

NAW FRIDAY, May 31st, 2024

12:30 PM - Arrive at National Academy West (USC Hotel)

1:00 PM - Welcome to Cleantech Open Academy - Ken Hayes, Executive Director, Cleantech Open National

Relevant Links: [National Academy West microsite](#), [Cleantech Open Website](#), [CTO Handbook](#)

1:30 PM - Business Model Canvas - **Mel Bulu Taciroglu**, Senior Lecturer, Executive Director, UCLA I-Corps

Relevant Links: [Mel's Deck](#)

2:10 PM - Networking & Break

2:30 PM - Customer Discovery - **Mel Bulu Taciroglu**, Senior Lecturer, Executive Director, UCLA I-Corps

Relevant Links: [Mel's Deck](#)

4:10 PM - Opening Keynote Speaker - **Brad Haydel**, Associate Director, Office of Sustainability, USC

Relevant Links: <https://sustainability.usc.edu/> / [Brad's Deck](#) / [Video 1](#) / [Video 2](#)

4:50 PM - Day 1 Recap - Ken Hayes, Executive Director, Cleantech Open National

Relevant Links: None

5:30 PM - Networking Reception Begins in Galleria

Saturday, June 1st, 2024

7:30 AM - Networking & Morning Refreshments Available

9:30 AM - Opening Welcome - Ken Hayes, Executive Director, Cleantech Open National

9:35 AM - How to Dominate Your Markets - Michael Eckhardt, Director, Chasm Institute

Relevant Links:

[INSTRUCTIONS + TIPS](#)

[Target Market Placement TEMPLATE](#) (Download the File to Powerpoint to Edit)

[Michael's Deck - EDITED With Notes Version](#) (Annotated then Clean Version in One)

11:50 AM - Networking Lunch

12:50 PM - Elevator Pitch in 4 Floors - **Tom White**, Chief Revenue Officer, NGIN, Ken to intro

Relevant Links: thestorytellersinstitute.com, <https://www.instagram.com/tomwhite3/>,
<https://www.linkedin.com/in/thomashwhite/>

2:45 PM: Sustainability & Impact - **Marsha Willard** on Sustainability

Relevant Links:

[https://www.presidio.edu/wp-content/uploads/2017/10/Business-Sustainability-Booster PGS FI NAL.pdf](https://www.presidio.edu/wp-content/uploads/2017/10/Business-Sustainability-Booster_PGS_FI_NAL.pdf)

4:00 PM: Securing Funding for your Cleantech Startup:

Julie Pantiskas (Pasadena Angels/Open Sesame) Angel Investor + **Josh Amster**

(StartEngine) + **André Chabaneix** (Blue Bear Capital VC) -- Moderated by **Ken**

Crowdfunding - StartEngine - <https://www.startengine.com/>

Angels / Angel Groups - <https://www.pasadenaangels.com/>

Venture Capital - <https://bluebearcap.com/>

Debt - (eg. LACI Impact Debt Fund) <https://lincubator.org/debtfund/>

Sunday, June 2nd, 2024

7:30 AM - Networking & Morning Refreshments Available

8:45 AM - Day 3 Intro - Ken Hayes, Executive Director, Cleantech Open National

8:55 AM - Legal: How and Why to Engage an Attorney - **Kenji (Ken) Funahashi**, Partner at Wilson Sonsini

Relevant Links: <https://www.wsgr.com/en/>

9:40 AM - Break

9:55 AM - The CTO Experience / What Comes Next

Relevant Links: www.cleantechopen.org / [CTO Handbook](#) / [Signup for Weekly Digest](#) / [AddEvent Calendar Link](#)

10:05 AM - How to Work with Your Mentor

Relevant Links: Open your Dashboard, Find the Mentor Directory (See Sunday Slides for details)

Relevant Links: www.cleantechopen.org

10:30 AM - Alumni Advice Panel

Relevant Links:

[Clean Earth Rovers](#)

[Westwood Aerogel](#)

[Stasis Energy Group](#)

11:15 AM - Break & Stretch

Relevant Links: N/A

11:20 AM - Closing Keynote - **Michael Swords**, LACI

Relevant Links: <https://lincubator.org/> [Michael's Deck from NAW](#)

12:20 PM - Farewell

12:30 PM - Send-off Networking & Lunch

PARKING REFUNDS:

Process:

T2P refunds: Guest must email parkrsvp@usc.edu and CC these emails bchavez6@usc.edu, gbautist@usc.edu

- Email must contain valid reason, license plate number, and last 4 of CC
- Daily pass refunds: guests must provide you with the daily pass and the void receipt must be completed

*All refunds must have a valid reason and must be requested within the 30-minute parking grace period.

If you still haven't parked but are soon - Text "Figs" to 25023