

*sparkcleanenergy

2014 CORPORATE SPONSORSHIP PACKAGE



Spark Clean Energy understands the strengths and weaknesses of the national student energy innovation community and is building programs that will help startups and entrepreneurs find success in the energy space. I only wish Spark had existed in the early days of SiNode Systems.”

- Samir Mayekar, CEO of SiNode Systems

2013 Winner of the Department of Energy's National Clean Energy Business Plan Competition,
Grand Prize Winner of the 2013 Rice Business Plan Competition,
Recipient of a 2013 Department of Energy SBIR Award

An initiative of **energyfolks**



Dear Potential Sponsor,

While the global energy landscape continues to transform, so do the interests and passions of America's undergraduate and graduate students. Though there remains a strong commitment among many students and universities to cross-disciplinary energy innovation, the national student dialogue has weakened, both as a result of the stagnant political climate and the diversion of student talent toward other industries. *Spark Clean Energy* aims to reignite the student energy movement and foster innovation in student communities nationwide by democratizing and connecting the talent and practices of the best young minds in energy.

When we set out to create *Spark Clean Energy*, it was a common passion for the future of energy, and for the energy industry itself— large and small, public and private— that brought together our executive and advisory teams. Despite our diverse professional expertise and academic foci, we are united by a common interest in cultivating the next generation of energy leaders.

It has been a decade since the student energy movement began in the early 2000s. Activity reached a critical point between 2007-2009, when student engagement, especially on the West Coast, led to the formation of organizations such as Energy Crossroads, Americans for Energy Leadership, and EnergyFolks. That era ended with the abrupt collapse of cap and trade, and the end of focused federal legislative attention to the issue of low-carbon energy. The next generation of student energy innovation has begun a resurgence, with organizations such as the *National Clean Energy Business Plan Competitions* focusing student engaged to the margins, where highly skilled students engage in tech transfer and commercialization. Despite the many successes of these entrepreneurship programs, there remains a significant lack of attention to engaging students from across disciplines and experiences in the energy conversation.

With the help of a dynamic group of early-career professionals, and with the guidance of partner organizations including universities, clean tech accelerators, and national student organizations, Spark Clean Energy seeks to meet the needs of student innovators, while at the same time directing their talents toward meaningful careers in energy. Unique in its goals, national reach, and emphasis on holistic and multi-disciplinary problem solving, *Spark Clean Energy* is in an unparalleled position to redefine and strengthen the student energy community.

We hope you share our interest in bridging the gaps between current and future leaders working at the intersection of energy innovation, entrepreneurship, and policy, and in identifying new ways to empower students and young professionals to engage in the energy conversation.

We look forward to working with you and your organization to achieve these goals.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Silberg', with a long, sweeping underline that extends to the right.

Mark Silberg
Founder & Executive Director



ABOUT US

Spark Clean Energy was founded in January 2014 to reignite a national student dialogue around clean energy innovation. The program directors and advisors have diverse backgrounds, including the Department of Energy Office of Public Engagement, the National Clean Energy Business Plan Competition (as both participants and administration), tech incubators, startups, financiers, and policy thinkers. Spark Clean Energy is designed to address the needs of the energy innovation community, connect geographically and otherwise disparate organizations and individuals, and create an inclusive gateway to direct student talent toward careers in clean energy. Our mission is threefold:



Increase innovation leadership among students and young entrepreneurs by encouraging them to seek innovative solutions to energy challenges and become talented energy leaders.



Accelerate collaboration by catalyzing efficiency, dialogue, and communication between students, universities, incubators, the National Clean Energy Business Plan Competitions, energy businesses, NGOs, and policymakers.



Cultivate best practices to enhance university, collegiate, and private-sector support of energy entrepreneurship and education by creating common best practices to increase funding, course availability, mentorship programs, and multidisciplinary student energy clubs.



Not too long ago, I was a university student who recognized my passion for renewable energy sources, but did not understand how to translate this into a career. Spark provides that outlet and direction for young people who are driven and need some guidance and exposure along the way.

