

ENGR 521 CLEANTECH ENTREPRENEURSHIP

Tu/Th 3:30 – 5:00 pm ; 1121 Lurie Biomedical Engineering Building

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The Obama Administration is catalyzing private efforts to build a clean energy future through development of plug-in hybrid cars, renewable energy technology, investment in energy efficiency, and a cap-and-trade program to reduce greenhouse gas emissions. This has accelerated interest of investors in entrepreneurial startups in the CleanTech space. With 2008 global investment of \$8.4 bn. (\$5.9 bn in US), 3,000+ venture-backed CleanTech companies operate globally; many more are funded through alternative funding sources.

The entrepreneurs' challenge is to identify early whether the venture is positioned such that it has the potential for maximum value creation. The majority of companies grow by way of mergers and acquisitions driven by valuations based on product innovation and differentiation.



In **CleanTech Entrepreneurship**, you will learn the strategy and financial tools that allow you to assess clean technology-based business opportunities, and to apply these tools to products and startup companies. Mixed science-MBA teams (MBA students join after Fall break) will work with real companies, take apart their business model and product positioning, rigorously assess the company's strategy, and reposition their products for sustainable differentiation.

Top companies are considered for investment through the Frankel Commercialization Fund and the Wolverine Venture Fund. To date, two companies have received investment (Accio Energy, Environmental Operating Solutions). This course has recently drawn attention from news outlets such as Private Equity Magazine, The Detroit Free Press, and the Wall Street Journal.