

# Introduction and Growth Plan For 2008



“Promoting the growth of our clean technology industry”

January 2008

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The Triple Bottom Line: Building an economically, socially, and environmentally better Louisiana

# History of the Louisiana CleanTech Network

- Established as the Louisiana Biomass Council by the Louisiana Department of Natural Resources (DNR) under a contract with the Southern University Center for Energy and Environmental Studies.
- DNR, Louisiana Economic Development (LED) and the Louisiana Dept. of Agriculture & Forestry (LDAF) encouraged the further development of this group into a public interest group as a non-profit organization. [DNR Energy Topic 10/04]
- The Louisiana Biomass Council expanded its focus to become the Renewables Council of Louisiana in 2004
- The main activity conducted and achieved by the RCL was conferences
- Did not achieve critical mass due to lack of funding and administrative support
- Hurricanes reduced members' and directors' time and focus on the RCL
- Attempts by the previous Executive Director to rebuild interest in the existing organization with the existing directors were not successful

# The Need

- An Industry group that grows to **achieve critical mass** so as to be self perpetuating and self supporting
- Acknowledge the inherently integrated-nature aspects of all types of clean technology and, therefore, **provide an organization that facilitates networking and information sharing among all parties** interested in clean technologies in Louisiana
- Serve the unmet need for an organization that **supports all clean-tech sectors**, especially those who would otherwise be without a local supporting/networking organization
- Much new infrastructure and rebuilding will be needed over the next 10 years in Louisiana
- Industry in the state has historically been 'dirty' and a change towards clean-tech will assist in economic AND environmental development
- Energy, agriculture, water, and building are Louisiana's biggest needs AND areas where a clean technology networking organization can deliver the most value

# The Opportunity

- Create an organization that provides a pro-business, technology-neutral networking group that is open to all the groups and businesses involved in clean energy, clean infrastructure, and clean rebuilding
- Use the rebuilding effort that demonstrates the needs for integrated thinking to develop and integrate LCTN into the process
- New clean energy sources and technologies are being developed and applied to ALL industry sectors – no industry will be left ‘un-cleaned’ – let’s help Louisiana be a leader
- The large amount of investment interest in all CleanTech sectors produces a good climate for the increased investment in Louisiana businesses focusing on clean technology (venture capital investment in cleantech companies topped \$5 billion in North America and Europe in 2007 and shows no signs of slowing down)

# Clean Technology Defined

- From the CleanTech Venture Network:

The concept of "clean" technologies embraces a diverse range of products, services, and processes that are inherently designed to provide superior performance at lower costs, greatly reduce or eliminate environmental impacts and, in doing so, improve the quality of life. Clean technologies span many industries, from alternative forms of energy generation to water purification to materials-efficient production techniques.

The term "clean technology" describes technologies developed by biological, computational, and physical scientists and engineers that enable more valuable use of natural resources and greatly reduce ecological impact, although this may be only one of a technology's benefits. Indeed, it is anticipated that many of the technology-based opportunities profiled by Cleantech may not have an explicit environmental "label" on their business plan.

The impact of clean technologies is ubiquitous: there are large and highly disruptive market opportunities emerging in the multi-billion dollar agricultural, manufacturing and transportation sectors, as well as in the fundamental enabling areas of energy and water.

# Structure of the Organization

- Board members in the following areas:
  - Academia/Research
  - Agriculture
  - Banking/Professional Services
  - Capital/Entrepreneurship
  - Clean technologies
  - Government/Policy
  - Manufacturing
  - Utility
- Staff:
  - Executive Director
  - Administrative, research, and outreach staff
- Committees in areas such as:
  - Agricultural and Biomass
  - Air, Water and Soil
  - Alternative Energy (nonRE)
  - Green Building and Sustainable Development
  - Manufacturing
  - Policy
  - Renewable Energy
  - Transportation, Recycling and Waste
  - Venture Development

# Mission & Activities

- Mission:

- Our mission is to facilitate the formation and growth of new companies, as well as the retooling of existing businesses, to capitalize on the rapidly expanding market for clean technologies, whether in research and development, manufacturing, distribution, sales, or maintenance.

