



APPLICANTS

The World's Largest CleanTech Business Competition

The mission of the Cleantech Open is to find, fund, and foster the big ideas -- and innovative companies -- that address today's most urgent energy, environmental, and economic challenges. We aim to create 100,000 clean technology jobs by 2015.

As a non-profit organization started in 2006, Cleantech Open has become a leader in supporting clean technology startup entrepreneurs with tangible support and funding. At the core, the Cleantech Open is an incubator program that surrounds entrepreneurs with a network of investors, business experts, civic leaders, and a wide array of partner and sponsor organizations on a unique national and regional platform. Awards include:

- Regional finalists receive a prize package worth up to \$20,000 in cash/investment and in-kind services.
- Finalists compete for the national grand prize of \$250,000 in investment and services, a veritable "startup in a box."

More than Prizes. All Applicants get Valuable Mentoring and more.

When companies sign up for the Cleantech Open, they are joining forces with a highly accomplished organization that has a track record of helping early stage companies raise over \$300 million. Our overall goals include providing today's cleantech entrepreneurs with hands-on business development, including business plan and investor pitch development, one-on-one mentoring, coaching on presenting to investors, access to a truly national cleantech network, a curriculum that's akin to a virtual business school training, and an alumni program after the companies complete the program.

Fueled by a nationwide network of over 1,000 volunteers and sponsors, the Cleantech Open team unites the public and private sectors in a shared vision for making America's cleantech sector a thriving economic engine.

A First for the North Central Region.

In 2010, the Cleantech Open expanded into the North Central Region and became available to entrepreneurs in: Iowa, Illinois, Kansas, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Companies hailing from Michigan, Missouri and Ohio are also encouraged to apply to the North Central Region's program. Last year was a resounding success and the North Central Region generated the greatest number of participating companies, second only to the founding California Region. In 2011, the Cleantech Open will build upon past successes and expand the program to approximately 30 states in seven regions.

Cleantech Open Seeks Applicants in the following categories:

- Air, Water, and Waste
- Energy Efficiency
- Green Building
- Renewable Energy
- Transportation
- Smart Power, Green Grid, and Energy Storage

New Business, Jobs, and Funding for Tomorrow's Clean Technology Companies

Since its inception in 2006, the Cleantech Open has had impressive results:

- Over 460 companies have completed the program through 2010.
- Cleantech Open alumni teams have raised over \$300 million in private capital, with \$65 million in the first 4 months of 2010.
- Over 2,000 new jobs in the Cleantech sector have been created through the end of 2010.
- 80% of participating businesses remain economically viable today. (Today, a typical startup has a 15% success rate.)
- Recent alumni successes include North Central Region Finalists: EarthClean, Xolve Inc., New Water and Silicon Solar Solutions.

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-- WHAT'S INVOLVED. HOW YOU BENEFIT.

You won't find many opportunities like this. Cleantech Open gets you and your company in front of some of the leading innovators in clean technology from the private sector, government, academia and the investment community. You'll also get one-on-one with specialists in your field whose sole mission is to help take your business to the next level.

The Cleantech Open can accelerate your business growth. When you enter, you'll receive resources and support to grow your company into a successful, sustainable business. Here is a snapshot of some of the benefits participants receive.

All Applicants receive:

- Executive summary webinars.
- North Central judges' feedback.
- Exhibit booth at North Central Events.
- Discounted tickets to North Central regional events in future years and exhibiting opportunities.

All Semifinalists receive:

- Cleantech Open Academy (in San Jose, CA or Boston, MA) -- Intensive Entrepreneur boot-camp.
- One-on-one mentoring with experienced entrepreneurs, business leaders, and investors.
- Full access to regional business clinics on specialty topics.
- Judges' feedback on business plan and investor pitch.
- Cleantech Open and partner networking events.
- Lifetime membership in Cleantech Open Alumni program.
- Exhibit booths at Regional and National Academy Awards of Cleantech (estimated 2,000 attendees).
- Access to some segments of Investor Series program, including speed-dating roundtables with top investors from around the country.
- Extensive Sustainability in business training (competitive advantage).
- Access to some selected Partner events.
- Personalized PR/media advice and assistance.

All Regional Finalists receive:

- A mix of cash and in-kind services valued at \$20,000 at Regional level (regional finalists).
- Opportunity to win an additional award of cash and in-kind services valued at \$10,000 as the top Regional winner.
- Recognition at North Central Regional Awards gala in early October.
- Opportunity to showcase and present in San Francisco, CA at the Academy Awards of Cleantech in early November.
- A chance to win the national prize worth \$250,000 in investment and services.
- Press recognition regionally and nationally, including personalized company investor video.
- Priority access to speaking engagements and future Cleantech Open and selected Partner events.

For more information and details, visit: www.cleantechopen.org
or email North Central organizers at: nc_applicants@cleantechopen.com

**Join the CleanTech revolution. Don't miss out on this incredible opportunity to grow your business
-- and see your vision come to life.**

Register to be an applicant today. Deadline for applicant entry: May 24, 2011.

2010 Alumni Testimonials:

EarthClean Corp. -- RAISED \$1 MILLION IN JANUARY 2011: *"To be recognized by the Cleantech Open committee is a great honor... The Cleantech Open is a tremendous venue for us to build networking opportunities as well as raise awareness among the investment community."*

Silicon Solar Solutions -- RECEIVED \$250K NSF SBIR GRANT: *"We made our presentation in front of 2,000 investors, entrepreneurs, legal and business professionals, which landed the People's Choice Award. We opened a ton of opportunities and look forward to maximizing the value of these connections."*

Xolve, Inc. -- RAISED \$2 MILLION IN DECEMBER 2010: *"We are thrilled to have made it to the semifinals. This is a great validation of our technology and business model and comes at the time when we begin the funding and commercialization processes."*