

# Financing Strategies in the Clean Energy Market

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There will be a meeting of entrepreneurs involved, or interested, in discussing financing strategies for early stage companies in the clean energy field. The objective is to compare notes with colleagues, network with people with the same problems, and meet people who might help. We plan to have three or four panelists who can facilitate group discussions. We expect 30 to 40 people.

## Time and place:

- November 6, 2012, from 1:30 to 4:30 pm.
- Large seminar room at UMBC energy incubator (CETI).

## Problems:

- Almost all startups are spending much time searching for money.
- Most startups do not have the experience needed to develop an effective strategy for financing their companies.
- There is much wasted effort in seeking the wrong kind of money. For example, many startups are wasting their time seeking VC investments because they do not realize that their businesses do not have the market potential needed to satisfy VC's expectations.

## Meeting objectives:

- Bring together entrepreneurs and people with financial experience.
- Expand your understanding of how to fund your company.
- Encourage cooperation between those who seek funding and those who can help find it.

## Participants:

- Entrepreneurs who are thinking about their strategies for financing or who are actively engaged seeking money.
- People who have prior experience with raising investment money or who are involved with helping fund companies.

## Wishful thinking:

- We wish we could put you in front of dozens of professional investors. However, to attract good investors, the entrepreneurs need to be qualified and well prepared.
- We would like this meeting to help those who do not yet have a plan and who want to learn and/or talk to people who might help them. Then, once you are prepared,

we can guide you towards bona fide investors.

- Most startups get their money from early customers. That is usually the easiest and best money you can find. The next best money is research grants if you have ideas that can advance the state-of-the-art. The most difficult money comes from the VCs; you should only pursue the VCs if you clearly know that it is what you need and want.

## Agenda:

- 1:30 pm Doors open & networking.
- 2:00 pm Meeting objectives by Bjorn Frogner.
- 2:10 pm Introductions; each participant will make a short introduction of themselves.
- 2:45 pm Panel discussions with panelists:
  - Panel participants to be determined later.
  - We will stimulate discuss among panelists and audience.
- Topics:
  - Money from customers; revenue and investments.
  - Money from the State of Maryland.
  - Money from federal grants.
  - Money from angels and VCs.
  - Other financing and funding methods.
- 3:45 pm Open discussion & more networking.

## Hosts:

- Maryland Clean Energy Technology Incubator (CETI) @ bwtech @ UMBC.
- Maryland Clean Energy Center (MCEC).

## Sponsors:

- Maryland Department of Business & Economic Development (DBED).
- Whiteford Taylor Preston (WTP).
- SB & Company.

## RSVP:

- Please RSVP to [bjorn.frogner@umbc.edu](mailto:bjorn.frogner@umbc.edu)
- **This meeting is free for all.**

## Contact:

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