

Clean Energy Ventures:

Creating Innovative New Businesses Through Entrepreneurial Management

This program is in the Executive Certificate in Management and Leadership track

May 2–5, 2011

Cambridge
Massachusetts, U.S.

US \$9,950

(includes tuition,
program materials,
fees, and most meals)

"[It is] our institutional responsibility to address the challenges of energy and the environment ... Tackling the problems that energy and the environment present will require contributions from all our departments and schools."

- MIT President Susan Hockfield, White House Press Conference with President Obama, March 23, 2009

Program Overview

Clean energy is the challenge as well as the opportunity of our generation. This innovative new four-day program is designed to enable senior executives from corporations, as well as government agency and major program leaders, to more effectively encourage, lead, and manage the entire venture creation process for clean energy—be they stand alone new ventures or pioneering undertakings inside of larger organizations. The process includes identifying opportunities, generating new ideas, designing a holistic solution, and building a viable, significant, and sustainable new energy-oriented business.

Program Benefits

The concepts, tools, and frameworks covered in the program will enable participants to:

- » Identify, evaluate, and support new innovation opportunities and successful clean energy venture creation strategies
- » Understand current best practices for new venture creation in this area and also which practices are not working
- » Design a clean energy innovation ecosystem to best support ongoing clean energy venture creation
- » Understand the advantages and disadvantages and create strategies to maximize synergies and minimize conflicts when such an ecosystem is within a larger organization
- » Leverage new technology and other innovative breakthroughs to have the most timely and significant impact
- » Enhance and expand networks with like-minded innovators in clean energy

MIT Sloan Executive Education

Since its founding, the MIT Sloan School of Management has been a leader in providing managers with the tools they need to drive innovation. From option pricing theory to systems dynamics, MIT Sloan's concepts continue to enhance management education and improve its practice around the world.

Within executive education, our vision is to be the school of choice for developing leadership talent in companies strategically driven by innovation, emerging technologies, entrepreneurship, and global reach.

The MIT Edge

MIT has an unparalleled record of driving technology from the lab to the marketplace. MIT's entrepreneurial network has created more than 25,000 active firms, with combined annual sales of \$2 trillion.

The mission of the MIT Entrepreneurship Center is to educate, nurture, network, and celebrate the leaders who will make new innovation-based ventures successful. Over 800 participants from more than 30 countries have attended executive education programs organized by the MIT Entrepreneurship Center. Alumni of the programs form a vibrant and dynamic worldwide support network for the next generation of entrepreneurs and intrapreneurs.

MIT
Entrepreneurship
CENTER

<http://executive.mit.edu/cev>

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Sample Program Schedule (subject to change)

Registration Day

- » Welcome Talk
- » Outline for the Week
- » What to Expect
- » Reception

Day 1

- » Why Energy Is Different and Framework for Success
- » Energy Industry Dynamics
- » Evaluating Clean Energy Business Opportunities 101
- » Visit MIT Clean Energy Prize Showcase
- » VIP Reception

Day 2

- » Survey of Energy Landscape
- » Understanding the Hydrocarbon Value Chain
- » Understanding the Electricity Value Chain
- » The Economics of Energy
- » The Policy Considerations of Energy
- » Venture Capitalist Panel: What's Hot & What's Not

Day 3

- » MIT Solar Revolution Project
- » Man Made Photosynthesis
- » Energy Storage Value Chain
- » A123 Case Study
- » Natural Gas: Game Changer or Bridge to No Where
- » U.S. Government & Regulatory Environment
- » Corporate Venture Capitalist Panel: The Role Big Companies Can Play

Day 4

- » Enernoc Case Study
- » Clean Energy Business Plan Presentation Q&A
- » Teams Discuss Evaluation Plan
- » Teams Present Results
- » Q&A– With Focus on National Security Aspects of Energy

Who Should Attend

The program is designed for senior-level executives in energy and energy-related companies as well as government leaders who are responsible for driving innovation in clean energy. The innovation process will be driven through utilizing the entrepreneurship process outside and within large companies. Program participants must have key decision-making responsibility and should be or report to a C-level executive.

Titles of potential participants include:

- » CEO
- » Entrepreneur
- » Senior VP of Business Development
- » Senior VP of Corporate Venturing
- » Chief Innovation Officer
- » Chief Technology Officer
- » Government Agency or Major Program Leader
- » Regional Economic Development Officer



Contact Information

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Program Advisors

- » **Bill Aulet**, Managing Director, MIT Entrepreneurship Center; Senior Lecturer, MIT Sloan School of Management
- » **Fiona Murray**, Associate Professor of Technological Innovation, Entrepreneurship, and Strategic Management; Associate Director, MIT Entrepreneurship Center

Recognition for MIT's Excellence in Clean Energy Education

The MIT Entrepreneurship Center has been recognized with an award from the **Global Consortium of Entrepreneurship Centers (GCEC)** for the leadership role it took three years ago in Energy Innovation and Entrepreneurship education with the launch of three dedicated classes in this area and for integrating the topic into many of the other classes.

MIT has also been recognized by the **Cleantech Group** for its collaboration efforts among academics, businesses, and investors. Cited as a "true clean tech spinoff machine", MIT was ranked #1 cleantech university in the U.S.

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ENTREPRENEURSHIP CENTERS

