Easy Bay Green Corridor Partnership: Leveraging Berkeley’s Regional Strengths

Michael Caplan
City of Berkeley
Office of Economic Development
mcaplan@ci.berkeley.ca.us
510-981-2490
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
**Partnership Structure**

**Principals**
- UC
- LBNL
- Mayors of:
  - Berkeley, Emeryville, Oakland, Richmond

**Coordinating Body**
- Staff Leads representing principals

- Business Development Committee
- Green Career, Employment & Education Pathways Committee
- Climate Protection Policies/Plans Committee
- Research Committee
- Marketing Committee

**East Bay EDA Staff Coordination**

*East Bay Green Corridor Partnership*
Formation: 4Ms of Commercialization Innovations From Universities & National Labs

- **Milked**: Systematically out of research by corporate collaborators
- **Mined**: Opportunistically by entrepreneurs (e.g., MBA students) that periodically scour campus
- **Morphed**: Organically out of research by team member(s)
- **Marketed**: Methodically to industry by campus (e.g., PR, TLO, etc)

**Pull**: The extent that companies drive the transition from research to product

**Push**: The extent that universities drive the transition from research to product

East Bay Green Corridor Partnership
Formation: *Green Morphed Examples*

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

---

East Bay Green Corridor Partnership
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

**Mined**
Opportunistically by entrepreneurs (e.g. MBA students) that periodically scour campus
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

*East Bay Green Corridor Partnership*
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

**Criteria**
- Customers (proximity / density?)
- Coolness (of space & hood)
- Credibility (proximity to known corps)
- Capital (easy access to VC)
- Colleagues (recruiting)
- Capacity (appropriate space)
- Cost
- Commute (i.e. finishing degree?)
- Collaboration (with UCB people?)

**Steps**
- Virtual Step (Dorm, Apt, Cafe, Libe, etc)
- Baby Step (Free space: Incubator, Garage, etc)
- Big Step (Pay for space)
- Big Leap (Pay for space with growth)

**Location**
- Bay Area especially San Francisco & Silicon Valley; but including EBGC
- EBGC (including Berkeley)
- Berkeley (campus vicinity)

*Transition out of UCB / LBL*
Retaining & Building the East Bay’s Emerging Green-Tech Economy

Research Institutions
e.g. UC Berkeley, LBNL

Local Government

Emerging Green Tech Companies
- Professional Linkages & Referrals
- Research Space Needs
- Land Use Policy

Regional “Cradle to Scale” Strategy
- Training & Workforce Development
- Business Assistance
- Marketing

Local Consumer Demand
(e.g. Berkeley Solar Financing Program)

Regional Retention of Green Industries
↑

↑ Presence of Green Suppliers & Services

↑ Employment in Emerging Green Jobs

East Bay Green Corridor Partnership
GREEN ACADEMY VISION
GREEN ENERGY EDUCATION PATHWAYS
In the East Bay Green Corridor
Education for Environmental Sustainability, Social Justice, and Community Development

GREEN ENERGY EMPLOYERS (AND INCUMBENT WORKERS)
*Internships  *Employment  *Apprenticeships  *Mentoring

GREEN ENERGY AND GREEN BUILDING DESIGN
MASTERS & DOCTORAL DEGREES

GREEN ENERGY MANAGEMENT, ENGINEERING, & ARCHITECTURE
FOUR-YEAR BACHELOR PROGRAMS

CERTIFICATES & TECHNICAL EDUCATION

GREEN BUILDING TRADES
Labor Union
Apprenticeship Programs

COMMUNITY COLLEGE
PRE-BRIDGE AND BRIDGE PROGRAMS

OUTREACH, RECRUITMENT AND ASSESSMENT
BY WORKFORCE TRAINING AND EDUCATION PROGRAMS
KEY POINTS:

• 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

East Bay Green Corridor Partnership