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Progress Report 2013
Making a Global Impact

New Records Set in Region’s Clean Tech

For the first time, revenues in the core clean tech sector passed $2.1 billion last year and employment passed 3,200 according to a recent SARTA survey. A year ago, the sector stood at $1.5 billion in revenues and had added 2,200 jobs. This growth was all the more remarkable given the weakness in the overall regional economy. The region has been under performing on measures of its economy compared to 13 competing regions followed by the Center for Strategic Economic Research, but in clean tech the region has been doing much better. According to the research firm Clean Edge, this region is at the top of clean tech metro areas in the country. The study says we are “one of only two metro areas to rank in the top ten in all four Metro Index categories (along with San Francisco).” The region ranks first among major metro areas in clean economy job concentration, has emerged as an early hub for EVs, and maintains an exceedingly efficient building stock, particularly those qualifying for Energy Star certification. The region ranked ahead of Los Angeles, San Diego, Boston and Austin, and behind only San Jose, San Francisco and Portland. In 2005, the region was not even included in the top 50!

Regional Companies Making Worldwide Impact

A new achievement for the region is that several clean tech start-ups have broken through in making national and even international sales. Employment for these companies has increased at a startling pace with revenues. Until now the region did not have the kind of home-grown anchors in the clean tech sector that would establish this area as a real hub. The companies with the biggest impacts are Synapse, a solar inverter manufacturer SMA America. This move from companies that have sold predominantly within the region of California, to a group of companies operating far from these borders is an important milestone in creating a clean tech hub.

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"It’s been fascinating to see, every single year, the progress that we’ve made in this region..." Congresswoman Doris Matsui
2012 CLEANSTART SHOWCASE PUTS SPOTLIGHT ON REGIONAL CLEAN TECH INDUSTRY

On October 22nd SARTA’s sixth annual CleanStart Showcase hosted 100 exhibitors and 500 attendees, taking stock of how the industry is growing and where new opportunities are emerging.

Keynote speaker Steve Westly, a noted clean tech investor, provided a lively perspective on where the opportunity in clean tech investing is now – specifically, LED lighting, energy efficiency software and electric vehicles. In each, he made a compelling case that the economics are looking good and some important breakthroughs are about to happen.

The Showcase also highlighted three of the successful clean tech companies in the region. Clean World is manufacturing its waste digester modular systems with several installed locally and a big pipeline of projects they are pursuing nationwide. SunOptics provided an update on its diffuser based skylight system that has become extremely popular – so much so that they have sent four container loads to China, something the Showcase cruisers really liked to hear.

RCS Technology has shipped over 500,000 of its smart HVAC control units, putting them in products branded GE, IBM, Motorola, Trane and more. Anyone looking at a smart thermostat at Home Depot is likely to be looking at something with RCS inside.

Recognizing this leadership position, the 2012 CleanStart Innovator of the Year distinction was awarded to Michael Kuhlmann, founder of RCS Technology. In addition to current successes, the Showcase also introduced seven new startups (aka “Fresh Faces”) in the region; of these, DAE Technologies was chosen by the audience as “Best Fresh Face,” due to its new and dramatically lower-cost hybrid battery/ultracapacitor technology. Rounding out this year’s crop of Fresh Faces were energy efficiency companies, a biofuel company, a green roofing company and clean tech app companies.

New opportunities were unveiled in funding for energy efficiency software and electric vehicles. In each, he made a compelling case that the economics are looking good and some important breakthroughs are about to happen.

CleanStart is providing a booth for local companies to show off their products at The Green California Summit convention and trade show in Sacramento in April. Over 500 potential buyers of green and clean products attended the two-day show. We will be there again on Thursday April 18th - Friday April 19th, 2013. If you are an early stage company and can’t yet afford your own exhibit space, contact us at info@cleanstart.org.

3 NEW EVENTS SET FOR 2013

Based on feedback from clean tech CEO’s in our region, CleanStart has added some new features.

Companies say their favorite parts of CleanStart programs are “networking” and “seeing products showcased”. In addition, companies want events closer to them so they can participate. We have changed our offerings to include three PowerUp networking and showcase events that help companies get a leg up as participants. The 2012 finals were held in San Jose, the culmination of the year long acceleration and competition. The day kicked off with “Investor Connect” bringing 60 investors and 70 startup companies face-to-face to pitch for funding. “Investor Connect exceeded all our expectations...more than half were new companies to us and a perfect fit for our mandate” stated Keith Gillard, General Partner with Pangea Ventures. The 21 finalists presented throughout the two day event while the Expo Hall gave companies the opportunity to demonstrate their technologies to attendees. After intense judging HEVT, a developer of high performance, low cost electric motors, won the $250,000 prize. Learn more about the CTO at any CleanStart event in 2013. Don’t miss out!

PowerSurge attendees got to ride in the lap of luxury in “Rocky”, the Rocketar Limo Lounge, to the Renewable Energy Testing Center at McClellan Park. There participants toured some of the coolest renewable energy firms in our region including Sierra Energy, CHA Corporation, International Environmental Solutions, Pacific Renewable Fuels, PEAT International and Paradigm Biosciences International. The event kicked off with test drives and learning about Zero Motorcycles, Glide Cruisers, Chevy Volt amongst others. The audience heard a stimulating talk by SMUD’s Mike DeAngelis, got innovation updates from Dr. Raju Pandey, Innovator of the Year for 2011 and from Wil Agatstein of the UC Davis Child Family Institute for Innovation and Entrepreneurship.

Cleanto the region.

Steve Westly, Westly Group “wows” the crowd during his Keynote speech

Christopher Wiggins shows off his electric Glide Cruisers

Gary Simon, Chairman, CleanStart checks out DAE Technologies with CEO, Li Hong et al

An impressive line up of clean tech participants viewed by PowerSurge

Winnie Comstock-Carlson, Comstock’s Magazine Toured the RETF, lead by Bill Walden, CEO, Technovations

CLEANSTART AT THE CLEAN TECH OPEN

CleanStart is collaborating as a regional “feeder” to the largest and richest clean tech business plan competition, the Clean Tech Open (CTO). Through this collaboration, CleanStart can help regional companies get a leg up as participants. The 2012 finals were held in San Jose, the culmination of the year long acceleration and competition. The day kicked off with “Investor Connect” bringing 60 investors and 70 startup companies face-to-face to pitch for funding. “Investor Connect exceeded all our expectations...more than half were new companies to us and a perfect fit for our mandate” stated Keith Gillard, General Partner with Pangea Ventures. The 21 finalists presented throughout the two day event while the Expo Hall gave companies the opportunity to demonstrate their technologies to attendees. After intense judging HEVT, a developer of high performance, low cost electric motors, won the $250,000 prize. Learn more about the CTO at any CleanStart event in 2013. Don’t miss out!

STATEWIDE EXPOSURE FOR REGIONAL CLEAN TECH COMPANIES

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“SARTA’s leadership in the community is a tremendous asset to emerging companies and the opportunity for economic growth in the region!”

Paul Douglas, Siemens Industry, Inc.

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Clean Tech companies will have opportunities to present their products and to make a short video for broad visibility on the web. Check in at CleanStart.org.