

# East Bay Green Corridor Partnership: *Leveraging Berkeley's Regional Strengths*



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**East Bay Green Corridor Partnership**

# EAST BAY **GREEN CORRIDOR**

## STATEMENT OF PRINCIPLES

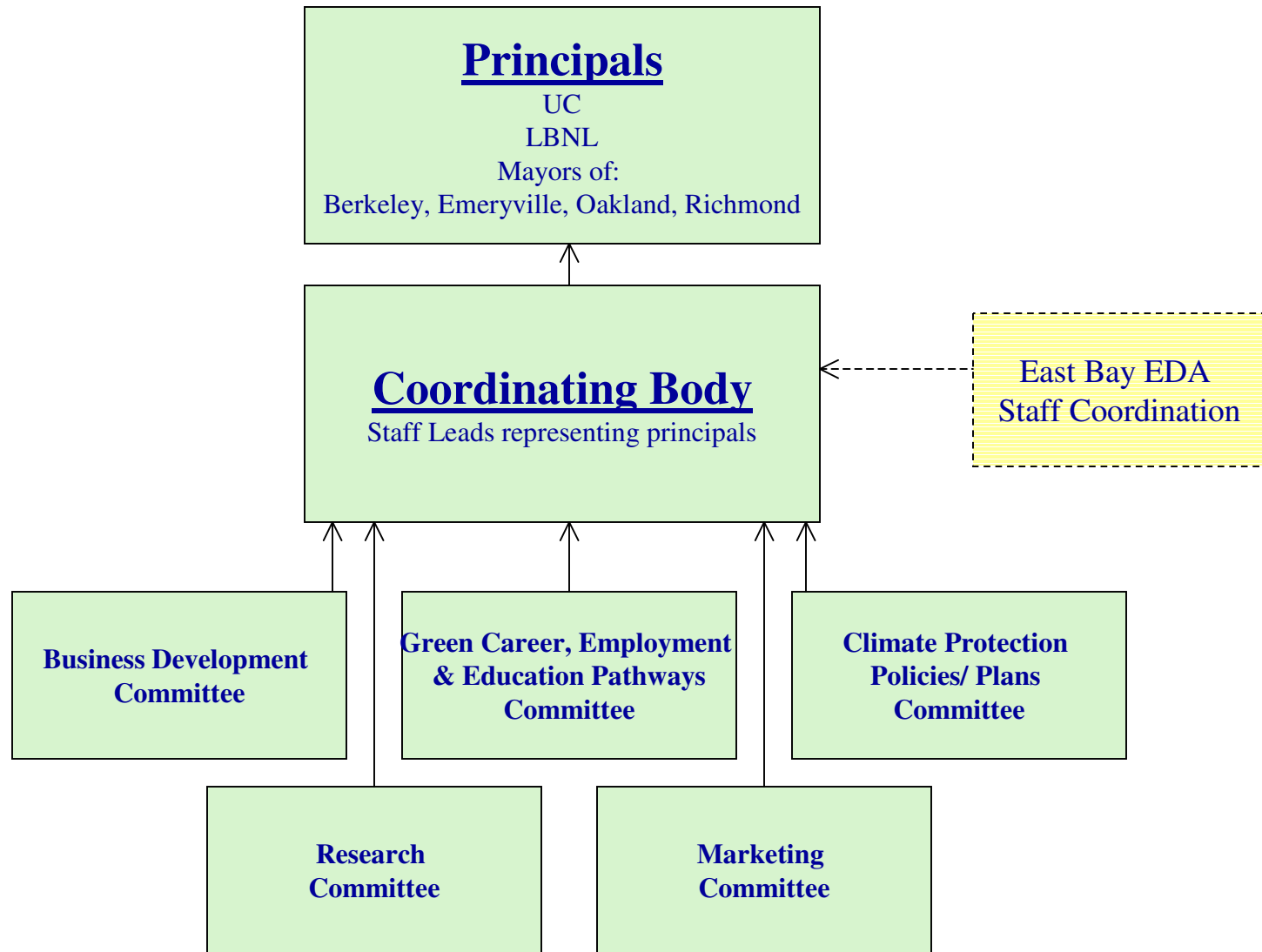
- I. Create Conditions that Support New and Emerging Green Industry**
- II. Strengthen Existing Programs Promoting Technology Development and Transfer**
- III. Support Employment Development Opportunities in Emerging Green industries**
- IV. Build a More Cohesive Regional Identity in Energy-Related Green Business Sectors**
- V. Protect Our Economies from Climate Change and Energy Shocks**
- VI. Cooperate in Obtaining Grants and Project Funding for Green Research and Entrepreneurship**
- VII. Improve our Living Environment and Quality of Life**