Leslie Labruto

Associate on the Energy and Technology team, Summit Partners



Executive Team



Mark Silberg
Executive Director

- Researcher at Northwestern University in energy economics and innovation
- Founder of Northwestern's Energy and Sustainability Consortium and \$50,000 Sustainability Fund**
- Former work at Clean Energy Trust, Center for Environmental Initiatives, and The Sustainability Exchange**
- B.A. In Philosophy, Environmental Policy, Energy & Sustainability from Northwestern



Sarah Jane Maxted
Chief Technical Officer

- Research Manager at Harvard's Institute for Strategy and Competitiveness
- Former consultant for Deloitte Energy & Resources practice**
- Developed and ran the Department of Energy National Clean Energy Business Plan Competition**
- B.A. In Energy Policy and Cultural Anthropology from Duke



Butch Frey
Chief Operating Officer

- Career political and student organizer
- Former assistant to the Small Business Administration and **Department of Energy's Office of Public Engagement**
- B.A. In Political Science from Miami University of Ohio



PROGRAMS

"If you're a company or venture capitalist looking for the next-generation of energy innovators primed to change the world, Spark is the place to start. Not only do they convene the right network of people, they convene them around top-tier energy challenges to actually solve problems that matter to all of us."

Matthew Stepp, Executive Director at Center for Clean Energy Innovation

Spark Clean Energy is committed to building a robust set of programs that meet the needs of the national energy innovation ecosystem, directing talent to existing incubation and entrepreneurship programs, and empowering students to engage with, act on, and build careers in clean energy.

Our programs consolidate and expand upon existing funding and resources to support students and young entrepreneurs engaged in energy innovation.

We seek to increase participation and effectiveness of energy innovation programs through a transparent marketplace of ideas, individuals, and best practices. By facilitating dialogue among and between industries and ecosystems, we accelerate research, development, and commercialization of disruptive ideas.

We are building a community around thought leadership in energy, drawing on the talents of forward-thinking students, researchers, and entrepreneurs.



Spark Energy Innovation Fellowship

This one year fellowship brings 30-40 of the most innovative young energy leaders from across the country to advance energy innovation, gain mentorship, and form the influential alumni network in energy. This group will help identify a national vision for the future of student energy innovation. The fellows will take part in two national summits in partnership with existing programming such as the BERC Symposium and the MIT Energy Conference. This group of leaders will be responsible for crafting a student energy innovation “road map”, identifying best practices and opportunities to advance the student energy community. A select set of these leaders will participate in the [Energy Thought Summit](#) in Chicago, IL., in Summer 2015.



The Spark “Ecosystem”

In partnership with EnergyFolks, Spark Clean Energy’s online community acts as an umbrella network– a group of existing energy clubs, as well as new Spark users, who will have access to a suite of free online events, mentorship engagements, networking opportunities, job postings, as well as Q&A sessions with entrepreneurs, industry leaders, and venture capitalists. We are working closely with advisors, industry experts, and organizations such as [Dayaway Careers](#), to expand the reach of these resources and make them more available to students and young professionals. Through a concerted outreach effort to students, universities, environmental organizations, and other stakeholders, Spark will assemble a diverse and expansive online community. Partner organizations and sponsors will have a direct line to this online community– we all know how difficult it is to organize and communicate with students. The Spark web platform will be home to the most engaged, active, and passionate human capital in the energy space.



Innovation Competitions

Spark will engage industry, governmental, and non-governmental partners to develop a series of innovation competitions that address energy problems in need of technological, scientific, economic, regulatory, or political innovation. Solutions to these challenges can come from a regional, national, or global perspective, and participation is open to any Spark student community user. Challenges are broad enough to allow for multi-disciplinary approaches, and are evaluated with respect to their creativity, feasibility, cost-effectiveness, and other factors relevant to the energy economy. Each challenge winner will receive a cash prize, a position on the Spark Clean Energy Advisory Board, and a trip to a Spark Clean Energy Summit.



National Clean Energy Proof of Concept Fund

Spark will accept applications for small proof-of-concept grants for student startups. These grants will help facilitate a relationship between entrepreneurs and best-in-class incubation services. Spark will act as a match-maker, connecting student ventures with incubation services that meet the particular needs of each startup. This program provides an alternative funding model to the [NCEBPC](#) earlier in the development process of technologies. The program encourages specialization and competition among incubators in order to provide the most impactful services to each startup.



SPONSORSHIP BENEFITS



Partnership Flexibility

Spark Clean Energy views our sponsors as partners and aims to provide the best working relationship possible. Flexible terms include: specific allocation of donations, presentation opportunities at our events and programs, as well as a choice of multiple benefits to fit the particular need of your organization.



Participation in Events

Sponsors have access to a centralized audience of enthusiastic and talented students, industry colleagues, and Spark partner organizations, all of whom work together to engage students in energy innovation. Sponsors are invited to participate in our bi-coastal student energy summits, as well as future events, including the Energy Thought Summit @ Chicago in Summer 2015.



