies). Only Conference administrators and IAB members will have access to your application.

### *Step-by-Step Instructions*

1. Review these Application Guidelines.
2. Download and complete [the Application Form](#) according to instructions.
3. Rename the completed Form so that it reflects your company or institution in the following format: CompanyName\_CCE08 PitchAppl\_TodaysDate, e.g., SylviasSolarCells\_CCE08 PitchAppl\_20080725.
4. Go to our Conference Group at YouNoodle:
  - a. [http://younoodle.com/groups/conference\\_on\\_clean\\_energy\\_2008\\_cce08](http://younoodle.com/groups/conference_on_clean_energy_2008_cce08)
5. Click on 'Submit an Entry' (green box located at top right or lower left of screen depending on browser).
6. In the dialog box that opens:
  - a. Enter your name or login if you already hold an account at YouNoodle.
  - b. Select the Type that most closely represents your current role
  - c. Click 'Submit'
7. In the dialog box that opens:
  - a. You may fill in the profile information so that other visitors to YouNoodle will learn more about your company or
  - b. Skip this step.
8. In the dialog box that opens:
  - a. You may fill in the information to find possible contacts or
  - b. Skip this step
9. In the dialog box that opens:
  - a. Enter the name of your startup or research institution
  - b. Select "Competition Entry" for Type.
  - c. Provide a one-line description of your company (a 'tag line')
  - d. Provide your company's status (select 'Stealth' if you do not want visitors other than the IAB to view your company).
  - e. Download and review the Conference Terms & Conditions and Application Guidelines, then check the appropriate boxes.
  - f. Click 'Submit'
10. In the dialog box that opens:
  - a. Upload your completed, renamed Application Form (see steps 2 & 3)
  - b. Upload your company or institution logo (must be in .jpg, .png or .gif format and at print resolution of  $\geq 200$  dpi)

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11. Note: on subsequent visits, you can edit your entry by clicking on 'Manage My Entry.'
  12. You will receive an email indicating that your application has been received by the IAB. Please retain this email for your records.
  13. If your application is accepted, please [register for the Conference](#) as a Pitching Company. The Exhibit Hall will be kept open throughout the Conference this year, so you may wish to register a second member of your company.

If you have problems with any part of this application or the YouNoodle website, please contact Julia Goldberg at [jgoldberg@umassp.edu](mailto:jgoldberg@umassp.edu) prior to **September 30, 2008**.