

SIX STEPS to Startup Success in Guangdong

December 8, 2017

Rex Northen, Ci2



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1. Solve Big Problems
2. Be in the Right Place
3. Get the Right Help
4. Take Advantage of Unfair Advantages
5. Play the Long Game
6. Go Crazy

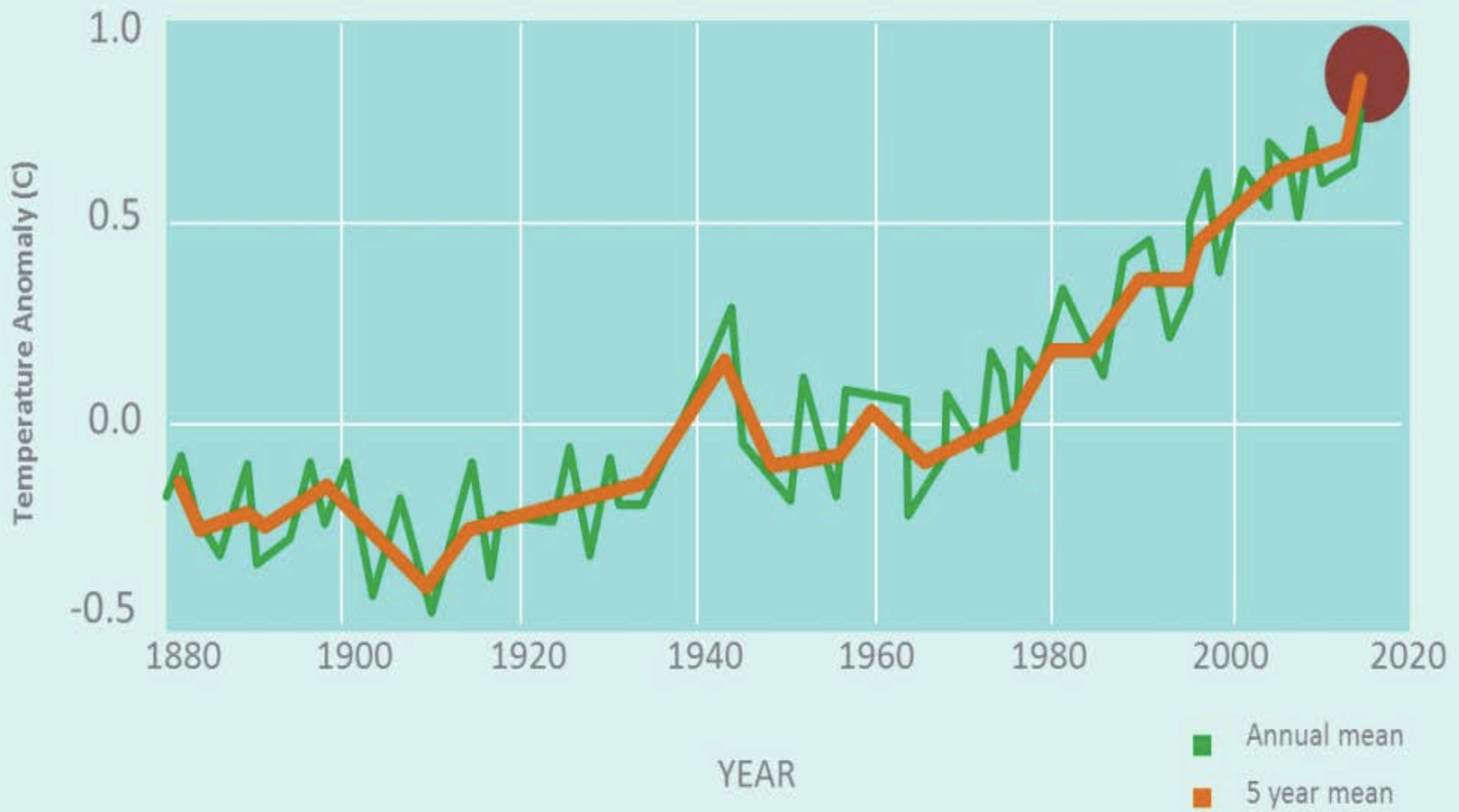


Solve Big Problems



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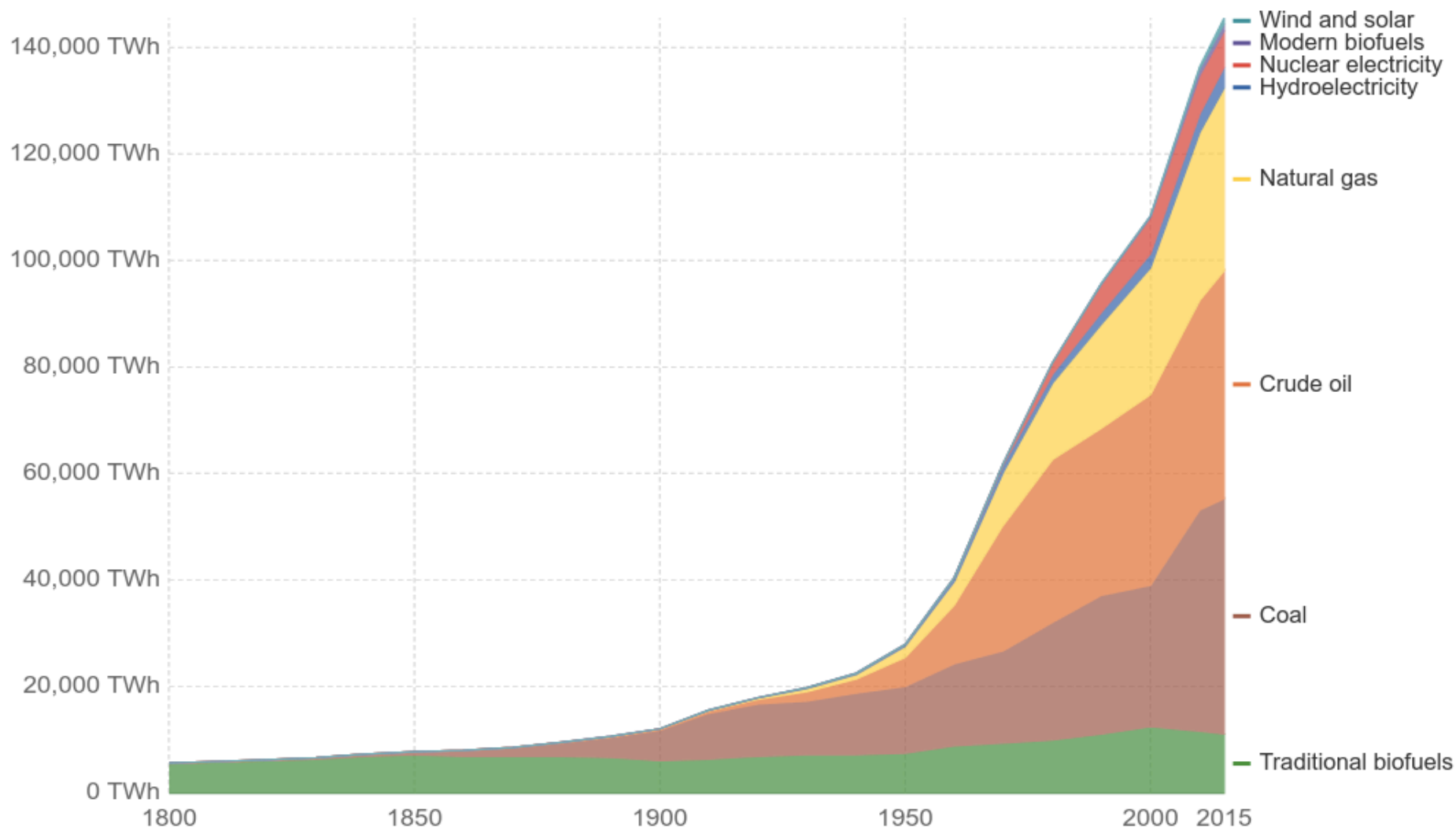
GLOBAL LAND-OCEAN TEMPERATURE INDEX



Global Land-Ocean Temperature Index/ Source:
NASA's Goddard Institute for Space Studies (GISS), NASA/GISS

