



CREIE

Center for Research Entrepreneurship
and Innovative Enterprises

THE UNIVERSITY OF TEXAS AT EL PASO

PASO DEL NORTE CLEAN ENERGY INCUBATOR

Presented by:

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MARCH 15, 2011



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**Funding Opportunity: Expanding Texas' Clean Energy
Incubation Capacity**

The Austin Technology Incubator's Clean Energy Incubator which is a unit of The University of Texas at Austin's IC² Incubator, is administering a program to launch two new clean energy Incubators at universities in Texas during its 2011 and 2012 fiscal years which end 8/31/2012. This opportunity is supported by the State Energy Conservation Office (SECO).

The intent is to help existing commercialization programs and incubators at universities in Texas create dedicated clean energy incubators that foster commercialization of clean energy technologies and growth of new and emerging companies in the clean energy sector.



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WHAT IS CLEANTECH (CLEAN ENERGY)?

- **Generation:** wind, solar, biofuels, bioenergy, geothermal, tidal
- **Energy Efficiency:** solid state lighting (LEDs), green building
- **Transportation:** electric vehicles
- **Energy storage:** batteries, ultracapacitors, fly wheels
- **Energy infrastructure:** building automation, smart grid, carbon trading
- **Environmental applications:** water, wastewater, recycling, remediation
- **Advanced materials:** carbon composites
- **Green retail:** consumer goods



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COMMUNITY PARTNERSHIP PROPOSAL

Core members of the Paso del Norte Regional Technology Incubator (The Hub of Human Innovation):

- **The University of Texas at El Paso (UTEP)**
- **Bi-National Sustainability Laboratory (BNSL)**
- **The City of El Paso Planning and Economic Development Dept.**
- **Innovate El Paso**
- **Paso del Norte Group**
- **Medical Center of the Americas Foundation**
- **U.S.-Mexico Foundation for Science Border Office (FUMEC)**



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BROAD COMMUNITY SUPPORT

Additional letters of commitment/support provided by:

- **Sandia National Laboratories**
- **Los Alamos Federal Laboratory**
- **The City of El Paso**
- **SolPoint Energy, Inc.**
- **Maquiladora Association of Ciudad Juarez, Mexico (AMAC)**
- **Fort Bliss**



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SCOPE OF WORK

OBJECTIVE: Create a PDN CEI program that will enable the region to knit together:

- **Massive regional research programs in Clean Tech**
- **Current entrepreneurial support infrastructure**
- **Opportunity pull represented by**
 - a. **Maquiladora program in Juarez**
 - b. **Military's renewable energy initiative centered at Fort Bliss**
 - c. **City's commitment to evaluate new products and services**



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SCOPE OF WORK, continued

The CEI will facilitate:

- **Identification of technologies for potential commercialization**
- **Identification of companies within and outside region that will commercialize technologies**
- **Creation of start-up companies**
- **Investment in start-up companies**
- **Creation of jobs and investment in the clean-energy industry**



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BASIC PROCESS

- **Identify and evaluate technology.**
- **Assess patentability and freedom to operate.**
- **Assess market potential and identify business options.**
- **Further technology in lab and develop scale-up parameters.**
- **Evaluate product at City, maquilas and/or Fort Bliss.**
- **Develop business strategy.**
- **Write business plan.**
- **Assemble team to commercialize or license company in region to commercialize.**



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KEY DELIVERABLES

- **Hire CEI Director.**
- **Document the type of number of technologies identified at: Sandia, Los Alamos, UTEP, NMSU, White Sands, Fort Bliss other technology providers.**
- **Establish the number of commercial value propositions.**
- **Develop partnership companies in region that will work with the CEI to commercialize new products and services.**



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KEY DELIVERABLES, continued

- **Incubate companies in the clean-energy industry.**
- **Identify sources of investment.**
- **Create an evaluation cluster of committed companies in the maquilas.**



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SUMMARY

- **Clean Energy Incubator is being established; affiliated with the Technology Incubator – The Hub of Human Innovation.**
- **Great opportunity to create good paying jobs, invite investment opportunities and impact economic development in the region.**
- **Additional funding, new technologies, new value propositions and community partners are being sought.**