

sarta CleanStart

PROGRESS REPORT 2013

Making a Global Impact



New Records Set In Region's Clean Tech

For the first time, revenues in the core clean tech

sector passed \$2.1 billion last year and employment passed 3,200 according to a recent SARTA survey. A year ago, the sector stood at \$1.5 billion in revenues and 2,200 jobs. This growth was all the more remarkable given the weakness in the overall regional economy. The region has been under performing on measures of its economy compared against 13

RANK	METRO AREA	LEADERSHIP SCORE
1	San Jose, CA	82.2
2	San Francisco, CA	81.4
3	Portland, OR	64.8
4	Sacramento, CA	59.4
5	Seattle, WA	56.5
6	Denver, CO	54.5
7	Los Angeles, CA	52.2
8	Washington, DC	50.4
9	Boston, MA	49.4
10	Austin, TX	48.6
11	San Diego, CA	44.7
12	Chicago, IL	43.9

competing regions followed by the Center for Strategic Economic Research, but in clean tech the region has been doing much better. According to the research firm **Clean Edge**, this region is at the top of all metro areas in the country in clean tech. The study says we are "one of only two metro areas to rank in the top ten in all four Metro Index categories (along with San Francisco)...The region ranks first among major metro areas in clean economy job concentration, has emerged as an early hub for EVs, and maintains an exceedingly efficient building stock, particularly those qualifying for Energy Star certification." The region ranked ahead of Los Angeles, San Diego, Boston and Austin, and behind only San Jose, San Francisco and Portland, OR. In 2005, the region was not even included in the top 50!

Regional Companies Having Nationwide Impact

A new achievement for the region is that several clean tech start-ups have broken through to making national and even international sales. Employment for these companies have increased along with revenues. Until now the region did not have the kind of home-grown anchors in the clean tech sector that would establish this area as a real hub. The companies with the biggest impacts are Synapsense, Paramount Solar, and RCS Technologies. Synapsense is making a splash with its Active Controls for reducing energy use in data centers. Paramount Solar is expanding its marketing of rooftop solar panels with a major enhancement in access to capital provided through a partnership with Clean Power Finance and the addition of 90 more employees. RCS Technology has sold over 500,000 of its smart thermostat controls worldwide. These rising stars are joining the cleantech stalwarts in the region: Siemens Mobility, Solar Power Inc., and inverter manufacturer SMA America.

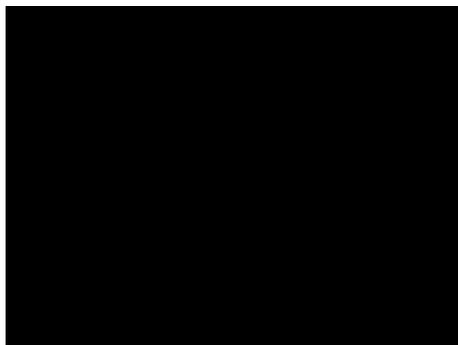
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This move from companies that have sold predominantly within the region of California, to a group of companies operating far from these borders is an important milestone in creating a clean tech hub.

"It's been fascinating to see, every single year, the progress that we've made in this region..." stated Congresswoman Doris Matsui.

2012 CleanStart Showcase Puts Spotlight on Regional Clean Tech Industry



2012 CleanStart Showcase

On October 22nd SARTA's sixth annual CleanStart Showcase hosted 100 exhibitors and 500 attendees, taking stock of how the industry is growing and where new opportunities are emerging.

Keynote Steve Westly, a noted clean tech investor, provided a lively perspective on where the opportunity in clean tech investing is now – specifically, LED lighting, energy efficiency software, and electric vehicles. In each, he made a compelling case that the economics are looking good and some

important breakthroughs are about to happen.

The Showcase also highlighted three of the successful clean tech companies in the region. **Clean World** is manufacturing its waste digester modular systems with several installed locally and a big pipeline of projects they are pursuing nationwide. **SunOptics** provided an update on its diffuser based skylight system that has become extremely popular – so much so that they have sent four container loads of them to China, something the Showcase crowd really liked to hear. **RCS Technology** has shipped over 500,000 of its smart HVAC control units, putting them in products branded GE, IBM, Motorola, Trane and more, such that anyone looking at a smart thermostat at Home Depot is likely to be looking at something with RCS inside. Recognizing this leadership position, the 2012 CleanStart Innovator of the Year distinction was awarded to Michael Kuhlmann, founder of **RCS Technology**.