Global primary energy consumption, 1800-2015

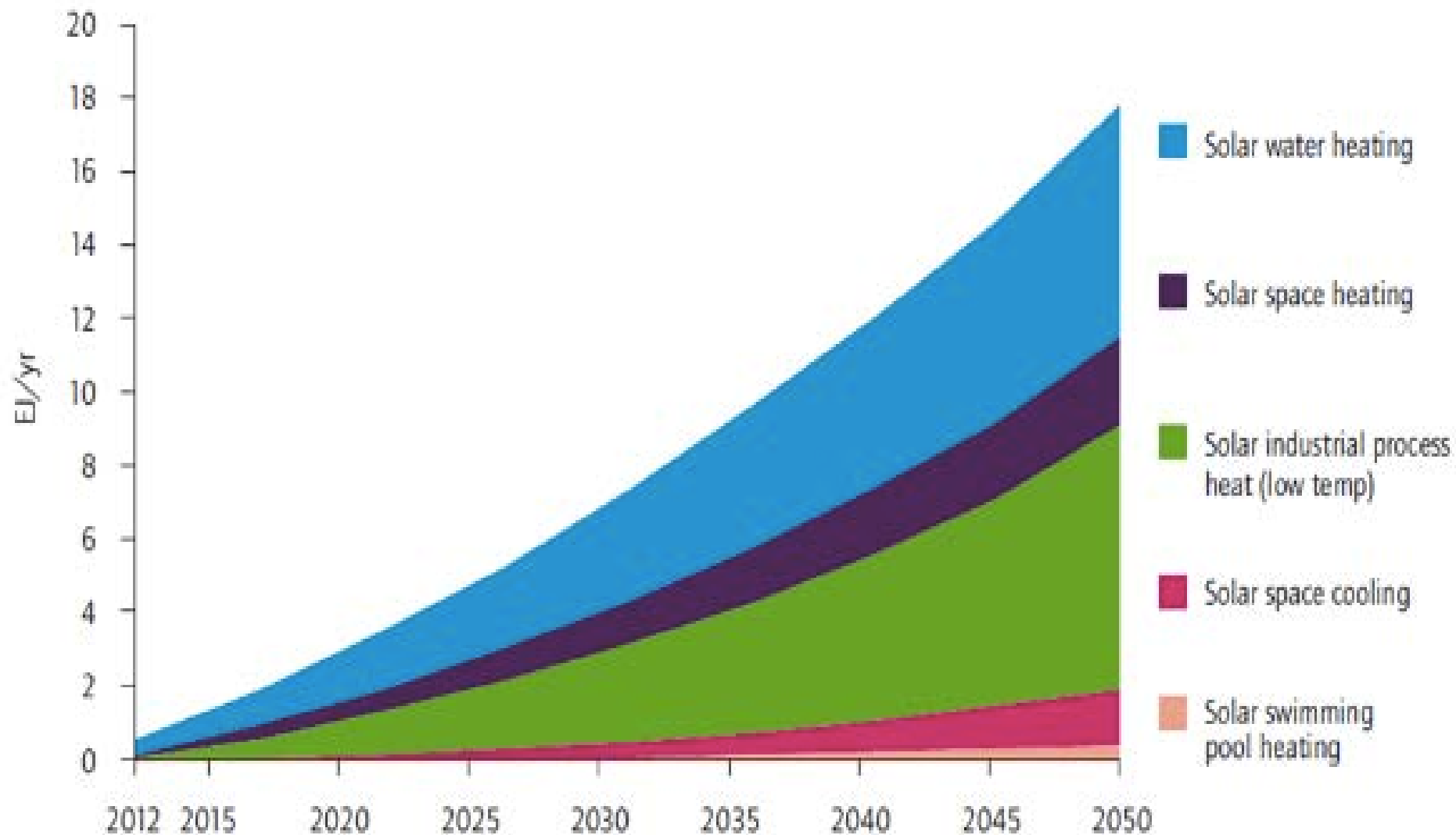
Global primary energy consumption by source, measured in terrawatt-hours (TWh).