**East Bay Green Corridor Partnership**

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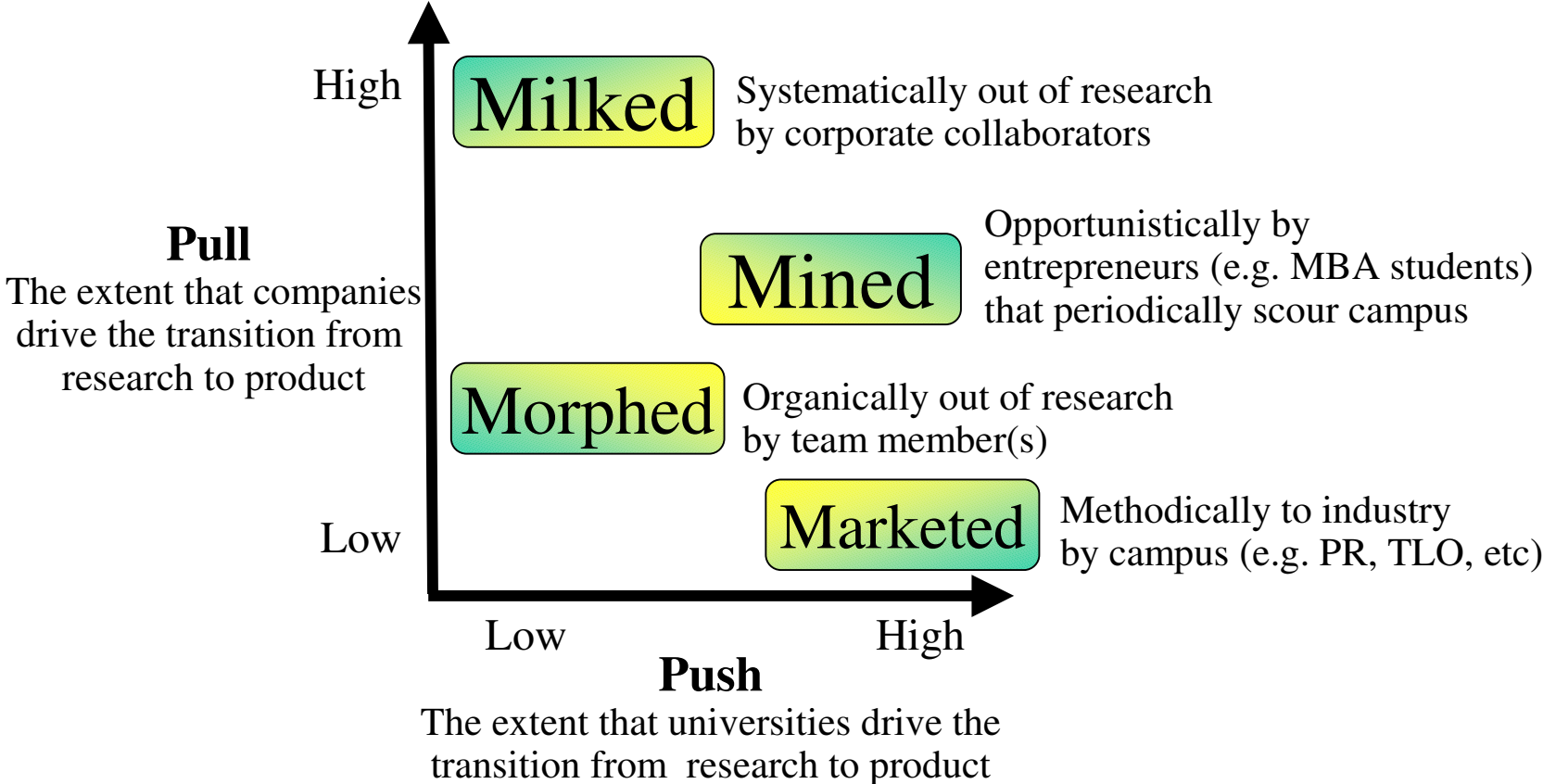
# Partnership Structure



