

FALL 2026

EW MBA/MBA 212A.1 - Cleantech to Market (3 units)

Course Description

BerkeleyHaas
EVENING & WEEKEND MBA

CLASS DATES AND TIMES:

Wednesdays

2:00 - 5:00 PM PT

Aug 26 - Dec 9 (Holidays - Nov 11 & Nov 25)

Optional: Learn more about [The Strauch Cleantech to Market \(C2M\) program](#), the program, and how to apply at the following scheduled webinars:

- Thursday April 9, 11:30am-12:30pm PST (Virtual)
- Tuesday April 14, 12:00pm-1:00pm PST (In-Person @ Haas room C330)
- Thursday April 16, 11:30am-12:30pm PST (Virtual)
- Friday April 24, 12:00pm-1:00pm PST (Virtual)

ABOUT THE COURSE: [The Strauch Cleantech to Market \(C2M\) program](#) is UC Berkeley's premier climate tech accelerator and interdisciplinary graduate course that empowers students to explore and accelerate the commercialization of cutting-edge climate tech innovations, including renewable energy generation, energy storage, energy efficiency, clean combustion, green chemistry, rare earth element recovery, sustainable agriculture, and more. Since 2008, C2M has worked with 120+ technologies for which the associated startups have raised \$1.3 billion in funding and have created 1,200 jobs.

Through this experiential learning opportunity, graduate students collaborate with startups developing promising technologies (typically TRL 3-6). C2M faculty engage with 60+ ecosystem partners, including ARPA-E, The Department of Energy (DOE), the California Energy Commission (CEC), Breakthrough Energy, Cleantech Open, Activate and many others, to source startups for the fall cohort. In 2026, C2M received more than 70 startup applications.

C2M employs a rigorous three-stage selection process, involving faculty and a 25+ member selection committee composed of alumni and industry experts to identify up to 10 startup finalists. The final step in our selection process involves you, the students. Once enrolled in the course, you'll help select the final companies from the finalists based on your interests. [Visit our website to explore the 2026 startup finalists.](#)

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C2M offers a dynamic and rigorous experience where each interdisciplinary team of 4 to 6 graduate students will conduct comprehensive market research, interview 30-50 industry stakeholders, consult numerous sources, perform detailed techno-economic modeling, apply strategic frameworks to identify market opportunities, recommend go-to-market strategies, and provide actionable insights to help the climate tech startup they are paired up with commercialize their technology and advance their company.

The program culminates in two major presentations: (1) a comprehensive private report for the entrepreneurs, providing valuable insights to shape their strategy and (2) a public showcase at C2M's annual Climate Tech Summit, attended by over 380+ industry leaders.

Why Join C2M?

- **Real-World Impact:** Partner with startups to tackle urgent climate challenges.
- **Cross-Disciplinary Collaboration:** Work on diverse teams with Master and PhD students from 20+ programs including business, engineering, law, public policy, chemistry, physics, and more.
- **Industry Exposure:** Gain hands-on experience by engaging with professionals, mentors, and subject matter experts.
- **Career Acceleration:** Build relevant skills including market research, strategy development, techno-economic modeling, and technology commercialization.

How to enroll: Full-time and Evening & Weekend Haas MBA students bid into the C2M course during the normal bidding process. Other students fill out an online application and are selected based on their experience and the needs of each project. All students fill out the same application form so we can assign them to teams based on their project preferences and backgrounds. Students work on 4- to 6-person teams. The teams usually have two to four MBAs and two to three students from other disciplines. For example, a 5-person team might have three MBAs, a PhD in biochemistry, and a law or public policy student.

For more information, please visit our website: <https://haas.berkeley.edu/c2m/for-students/>

This course is dual-listed between the EW MBA and FT MBA Programs.

[SAMPLE SYLLABUS](#)

PREREQUISITES: No prerequisites.

REQUIRED READINGS: Given the dynamic nature of cleantech markets, C2M develops a custom reading list every year tailored to the projects in the course. Because most

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cleantech information is out of date by the time it is published, many of our readings are from the Internet.

ENROLLMENT DETAILS: To ensure that C2M's custom-built teams remain intact and can begin meaningful work on the first day of class, **C2M DOES NOT ALLOW ADD/DROP**. This is consistent with other client-/team-based courses at Haas.

INSTRUCTORS: [Brian Steel](#), [Ana Torres](#), Bill Shelander, Alex Luce

E-MAILS: bsteel@berkeley.edu, ana_torres@berkeley.edu, shelander@berkeley.edu, avluce@berkeley.edu

ABOUT: *Brian Steel* is the Director of the Cleantech to Market program to which he brings more than 35 years of business innovation and leadership experience. He is frequently recognized in the Haas "Club of 6" for teaching excellence. He is a member of the Energy Investment Committee of the Commonwealth Energy Fund. From their inception, Brian was a member of the External Advisory Board of the Innovation Incubator (a Wells Fargo/NREL joint venture) and a Senior Advisor to Renewable Energy Trust. In addition, he has served as an advisor to the Department of Energy, working on both renewable energy financing and solar initiatives. Before joining the UC Berkeley faculty, Brian was Vice President of Corporate Strategy & Development for PG&E Corporation Corporation, where he led the energy industry's first tax-equity solar project financing by an investor-owned utility, investing \$400 million in nearly \$1 billion of photovoltaic assets from 2010-2011.