Access to Students and Entrepreneurs

The Spark Ecosystem is an online repository of resources, job postings, funding opportunities, and digital events, all of which bring together our audience to share in and learn about the business, economics, politics, and career opportunities in the energy space. Our sponsors will have regular opportunities to participate in these conversations, communicate with our student audience, and work with Spark to produce original programming online.



Exposure to New Technologies and Business Ideas

Our programs, including Innovation Competitions and our National Proof of Concept Fund, catalyze the development of new ideas and technologies. Our Sponsors hold a first-row seat to the creation of these ventures, giving your company unprecedented access to not only new innovations, but also the most engaged students in the space.



Recruiting Opportunities

All sponsor organizations are invited to participate in our online career panels and in person job fairs.



Tax Benefits

Spark Clean Energy is an initiative of EnergyFolks, Inc., a 501(c)3 nonprofit organization. All donations are tax deductible.



SPONSORSHIP OPPORTUNITIES

Sponsorship Level Sponsorship Benefits	Premier Sponsor \$5,000	Silver Sponsor \$15,000	Gold Sponsor \$20,000	Platinum Sponsor \$30,000
Online name and acknowledgement	✓	✓	✓	✓
Online logo placement with external link	✓	✓	✓	✓
Tickets to attend summits	1	2	3	4
Representative to participate in panel discussion at summit	✓	✓	✓	✓
Company profile/interview	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Email newsletter article (up to 500 words)	1	2	3	4
Highlighted job postings (online and newsletter)		✓	✓	✓
Host Q&A of Jobs Panel webinar		✓	✓	✓
Sponsored guest blog		✓	✓	✓
Online ads/banner			1	2
Naming rights to proof of concept grant(s)				✓



ADVISORY BOARD



The Spark Clean Energy Advisory Board is a critical part of the Spark initiative and consists of a broad and diverse group of energy and sustainability professionals, students, entrepreneurs, and leaders across the country. The Advisory Board functions to provide ongoing strategic thought to the Solver program, which consists of online and in-person resources that function to catalyze energy and sustainability solutions in a number of areas, including technology, policy, and economics. The Advisory Board plays a key role in providing the national clean energy student network with programming and tools that best create opportunities for successful careers and disruptive innovation.

Adam Adkinson-Lewis

MBA, Director of International Business Development, Natel Energy

Brentan Alexander

PhD, co-founder of EnergyFolks

Kristen Brown

PhD candidate in Chemistry, director of NU Science Policy and Action Network

Jessie Cai

Private equity associate at Summit Partners

Chetna Khosla Chianese

Coordinator of Sustainability Research Initiatives at Syracuse University

Amit Desai

PhD, co-founder of EnergyFolks

Alex Dale

Executive Director, Engineers for a Sustainable World

Alex Drake

Energy and clean technology government advisor at Wilson Sonsini Goodrich & Rosati

Sam Eckland

J.D. Candidate at Georgetown University Law Center

Daniel Garcia

Co-founder of Saturnis, LLC

Anurag Garg

CEO at Bearing Analytics Inc.

Mike Gianetto

PhD student at Yale University's Environmental Biotechnology Lab

Mike Gidding

BS in Chemical Engineering; a Master of Engineering in Energy, Environmental, and Chemical Engineering; and MBA, founder of two cleantech startups

Paige Humecki

Sustainability consultant at Goby, LLC, previously Wabashco, LLC

Adam James

Founder and CEO of the Clean Energy Leadership Institute (CELI)

Drew Johnston

Austin Energy & Central Texas Fuel Independence Project

Leslie Labruto

Energy and Technology Associate at Summit Partners

Winston Lazar

Founder of Solver Networks and former program director at Clean Energy Trust

Dylan Lewis

Energy efficiency specialist at Opower

Sam Malin

Associate engineer at Invenergy, LLC

Samir Mayekar

CEO of SiNode Systems

Nishit Mehta

Strategy consultant in the Emerging Technologies team at Exelon Corp.

Lara Pierpoint

Energy Advisor for the US Government

Mustafa Safdar

Investment banking analyst at Citi's Global Power group

Dave Snyder

PhD student in Material Science at Northwestern University

Matthew Stepp

Executive Director at Center for Clean Energy Innovation; Senior Policy Analyst at the Information Technology and Innovation Foundation (ITIF)

Anthony Suen

Co-founder of EnergyFolks

Alex Trembath

Policy analyst at The Breakthrough Institute

“Now is the best time for disruptive innovation to take root and prosper in digital, energy, and communications. This next generation of change agents can leverage more tools, skills and abilities to achieve societal and market transformation, but only if we invest in the human capital that drives innovation, not the other way around.”

Drew Johnston

2014 Austin Under 40 Award (Au40) in Clean Technology & Energy



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