Source: Vaclav Smil (2017), Energy Transitions: Global and National Perspectives

OurWorldInData.org/energy-production-and-changing-energy-sources/ • CC BY-SA

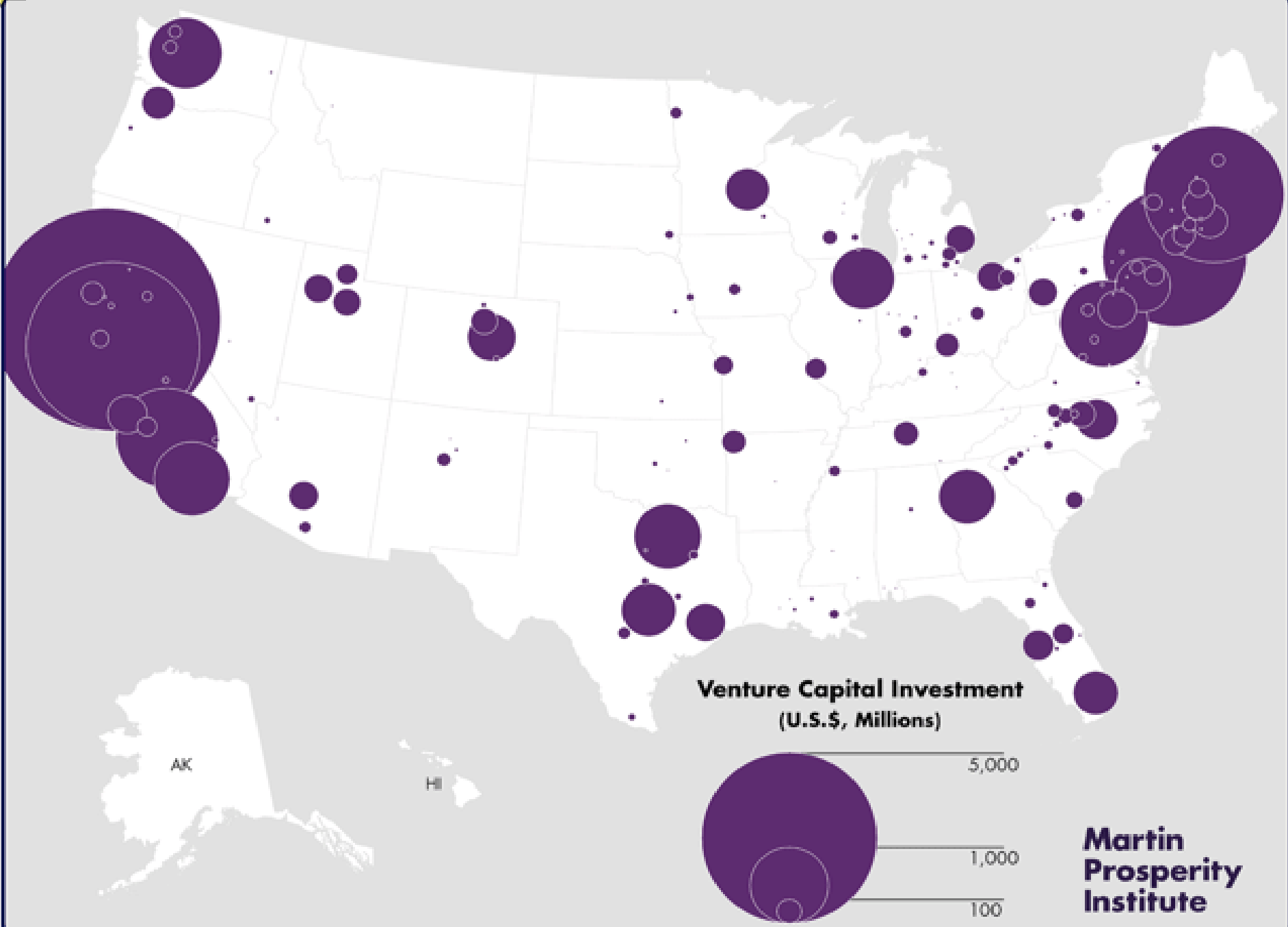
Figure 10: Roadmap vision for solar heating and cooling (Exajoule/yr)



