

Other People's Money: The New Funding Landscape

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My Context

- 20 personal investments over 12 years
- First cleantech investment: 11/11/1999
- Currently 5 cleantech, 2 others
- Roles at ATI/CEI, RCIC/ETF, EUC/AE

Cleantech Startups and Angels

- Often need more capital and time to get to revenue than tech angels understand
- Often have highly dilutive funding needs and/or project finance funding
- Need a global sales model from day #1

Social Equity Success Story

- Highly technical platform technology with multiple \$B markets
- Super team, multiple PhDs
- Parent company has worked in area since 1998
- ~\$4MM from government sources: SBIRs (8 Stage I, 3 Stage II), NIST ATP, DHS, NIH, ARRA
- ETF (\$750K)
- Initial market: few BigCos, huge cost advantage

Roles for Social Equity

- Different sources for different stages
- No such thing as “free money”
- SBIRs - Early - “Science fair project”
- Agency-specific programs – Need to tune your intelligence gathering
- ETF – *painfully* slow
- ARRA / Stimulus – product is done