**East Bay Green Corridor Partnership**

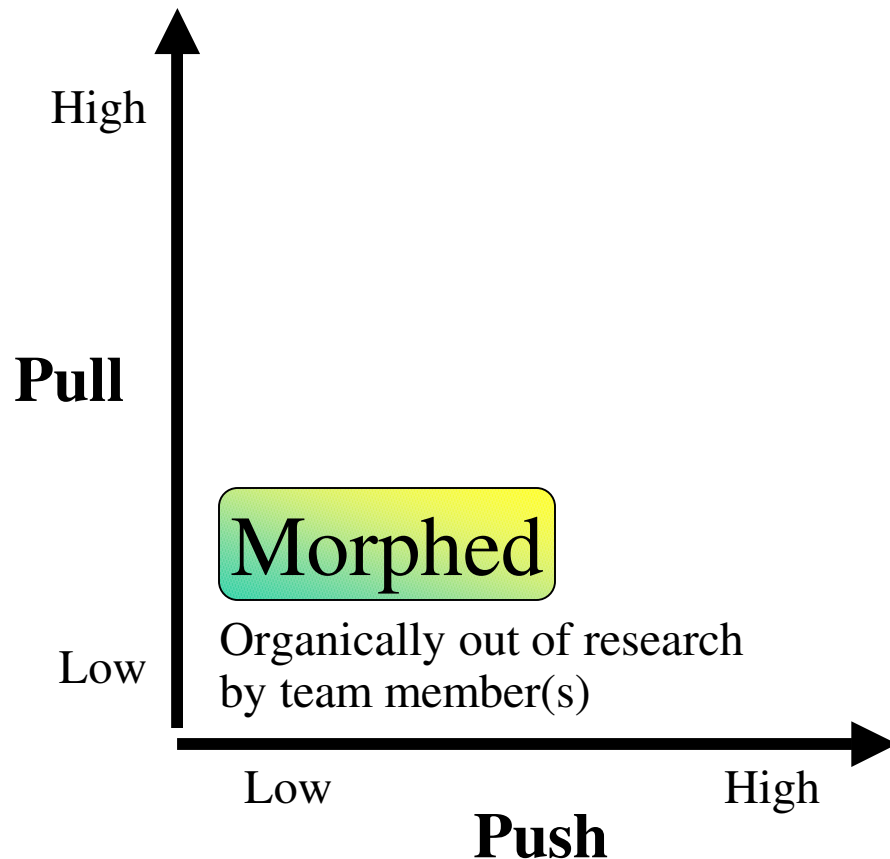


# Formation: 4Ms of Commercialization Innovations From Universities & National Labs





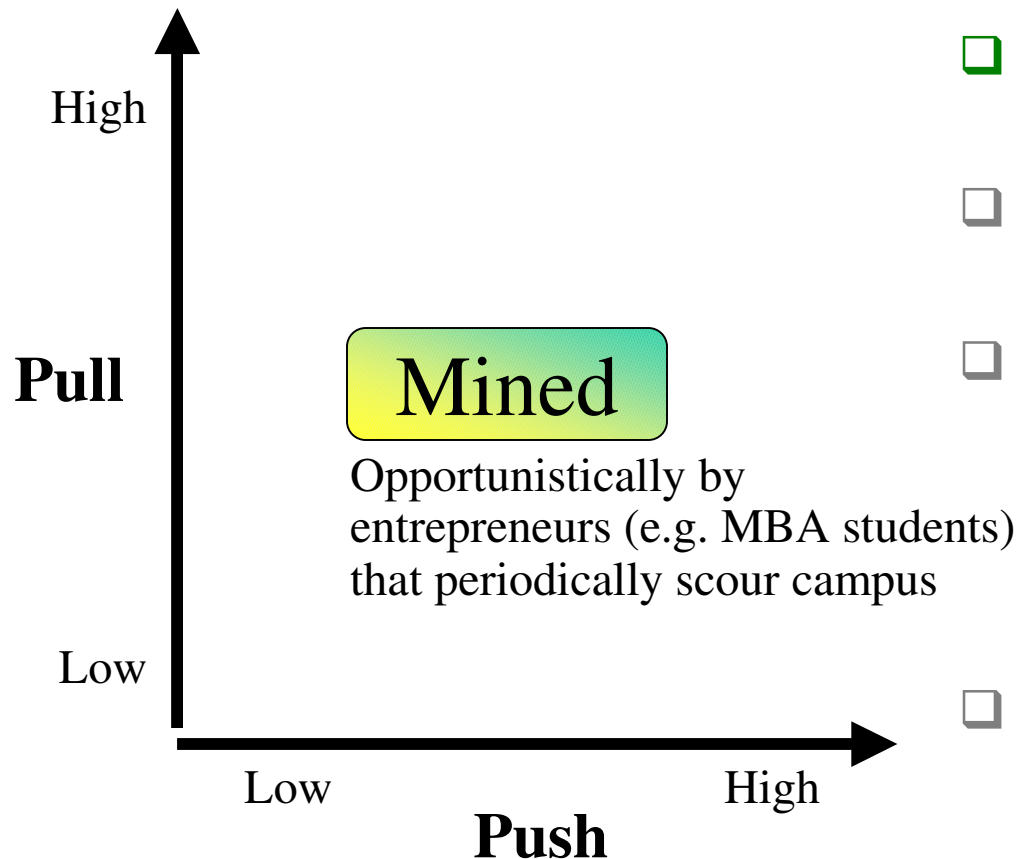
# Formation: *Green Morphed Examples*



- ❑ Recent Green Examples:  
**CaliSolar, TaoIt/GoodGuide, MicroClimates, Seo**
- ❑ Drivers: Research + Entrepreneurial mindset & eco-system
- ❑ IP:
  - Some obtain exclusive license to help attract investors
  - Some ignore IP
  - Some abscond with IP



