

# **Big & Small Ideas: How to Lower Costs of Project Finance to achieve SunShot's 2020 vision?**

**June 14, 2012**

**Denver, Colorado**

**SUNSHOT GRAND CHALLENGE**  
Summit and Technology Forum





**aka: Solar Finance Idol**

# Dr. David Danielson

- **David Danielson, Assistant Secretary for Energy Efficiency and Renewable Energy, DOE**
- **Former Program Director at Energy's Advanced Research Projects Agency-Energy (ARPA-E)**
- **Venture Partner at General Catalyst Partners**
- **Author of more than 20 scientific articles in the field of advanced materials**
- **Ph.D. MIT; MS UC Berkeley**

# David Graham

- Partner at GreenStart;
- Former Managing Partner at ArizonaBay Technology Ventures
- Co-founded consumer Internet startup OpenAuto
- Boards of CloudSponge, TrustMe, and UberGateway
- BA, UCLA; MBA from UC Berkeley/Columbia

# Nat Kramer

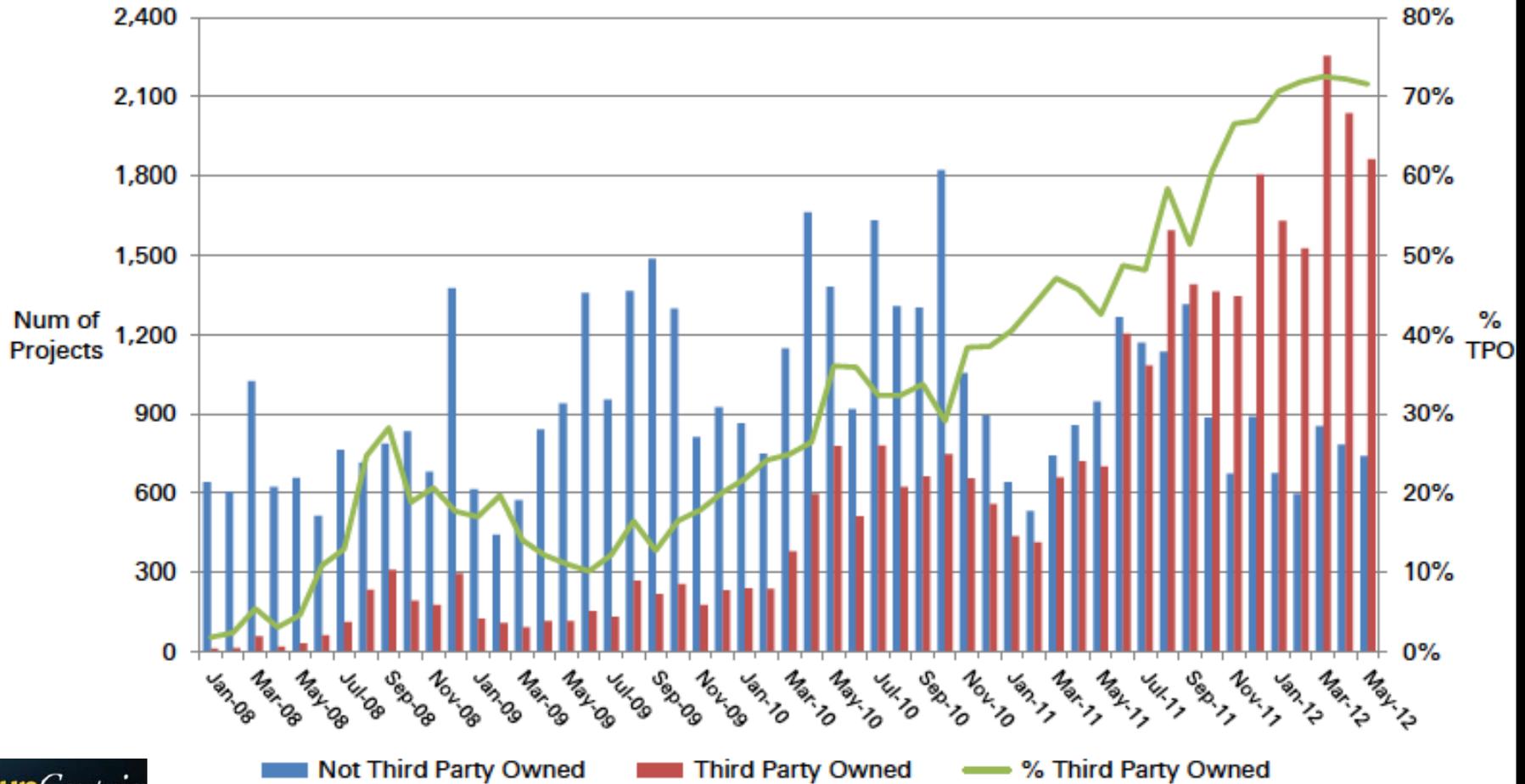
- CEO of Clean Power Finance
- Co-Founded and former President – SunRun
- Created the Chicago Climate Exchange for Pioneer Futures (MF Global)
- Officer in the US Navy (Reserves),
- Afghanistan war veteran - awarded the Bronze Star Medal
- BS Northwestern; MBA Rice

# David Arfin

- CEO, First Energy Finance, LLC; DOE Consultant
- Former VP Strategy, SolarCity
- Created of SolarLease
  - named by *Scientific America* as first of “twenty world-changing ideas.”
- Inventor, *US Patent #7904382, Methods for Financing Renewable Energy Systems*
- BA UCLA; MPPA Claremont; MBA Stanford

**LET'S INNOVATE!**

# Example of Financing Innovation - SolarLease



SunCentric

# Objectives – Accelerate Financing Innovation

- We all know the problem – need sustainable, low cost capital for broader group of investors as incentives decline
- Solutions will be from many directions and disciplines
- We don't want just another finance panel of bankers and developers
- Increase ideation and cross-pollination of ideas

# Methodology

- Solicit ideas “big and small”
- Received dozens of ideas in 3 weeks
- Selected a subset of ideas
- Invited 27 people to share ideas; 17 here today
- Invite judges and audience feedback

# Rules for the Day

- Pitches -- 3-Minutes MAX
  - Problem, Idea, Solution and Impact
  - Not a VC pitch where you need “skin in the game” or can demonstrate traction.
- Audience – “Like” Cards – use it 5 times
- Judges – rapid feedback
- Wrap Up - Judges Discussion

# Criteria

- Scope of Problem
- Importance of Problem
- Applicable Solution
- Degree of Difficulty

\*\*\*\*\*

- Will it bring more capital in? Will it be cheaper?
- Will it move the needle?

# TIMING

- Pitches – 1:15-3:05'ish
- Judges wrap – 3:10 – 3:25
- Final Comments 3:25
  
- Advance Apologies – we won't go deep today; we will proliferate ideas, build connections and accelerated innovation.