Brian's prior roles include Chairman, International, Pandora Media – the world's leading Internet radio company; President, International, Overture Services – building a billion-dollar division of Yahoo! with operations in 20 countries; President and CEO, Idealab Silicon Valley and Managing Director of Idealab; and President and COO, On Command. Previously, Brian was Senior Vice President and co-head of the Real Estate Merchant Banking Group at Shearson Lehman Brothers. He has served on the boards of more than 20 early-stage technology companies, several of which went public, and many of which had successful acquisition exits. His separate private investments include Back to the Roots (Haas-founded startup), Bay Area Panera restaurants, Birdies, LiveOps, Manresa Ventures (fintech VC), Powerset (sold to Microsoft), and Rockrose Capital (hedge fund managing partner). Brian holds a BA *magna cum laude* in Economics from Duke University, where he was an Angier B. Duke Scholar.

Ana Torres is the Associate Director of the Strauch Cleantech to Market program, part of the Energy Institute at Haas School of Business. C2M connects cutting-edge climate tech startups with teams of 4-6 UC Berkeley graduate students, empowering them to accelerate commercialization through in-depth analysis of market opportunities, strategies, and

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pathways to scale. Ana was recognized in the Haas “Club of 6” for teaching excellence in both of her initial years teaching with C2M. She previously served as Chief Innovation Officer of the Open Innovation Squad at UC Berkeley’s Garwood Center, guiding interdisciplinary student teams on corporate innovation projects.

Ana is an accomplished leader with extensive experience in corporate innovation. Throughout her career, she has been instrumental in helping Global Fortune 500 corporations from diverse industries develop new business strategies leveraging cutting-edge technologies. As Co-Founder of Xploration Partners, an innovation consulting firm, Ana has worked with startups and corporations across energy, agriculture, food, consumer goods, and other industries to bring innovative technology solutions to market. Over her career, she has worked with more than 1,000 startups and 100 corporates, facilitating over 200 partnerships. Notable clients include Nestle, P&G, BP, PepsiCo, Volkswagen, Mizuho, Mitsubishi, TOTO, JETRO, ENEOS, and many more.

During her time at RocketSpace, Ana guided corporations in innovation strategies, from establishing corporate venture capital arms for companies like JetBlue and De Beers to launching and managing accelerators. She also led corporations on startup scouting, investment, and acquisitions initiatives to drive strategic growth. During her tenure at Rabobank, Ana became one of the founding members of Rabobank’s innovation team where she played a pivotal role in launching Foodbytes and TERRA. Foodbytes is a startup pitch competition and networking platform connecting top food & agriculture startups, corporates, and investors. TERRA is a renowned food & agriculture accelerator.

Ana holds a Bachelor's degree in Economics from the University of California, Berkeley, and an MBA from the Haas School of Business.

Bill Shelander joined the C2M faculty in 2016 after serving as an advisor and mentor to the program since 2010. Bill brings hands-on proficiency at the earliest stages of emerging technologies and venture funding. He is also teaching the Environmental Entrepreneurship and Innovation program at Stanford University’s School of Civil and Environmental Engineering.

Bill was a commercialization expert for Berkeley Lab (2010-2015), working with researchers in fundamental energy science to utilize discoveries in new business activities. He helped create and obtain external funding for dozens of startups involving diverse technologies (from industrial-scale microbiology and DNA diagnostics to thin film oxides and high-performance supercomputers).

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Previously, Bill served on a White House Office of Science & Technology Policy panel to improve technology transfer of basic research. Between 1986 and 2007, he was a managing director of venture capital funds from the U.S., Japan, Taiwan and China. He has served on the boards of several NASDAQ-listed companies. Bill is an active entrepreneur who has co-founded several successful “hard” technology companies, including Mango Materials, whose process converts methane into polyhydroxyalkanoate (PHA) a multi-application biodegradable polymer, which is recognized as one of the “Global Cleantech 100” for 2021, and Anven Biosciences, which has created a fundamentally new approach to rapidly developing novel and more effective therapeutics involving the creation of highly specific bio-functional molecules. Bill holds an MBA from Stanford University, an MS Engineering from West Virginia College of Graduate Studies, and a BS Systems Engineering from the Georgia Institute of Technology.

Alex Luce joined the C2M faculty in 2024, and brings extensive experience launching and investing in bold entrepreneurial ventures enabled by revolutionary science. Alex is a General Partner at Creative Ventures, an early-stage venture capital firm where he leads the firm's climate focus area.

His work and investments have covered a range of "deep technology" categories across the energy transition, advanced materials, health tech, semiconductors, robotics, and advanced computing.

Previously, Alex led CalCharge, the energy storage subsidiary of the California Clean Energy Fund. He was also a co-founder of SuperCharge US, a nationwide battery manufacturing consortium, and a solar energy startup. He also spent time with Prelude Ventures and ARPA-E. He currently serves on the Strategic Leadership Council for the Lab Embedded Entrepreneur Program at Los Alamos National Lab.

Alex holds a Ph.D. and M.S. in Material Science and Engineering from University of California, Berkeley and was a recipient of the National Science Foundation Graduate Fellowship.

PRIVACY AND RECORDING NOTICE