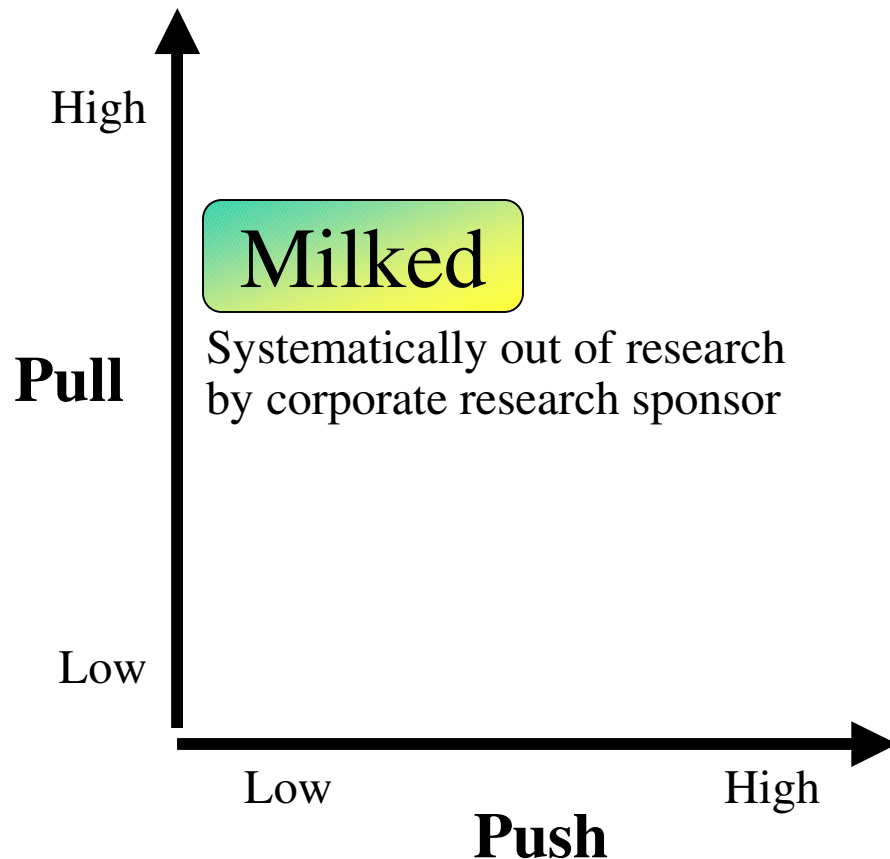
# Formation: *Green Mined Examples*



- ❑ Recent Green Examples:  
**Aurora Biofuels, Adura Tech**
- ❑ Drivers: Research + MBAs, Biz plan competitions, marketing
- ❑ IP:
  - Many obtain exclusive license to help attract investors
  - Some ignore IP
  - Few abscond with IP
- ❑ Comments:
  - Recent phenomenon with highest growth rate
  - MBAs are similar to EIRs



