



# Tech Enterprise 2010

## Hawaii Renewable Energy Development Venture

Thursday, June 24: 8:00 am – 4:30 pm at the Honolulu Country Club

8:00 **Continental Breakfast**

8:30 **Welcome and Introduction** – Maurice Kaya (Project Director, HREDV)

8:45 **HREDV progress report and strategy** – Dawn Lippert (Project Coordinator, HREDV)

9:00 **Private investment in energy innovation:** How do you identify game changers? What key qualities do you look for in an entrepreneur or startup company? What are the main challenges in scaling a company as it moves toward commercial viability? How should an entrepreneur decide what kind of business model is the best fit for a new company?

Moderator: Debra Beresini (CEO, invencor, & Managing Director, Int'l Venture Fund)

Panel: Kyle Datta (General Partner, Ulupono Initiative)

Karl Fooks (President, Hawaii Strategic Development Corporation)

Ian Kitajima (Marketing Manager, Oceanit)

Rob Robinson (Managing Partner, Kolohala Ventures)

10:15 **Break**

10:30 **Public sector drivers of transformation:** How do federal energy investments in Hawaii fit together? How has the Hawaii Clean Energy Initiative influenced your activities? What do you envision the role of government to be in driving energy innovation? How can government support companies who want to bring technologies developed in Hawaii to the mainland U.S. and the world?

Moderator: Keiki-Pua Dancil (President and CEO, Hawaii Science & Technology Institute)

Panel: Jennifer Sabas (Chief of Staff, Office of Senator Inouye)

Ted Peck (State Energy Administrator, Hawaii State Energy Office)

Christy Sterner (Projects Management Engineer, U.S. DOE)

Bill Farris (VP of Commercialization & Technology Transfer, NREL)

Joelle Simonpietri (J81, Pacific Command / PACOM)

11:30 **Lunch**

Keynote Speaker: Bill Farris (VP of Commercialization & Technology Transfer, NREL)  
“Ingredients for Success: Tools for Commercializing New Energy Technologies”



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1:00 **View from economic development agencies:** What does it take to foster energy innovation on Oahu and the neighbor islands? What is the role of the economic development boards in helping energy projects succeed in local communities? How are the economic development boards working with the counties to help local government achieve its clean energy goals?

Moderator: Pono Shim (President and CEO, Enterprise Honolulu)

Panel: Jeanne Skog (President and CEO, Maui Economic Development Board)

Jacqui Hoover (Executive Director, Hawaii Island Economic Devel. Board)

Mattie Yoshioka (President and CEO, Kauai Economic Development Board)

2:00 **Partnering for success:** How does partnering strengthen a business model? How do entrepreneurs partner with customers, landowners, suppliers, and others? How do you navigate intellectual property challenges successfully with strategic partners? Are there any partnering pitfalls to avoid?

Moderator: Maurice Kaya

Panel: Henk Rogers (Founder, Blue Planet Foundation)

Joel Matsunaga (COO, Hawaii BioEnergy)

Lance Tanaka (Manager, Government & Public Affairs, Tesoro Hawaii)

Scott Seu (Manager, Resource Acquisition, HECO)

Ray Starling (Program Manager, Hawaii Energy)

3:15 **Round 1 HREDV energy commercialization projects:** What do you wish you knew when you applied for HREDV funding? How did you go about setting up the strategic partnerships for this project? What have you learned from commercializing other technologies and what are the main challenges for bringing your new technology to market in Hawaii?

Moderator: Dawn Lippert

Panel: Brian Goldstein (Global Development, Better Place)

Milan Ilic (Director of Engineering, R&D, Satcon Technology Corporation)

Steve Brennan (VP Business Development, Concentris Systems)

Heidi Kuehnle (CEO, Kuehnle AgroSystems)

Jim Maskrey (VP Technology Development, Sopogy)

4:15 **Ten tips for HREDV FY10 request for proposals** – Opportunity for Q&A

4:30 **Adjourn**