Be in the Right Place

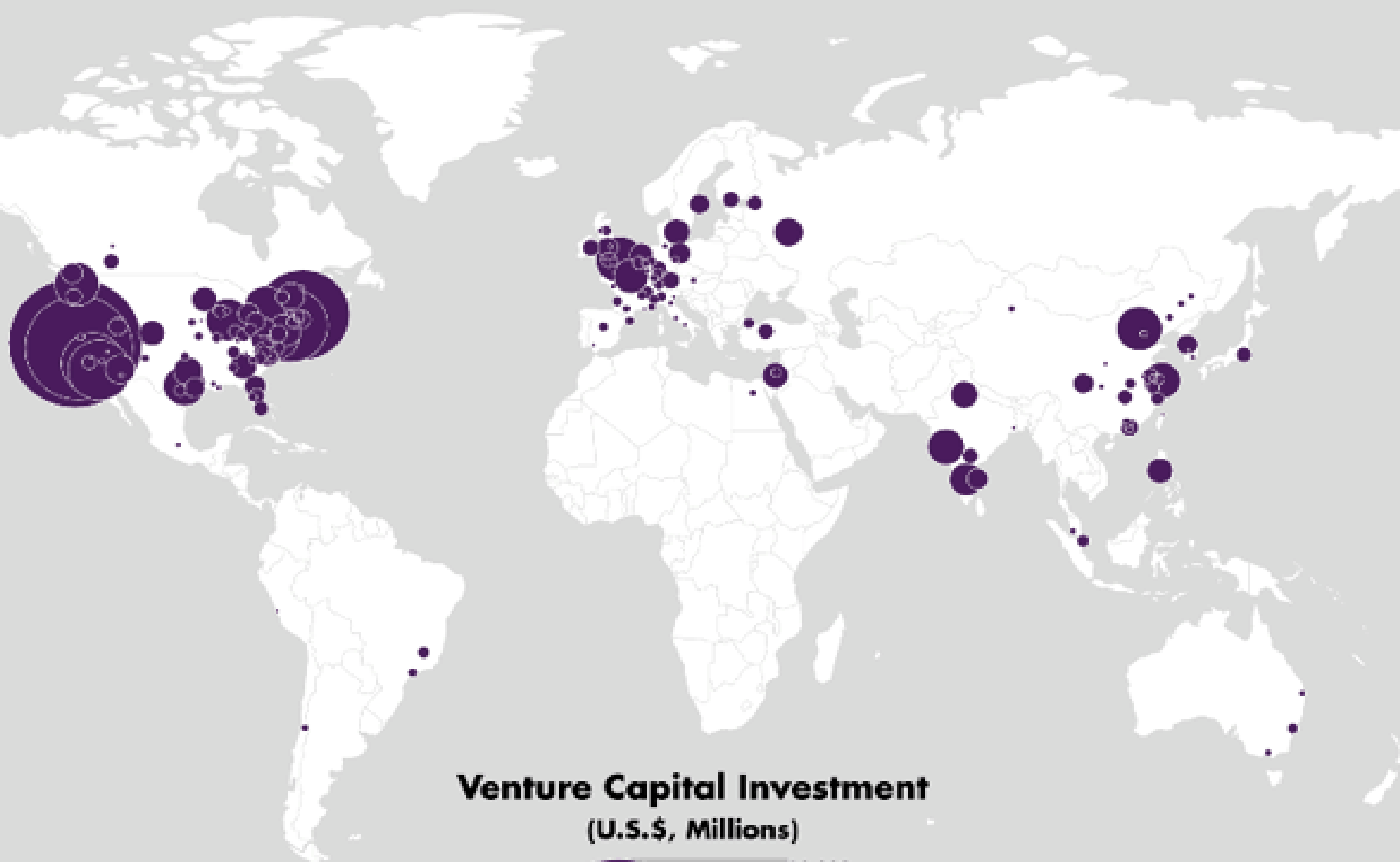


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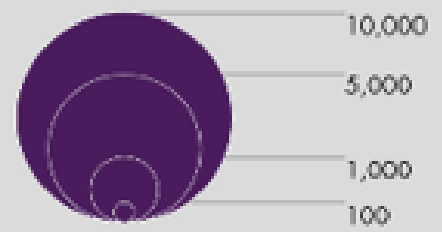


AK

HI



Venture Capital Investment
(U.S. \$, Millions)