# Formation: *Green Milked Examples*

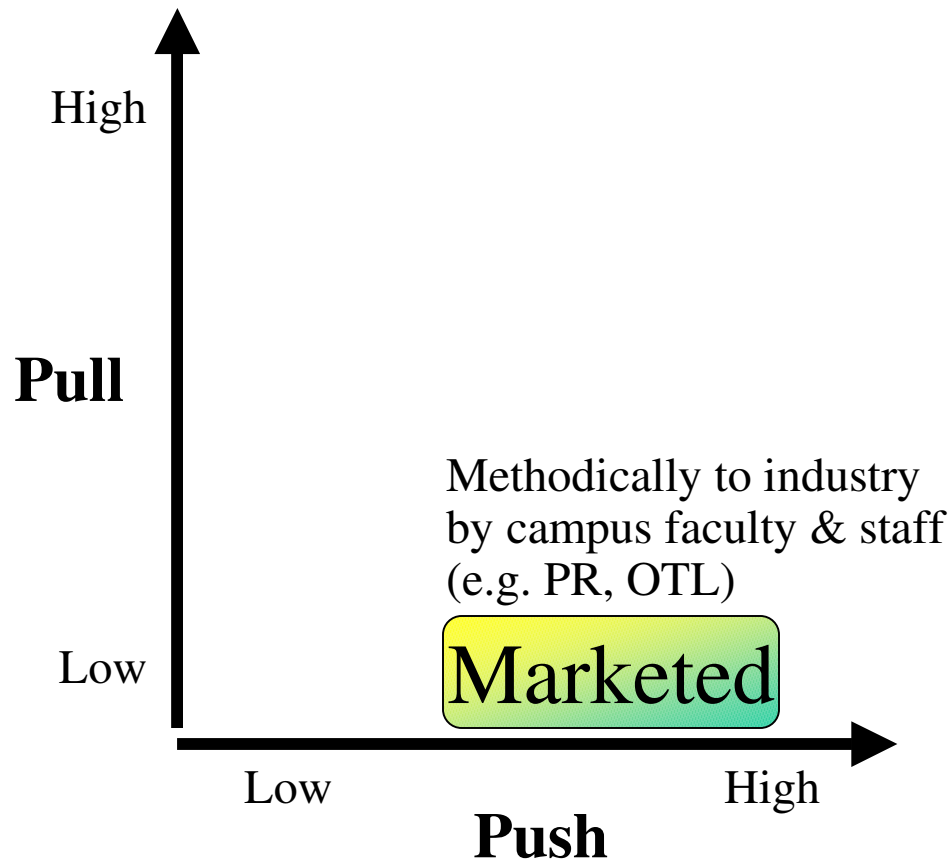


- ❑ Recent Green Examples:  
**Ecoprene, Analog Devices**
- ❑ Drivers: Sponsored research agreements (with optimized IP terms)
- ❑ IP:
  - Some jointly own IP
  - Some obtain non-exclusive license to stay legal
  - Some obtain exclusive license to thwart competitors
  - Some ignore IP
  - Some abscond with IP





