Vision of Success: C2M increases the likelihood that research will become market-relevant and, in the process, produces the next generation of innovative and effective cleantech leaders. At the end of each semester, C2M hosts a professional symposium to showcase the technologies and the teams’ findings. The result is a triple-win: (1) graduate students from over 20 UC Berkeley programs build unique interdisciplinary leadership skills and experience the rewards and challenges of moving cleantech to market, (2) scientists and engineers gain valuable business insights and receive specific, actionable recommendations for their research, and (3) professionals engage with fresh talent and new ideas.

Problem: Too often, solutions to climate change remain in the lab because they achieve technical rather than market breakthroughs. Without translating those breakthroughs into terms the market values, research grants end, people move on, and innovations remain on the shelf without ever reaching downstream incubation such as prototype development, business plan competitions, and seed funding.

Solution: Cleantech to Market (C2M) combines the Haas School of Business innovation curriculum with dedicated subject-matter resources to open this bottleneck and bring market intelligence and strategies into the labs. C2M currently works with Lawrence Berkeley National Laboratory and labs across UC Berkeley on research related to climate change including low-carbon energy, water, and green chemistry. Each year, C2M accepts students from over 20 graduate programs across the UC Berkeley campus. Supported by C2M’s extensive partnerships, selected frameworks, and carefully curated resources, each C2M project team performs 1,000 hours of market research to help align technical research with pressing environmental and market needs.

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Project Outcomes — Of the 34 projects in C2M from 2010 through 2012:

- 20% incorporated (6 startups & 1 non-profit) raising $15M in investments, grants, awards, and revenue;
- 12% are pursuing licensing discussions with existing companies;
- 47% are continuing RD&D with the support of $25M in grants and other funding;
- 9% are part of US DOE research hubs on energy storage, biofuels, and artificial photosynthesis, all supported by $360M in research funding; and
- 12% redirected their research to increase commercially viability.

Jobs: C2M projects and alumni have created over 60 new jobs, and C2M has helped place over 100 UC Berkeley graduates into advanced energy and technology jobs.
Sponsorship Levels

Platinum ($50k)

- All Gold benefits, plus:
  - 8 C2M Market Reports (total)
  - Invitation to speak in the C2M course
  - Symposium prize named after company
  - Company presentation at C2M's Symposium
  - Logo display:
    - C2M website in Platinum section (larger than Gold)

Gold ($25k)

- All Silver benefits, plus:
  - 4 C2M Market Reports (total)
  - VIP seating at C2M Symposium
  - Participate in C2M project selection
  - Introductions within C2M's Berkeley Energy Network
  - Logo display:
    - C2M website in Gold section (larger than Silver)
    - C2M Symposium big screens

Silver ($10k)

- 2 C2M Market Reports
- Logo display:
  - Symposium invitation (8,000-person mailing list)
  - Symposium folder and table displays
  - C2M website in Silver section (larger than Partners)

Partner (in-kind support)

- Logo display:
  - C2M website in Partner section
  - Symposium folder and table displays