**Martin
Prosperity
Institute**

Get the Right Help



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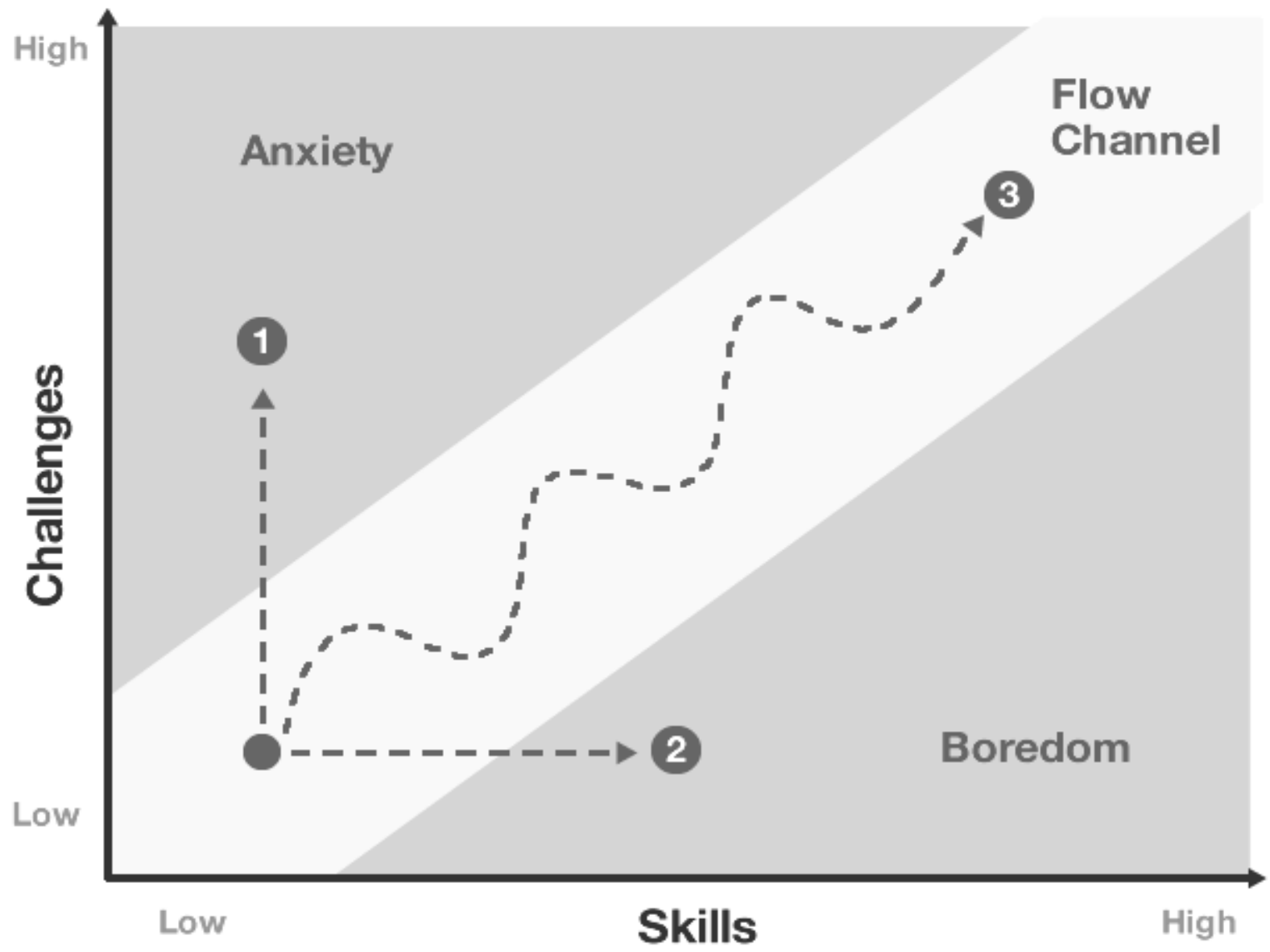
Why is Innovation Not the Whole Story?

Innovation represents risk.