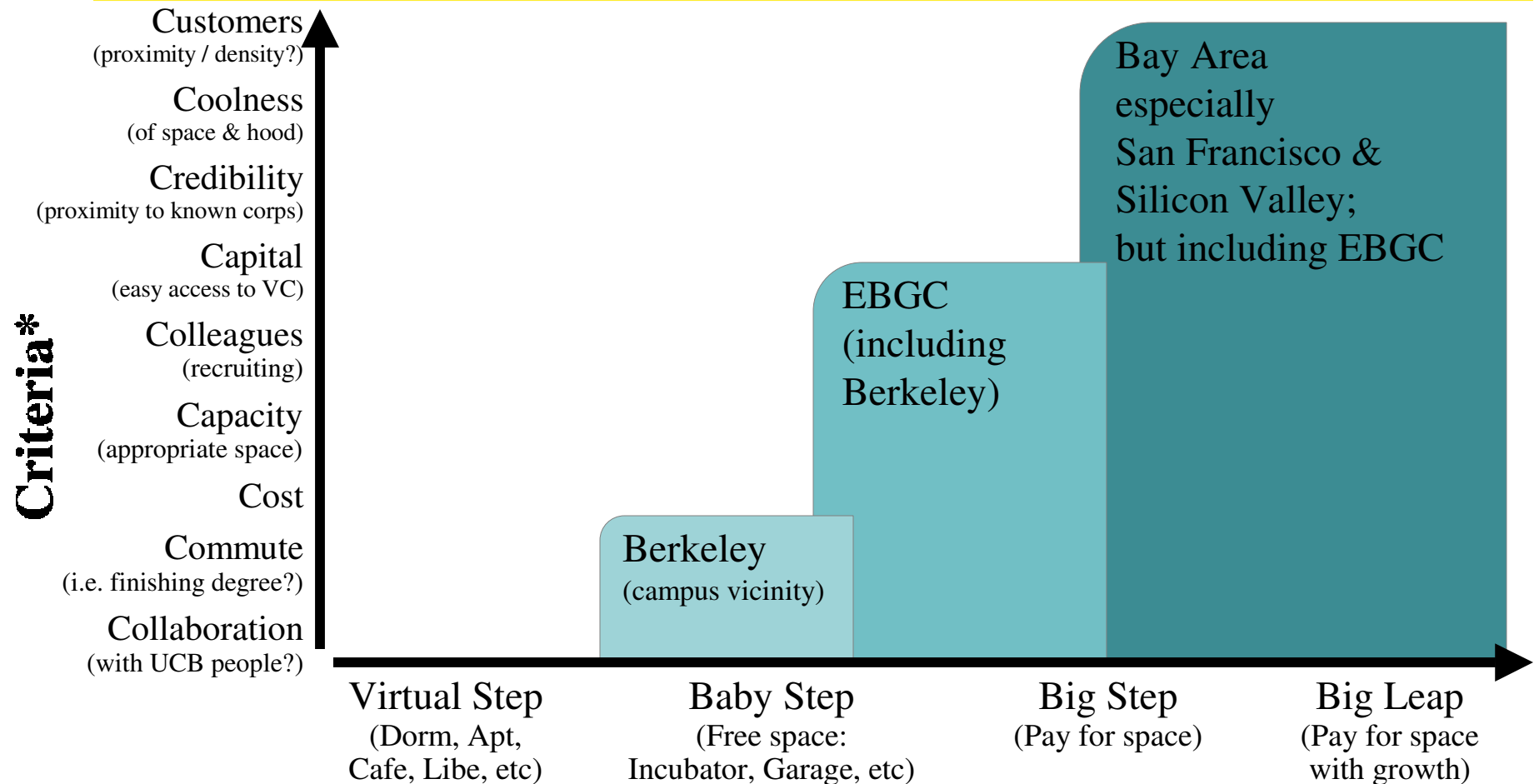
# Formation: *Green Marketed Example*



- ❑ **Recent Green Examples:**  
**Luminus Devices, World Wide Energy, Solexel, Solexant**
- ❑ Drivers: Research + IP  
Licensing offices, University PR programs, Faculty pubs & ppts
- ❑ IP:
  - Most obtain exclusive license to help attract investors
  - Some ignore IP
  - Some abscond with IP
- ❑ Comments: Didn't get *morphed*, *milked* or *mined* because tech or market too nascent when invented