In addition to the current successes, the Showcase also introduced seven new startups (aka "Fresh Faces") in the region; of these, **DAE Technologies** was chosen by the audience as "Best Fresh Face," due to its new and dramatically lower-cost hybrid battery/ultracapacitor technology. Rounding out this year's crop of Fresh Faces were energy efficiency companies, a biofuel company, a green roofing company, and clean tech app companies.

New opportunities were unveiled in funding for energy efficiency and renewable upgrades to buildings, the centerpiece of which was the Ygrene PACE program launched in 2012. And the launch of the carbon trading program at CARB will also be giving clean tech a push. Coupled with four panel discussions, 12 roundtable chats, 18 electric vehicles on display (including the first Tesla Model S in Sacramento) and 80 other exhibits, it was a very full day – and a great window on the clean tech successes and opportunities in the region.

[View Photos courtesy of Riverview Media Photography](#)

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POWER SURGE: "Rocky" to the RETC!

PowerSurge attendees got to ride in the lap of luxury

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in "Rocky", the Rockstar Limo Lounge, to the Renewable Energy Testing Center at McClellan Park. There participants toured some of the coolest renewable energy firms in our region including Sierra Energy, CHA Corporation, International Environmental Solutions, Pacific Renewable Fuels,

PEAT International and Paradigm Biosciences International. The event kicked off with test drives and learning about Zero Motorcycles, Glide Cruisers, Chevy Volt amongst others. The audience heard a stimulating talk by SMUD's Mike DeAngelis, got innovation updates from Dr. Raju Pandey, Innovator of the Year for 2011 and from Wil Agatstein of the UC Davis Child Family Institute for Innovation and Entrepreneurship.

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CleanStart At the Clean Tech Open

CleanStart is collaborating as a regional "feeder" to the largest and richest clean tech business plan competition, the **Clean Tech Open (CTO)**. Through this collaboration, CleanStart can help regional companies get a leg up as participants. The 2012 finals were held in San Jose, the culmination of the year long acceleration and competition. It kicked off with "Investor Connect" bringing 60 investors and 70 start-up companies face-to-face to pitch for funding. "Investor Connect exceeded all our expectations....more than half were new companies to us and a perfect fit for our mandate" stated Keith Gillard, General Partner with Pangea Ventures. The 21 finalists presented throughout the two day event while the Expo Hall gave companies the opportunity to demonstrate their technologies to attendees. After intense judging HEVT, a developer of high performance, low cost electric motors, won the \$250,000 prize. Don't miss out in 2013! Learn more about the **CTO** at any CleanStart event in 2013.

Statewide Exposure for Regional Clean Tech Companies

CleanStart provided a booth for local companies to show off their products at The **Green California Summit** convention and trade show in Sacramento in April. Over 500 potential buyers of green and clean products attended the two-day show. We will be there again on Thursday April 18th - Friday April 19th, 2013. If you are an early stage company and can't yet afford your own exhibit space, contact us at info@cleanstart.org.

***"SARTA's leadership in the community is a tremendous asset to emerging companies and the opportunity for economic growth in the Region!"
Paul Douglas, Siemens Industry, Inc.***

Three New Events Set for 2013

Based on feedback from clean tech CEO's in our region, CleanStart has added some new features. Companies say their favorite parts of CleanStart programs are "networking" and "seeing products showcased". In addition, companies want events closer to them so they can participate. We have changed our offerings to include three **PowerUP** networking and showcase events spread throughout the region. These events will be held **February 21st, West Sacramento** • April 25th, Folsom • June 26th, Nevada City Clean Tech companies will have opportunities to present their products and to make a short video for broad visibility on the web. Check in at CleanStart.org.

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Sacramento's Clean Tech Companies 2013

Sacramento's Clean Tech Companies 2013

Map

100 km
50 mi

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Industry CT Solar CT Efficiency CT Fuel Cells CT Environmental CT Storage CT Transportation CT Wind Others

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