And startups are brimming over with other r

- Technology risk
- Platform risk
- Market timing risk
- Market adoption risk
- Market size risk
- Business model risk
- Execution risk (Team risk)
- Capitalization struct risk
- Venture management risk
- Financial risk
- Legal risk





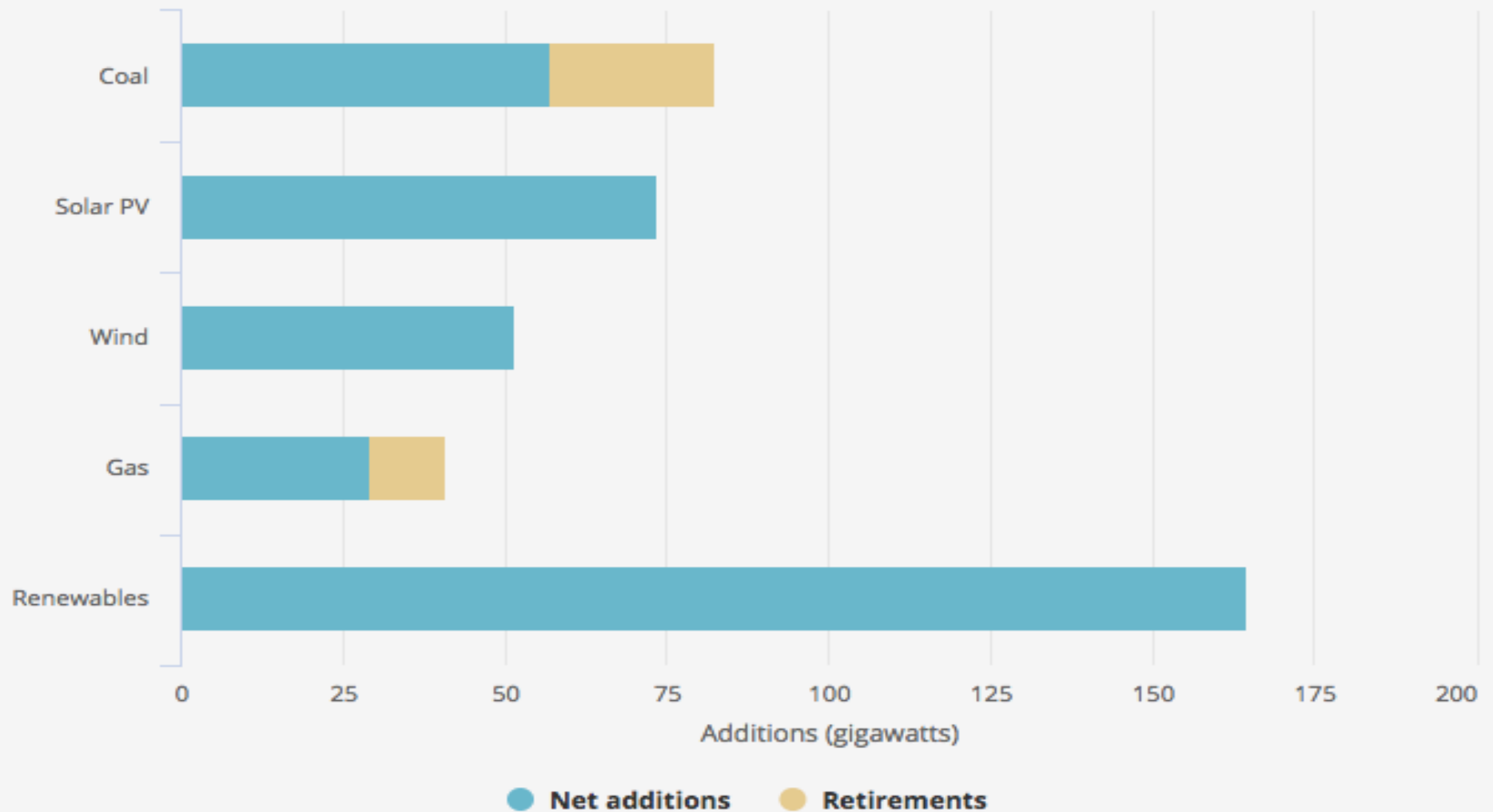
Mihaly Csikszentmihalyi

Take Advantage of Unfair Advantages

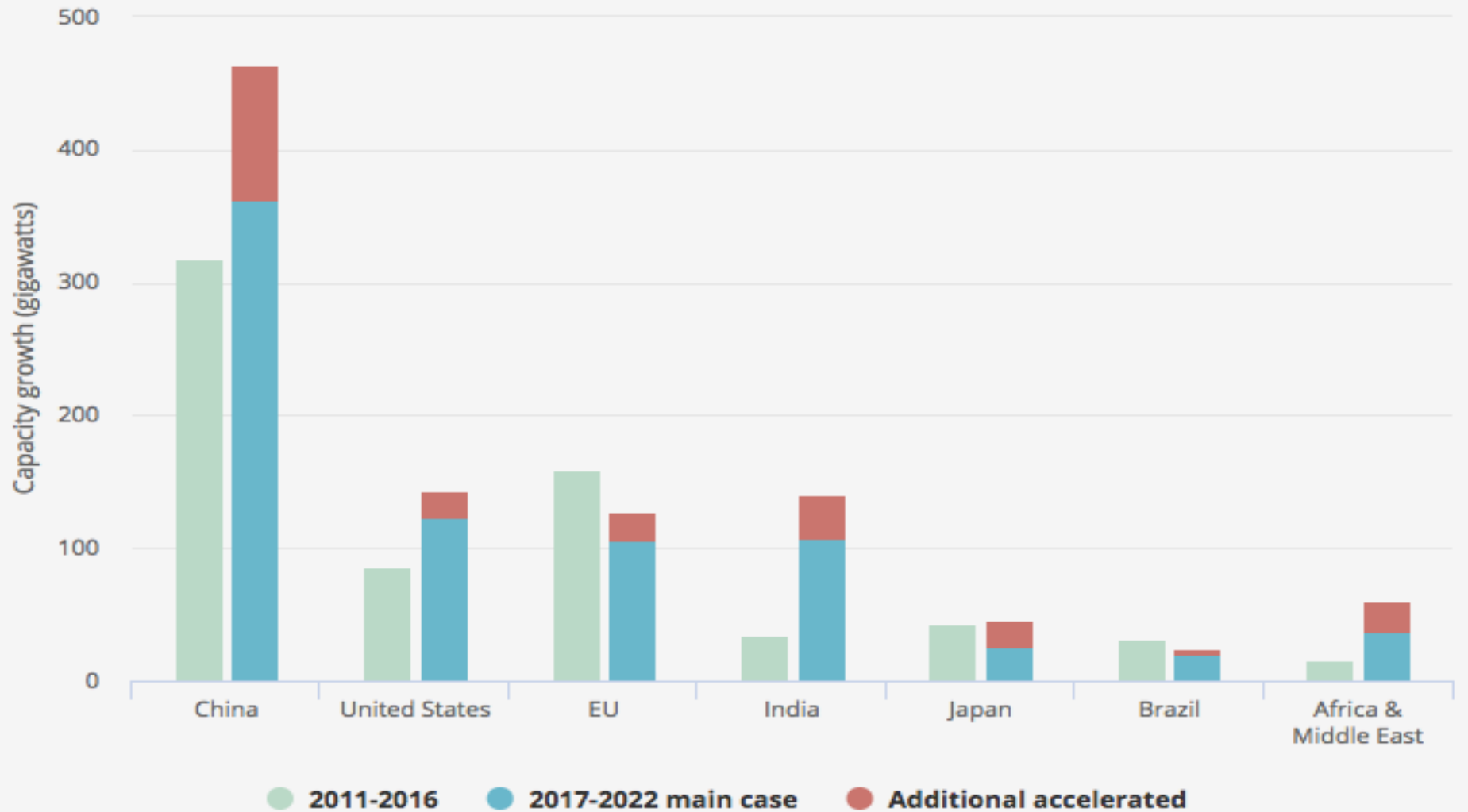


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Electricity capacity additions by fuel, 2016



Renewable capacity growth by country/region



Play the Long Game



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amazon

FedEx®

T E S L A

Go Crazy
(be ready to fail)



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60 days

After use, Free the Seed products break down and decompose into compost in less than six months.



120 days



180 days



Thank you

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rexnorthen@gmail.com



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