- Activities:

- Organization wide conferences – 2 per year
- Committee conferences (in person or web) – 4 per year
- Daily and weekly news updates via email
- Updated and user-friendly website that facilitates interaction with components such as a discussion forum
- Educational lobbying via that committee and via web-based petition and letter sending (to allow for LCTN to summarized legislative support reports)
- Coordinated meetings/conferences with other organizations
- Assisting entrepreneurs to develop their ideas and find funding or strategic partners

# Web Presence

- A website that encourages and facilitates use and member interaction through:
  - News updated daily and news feeds updated automatically
  - Email options to receive news & updates on a regular basis automatically
  - Discussion forum for posting information and discussing issues
  - Technology section with information about how the technologies work
  - Data depot: presentations, bulletins, member companies, industry data, etc.
  - Corporate & commercial sponsor section with descriptions and links to those companies
  - Member bio section to facilitate introductions and networking
  - Lobbying section to send letters to elected officials (city, state, and federal) supporting various technologies and initiatives (may include both sides of an issue in order to promote dialogues and encourage participation from all perspectives)

# Potential Alliances

- Other for and non-profit, national cleantech groups
  - CleanTech Venture Network
  - American Council on Renewable Energy
- Pro-business and entrepreneurship groups
  - Louisiana Tech Council
  - Louisiana Angle Network
  - Louisiana Business Council
  - State Farm Bureau
  - State Incubators
- State & Local Government
  - LED
  - DNR
  - DEQ
  - Cities
- State pro-environment groups
  - Alliance for Affordable Energy
  - LA Environmental Action Network
  - LA Bucket Brigade
  - Sierra Club
  - LA Solar Energy Society
  - Clean Cities
- Universities and Schools
- Political Groups and Organizations
  - Elected Officials
  - Lobbying groups
- And many others ...

# Membership Benefits and Dues Structure

## - **Benefits:**

- **Network:** Networking within your area of focus and across all cleantech
- **News:** Local, regional, and national cleantech news and issue update information
- **Assistance:** Entrepreneurial assistance with developing and funding ideas
- **Lobbying:** Ability to bring your cleantech business needs and desires to the attention of colleagues in the field and your representatives – and be heard
- **Giving back:** Opportunity to help build Louisiana's triple-bottom-line
- **Advertising:** Informing the members and state about how your company or organization is contributing to Louisiana's triple-bottom-line and the specific services you offer

## - **Dues Structure: (LCTN will offer a 20% discount for 2008 to encourage membership)**

- |  |            |
|--|------------|
| - Student (includes listing in member section)                       | \$25       |
| - Individual (includes listing in member section)                    | \$45       |
| - Non-profit (includes listing in alliance section)                  | \$99       |
| - Government (includes listing in member section)                    | \$99       |
| - Professional (includes listing in business section)                | \$149      |
| - Corporate (includes listing in business section & 2-4 memberships) | \$149/each |
| - Enterprise (includes listing in business section & 5+ memberships) | \$129/each |

# Sponsorship & Revenue Generation

- Advertising through:
  - website, emails, conferences, meetings, and mailing list
- Sponsorship of:
  - conferences, meetings, and events
- Sponsorship as a contributor of services
  - i.e. website development and hosting, marketing, law, etc.
- Government contracts for certification, training, program development, and consulting
- Project and business assistance
  - link businesses with contractors and other businesses/groups that can provide services
- Deal origination fees
  - linking entrepreneurs with sources of capital and capital groups

# Summary

- Louisiana needs an integrating, inclusive, pro-clean business organization that facilitates:
  - The growth of clean technology businesses in Louisiana and to encourage environmentally responsible economic development.
  - Rebuilding and improving Louisiana with the best environmental technology available
  - Informing consumers, government and industry of new technologies
  - Encouraging industries and businesses to consider cleaner alternatives
  - Networking within the cleantech community
  - Lobbying the government on pro-green business issues
  - Contributing directly to Louisiana's triple-bottom-line



For more information on how you can get involved go to [www.LaCleanTech.Net](http://www.LaCleanTech.Net)