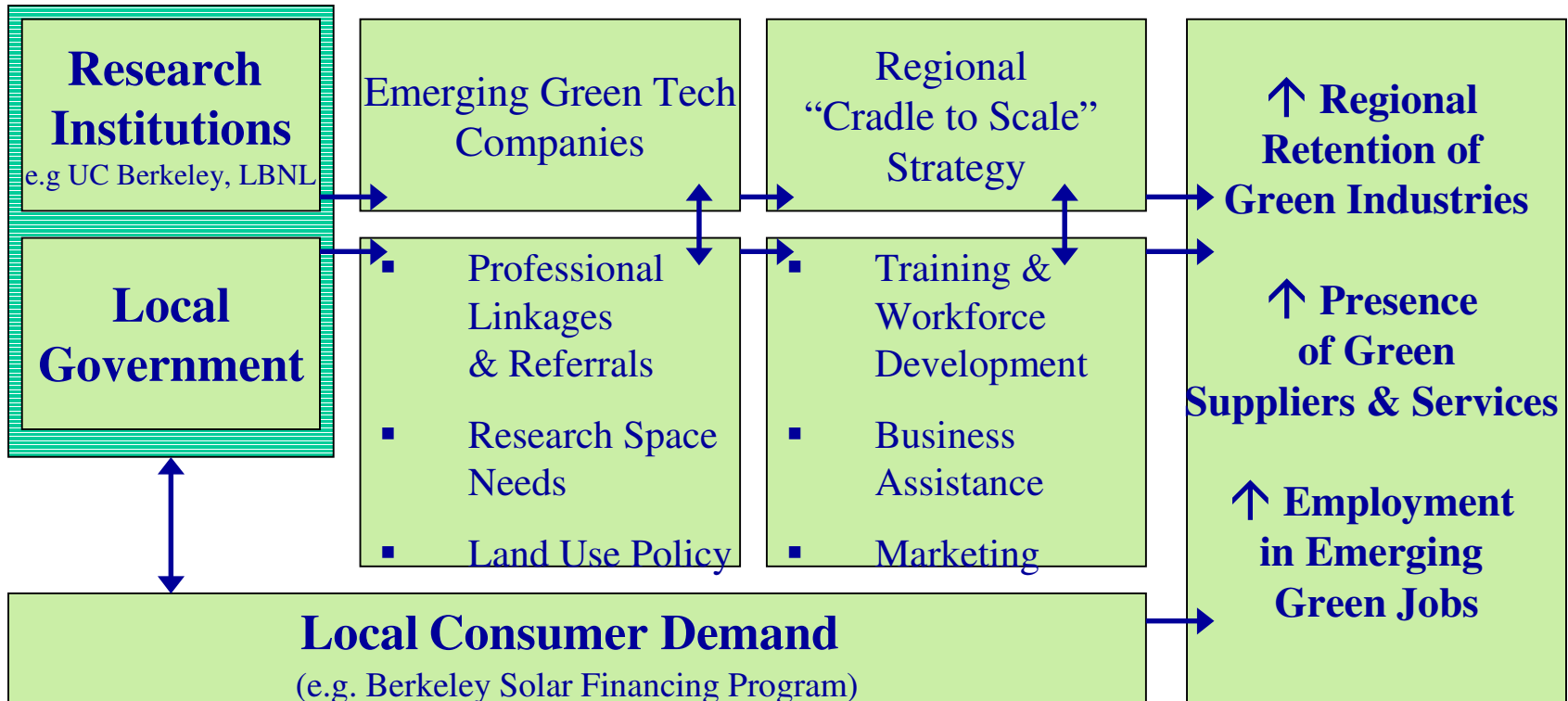
# Transition: *Attraction & Retention*



\* Priorities & weighting of criteria varies for each start-up, industry, etc

## Transition out of UCB / LBL

# Retaining & Building the East Bay's Emerging Green-Tech Economy

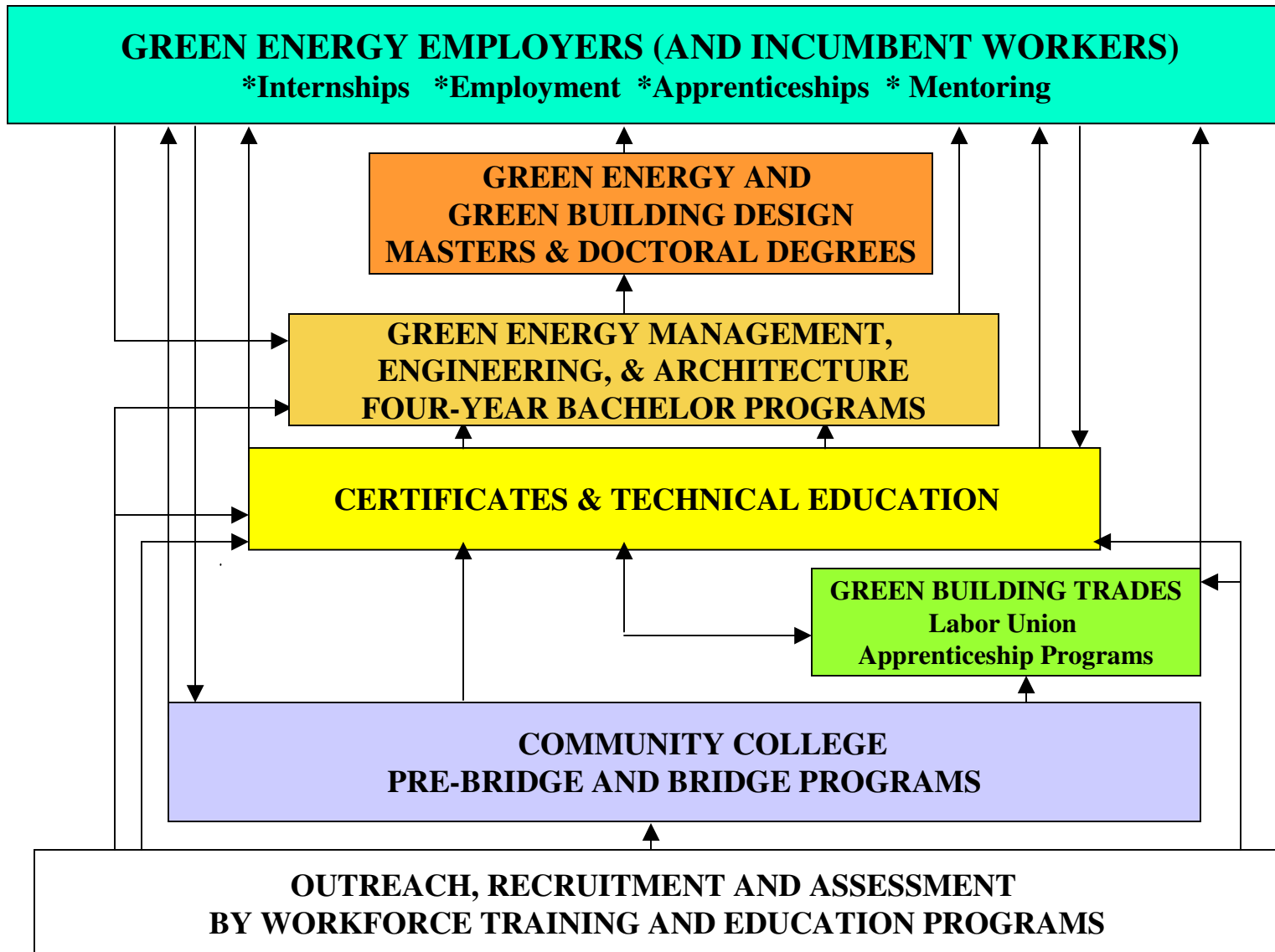


# GREEN ACADEMY VISION

## GREEN ENERGY EDUCATION PATHWAYS

In the East Bay Green Corridor

Education for Environmental Sustainability, Social Justice, and Community Development



# KEY POINTS:

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- Regional and Inter-Jurisdictional Approach
- Based on Existing Economic Strengths/ Advantages
- Combines Support for New Business Development and Existing Industrial Clusters
- Requires Alignment with Partner Workforce Development Programs and Institutions
- Successful in Leveraging Public and Private Funds

