The Technology Commercialization Puzzle

Putting the Pieces Together

the business of environmental entrepreneurship

CETAC-WEST
CETAC-WEST
(CANADIAN ENVIRONMENTAL TECHNOLOGY ADVANCEMENT CORPORATION-WEST)

• Private sector not for profit corporation established in 1994

• Jointly Sponsored by Environment Canada and the Government of Alberta

• Builds capacity for technology commercialization among innovators and entrepreneurs

Over the past 14 years CETAC-WEST has helped clients access over $75 million in funding and investment
The Fundamental Question

WHY?
Other Fundamental Questions

• Do you REALLY have an understanding of:
  – How much funding is actually required?
  – What timelines are involved with developing and commercializing a new technology?
COMMERCIALIZATION CONTINUUM

TECHNOLOGY PUSH

RESEARCH

INNOVATION & DEVELOPMENT (The Critical Link)

TECHNOLOGY COMMERCIALIZATION

DEPLOYMENT & DELIVERY

MARKET PULL

FEEDBACK

PRODUCTS

MARKETS

Skills $ Skills $ Skills $ Skills $
Project Financing Options

- Personal Resources
- Government Programs
- Third Party Equity Investments
- Bank Financing – Loans and Lines of Credit

There are underlying fundamental factors that are common to all these funding options – CETAC can help!
Navigating Financing Options

It all comes down to….. **Timing!**

- Knowing what financing options are available and applying for the right financing at the appropriate stages in technology development
- Knowing how much money is realistically needed and how it will be spent
Connecting the Pieces

• There is fierce competition for both private and Government funding
  • Preparation and planning is key
  • Once all the fundamental pieces are in place, Capital will more readily follow
Connecting the Pieces

Over the past 14 years CETAC-WEST has continually evolved its technology commercialization process to help bring order to the puzzle
CETAC-WEST Tools for Technology Commercialization

CETAC-WEST Round Tables and Executive Round Tables

• Formulate strategy with input from:
  – The market and technology users
  – Experienced businesspeople
  – Investors

• Results
  – ACTION Plan
  – Network / Industry Contacts
CETAC-WEST Tools for Technology Commercialization

Team Mentoring Program

- Entrepreneurs are matched with two senior and experienced business mentors
- Regular and structured monthly meetings working toward specific goals and objectives

Results

- Trusted business advice
- Expanded network
- Interim advisory board
CETAC-WEST Tools for Technology Commercialization

**Entrepreneur to CEO Workshop**
- Week long business retreat held annually at the Banff School of Management
- Specifically tailored for small business and technology commercialization
- Workshop is designed around actual business cases of CETAC-WEST clients (not a lecture based format)

**Results**
- Business skills enhancement
- Strategy Formulation
- Opportunity to network with 40-50 like minded individuals
Entrepreneur to CEO Workshop

Next Workshop February 16 - 20, 2009
CETAC-WEST Technology Demonstration Program

- CETAC-WEST is currently managing a technology demonstration fund
- Funding 15 companies in 3 different focus clusters
  - Water Technologies
  - Upstream Oil and Gas Efficiency
  - Small business and Innovative technology
- Total budget for all projects is ~$10 Million

Funding has been allocated, but we do hope to continue this program in the future
Managing the Funding Option Process

• Through CETAC-WEST’s commercialization process:
  • CETAC-WEST can help guide companies to the right funding organization at the right time
  • Work with companies to become investment ready
  • Enhance individual business skills
  • Expand a companies network
  • Receive tailored mentoring from senior business professionals
Final Wisdoms

Never count on Government Funding to develop a technology

Always be careful of who’s money you take and what you do with it
Thank You!

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