Entrepreneur Coaching
Entrepreneur Coaching

JEANETTE JACKSON
Managing Director, Foresight Cleantech Accelerator Centre

RYAN MANNION
EVP Brand Strategy & Growth, Symmetri

TERRY CHUAH
Founder and Chief Career Strategist, TheCareerLifeCycle
ABOUT ME

* University Grad
* Light-Based Technologies
* Consumer Products
* Digital Health
* Investments
* Executive In Residence
* Boards & Consulting
OPPORTUNITIES FOR CANADIAN CLEANTECH

ECONOMIC OPPORTUNITY

Canada’s clean technology industry directly employs over 55,000 people in over 800 firms and generates $13.3 billion in revenues. The Canadian and global resource sector is looking for innovative solutions. Canada could create a $50 billion industry by 2022.

CANADA IS WELL POSITIONED

Canada ranked fourth in the world as a clean-technology innovator in 2017. A record-breaking 13 Canadian companies made the Global Cleantech 100 List for 2018.

COMMERCIALIZATION IS A CHALLENGE

Financing remains a challenge for clean-technology companies in Canada. As companies scale up operations, access to debt and proper financing will play an important role in their ability to grow and export.

Source: Analytica Advisors 2017 Canadian Clean Technology Industry Report
OPPORTUNITIES FOR AI, ROBOTICS AND ADVANCED MANUFACTURING

The global economic impact of AI to reach $7.1 trillion to $13.1 trillion by 2025 and industrial robotics to reach $99 billion in 2022.

Canada is doing a good job of creating new technologies, investing in research and producing top engineers.

Canada’s game changers need better access to capital, customers and top talent.
We accelerate Canadian transformative clean technology start ups from launch to commercialization through programming, networks and support.
CLEANTECH SECTORS

MINING

OIL & GAS

MANUFACTURING

WATER

TRANSPORTATION

ROBOTICS

ENERGY

FORESTRY

SMART BUILDINGS

WASTE MANAGEMENT

ADVANCED MATERIALS

INFRATECH
LAUNCH

Structured venture development program that helps early-stage entrepreneurs complete market and technology validation.

<table>
<thead>
<tr>
<th>Applications and Intake Assessment</th>
<th>Market Validation Training (VAP)</th>
<th>Quarterly Reviews and Reporting</th>
<th>Mentorship &amp; Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Executive In Residence Model</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEW VALIDATION

Structured training program to help early-stage entrepreneurs define critical steps to fast track technology validation through TRLs.

First Cohort Kicks Off February 6th, 2019
GROWTH

Dynamic program that helps companies identify and accelerate implementation of the best strategies for funding, talent, market penetration and operations to achieve high-growth results.

<table>
<thead>
<tr>
<th>Intake Assessment</th>
<th>EOS System Training</th>
<th>Project Funding</th>
<th>Cohort Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Top EiR Support (International &amp; Industry Specific)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**CHALLENGE**

Platform designed to find proven, proprietary solutions to real-world sustainability problems - removing barriers and fast-track adoption of cleantech solutions.

<table>
<thead>
<tr>
<th>Challenge Dialogue Problem Statement</th>
<th>Academic and Network Proposals</th>
<th>Panel Selection Process</th>
<th>Validation and Trial Phases</th>
<th>Full Scale Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top EiR Support (International &amp; Industry Specific)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CLEANTECH SECTOR PANELS

- CHAIR
- ACADEMIA
- ASSOCIATIONS
- INDUSTRY
- INVESTORS
- GOVERNMENT
TOPICS

- FUNDRAISING
- COMMERCIALIZATION
- BUILDING A SCALABLE START UP
BUILDING A SCALABLE START UP

1. TEAM
2. BIG MARKET
3. MARKET KNOWLEDGE
4. DISRUPTIVE VALUE PROPOSITION
5. EXECUTABLE PLAN
6. MAKE SMART DECISIONS, FASTER
CUSTOMER DISCOVERY

RIGHT CUSTOMERS (not any customers)

STRATEGIC PARTNERS

RISK = REWARDS
FUNDRAISING

PLAN
LEVERAGE
TIMING
TEAM & TECHNOLOGY
RIGHT PARTY CONTACTS
NO ASSUMPTIONS
FOLLOW THE PROCESS
QUESTIONS & DIALOGUE
Executive Coaching Session:
Creating brand believers

Ryan Mannion

CLEANTECH FORUM
SAN FRANCISCO
Your brand is the experience you create.
And it is defined by the interactions people have with it.
Positioning is your guide.

Positioning is how you want customers to think about your brand.

Advice: Solve a problem(s) that others can’t.
Why is this so important for you?

You need people to believe in your brand.
Creating belief

POSITIONING
Problem you solve that others can’t

PROOF
Why it’s believable

Investors
Customers
Introduction

marketing + technology for brands that make life better

me: uncover the problems that others can’t solve
Customers have different expectations for brands today.
They feel more loyal to brands that show a deep understanding of their priorities and preferences.
They believe that the best brands make their lives easier.
They don’t just compare brands with others in their category; they compare them with the best.
COMMON EXPERIENCES TODAY
We make the best product!
Or, we’re solving a category problem!

Solar Home Batteries
Energy Independence and Peace of Mind

Enjoy Peace of Mind with Green Backup Power
Power critical parts of your home during any outage to ensure that you won’t be left in the dark.

Introducing Energy Automation with ecoLinx
A revolutionary intelligent energy management and storage solution for the ultimate smart home!

Just imagine you had the chance to take your energy future into your own hands.
SOLVE A PROBLEM OTHERS CAN’T
+ SHOW PROOF
Powerley: clear on their positioning

Powerley offers the first and only smart home solution with true energy management. We have done this by partnering with the world’s leading utilities. In a way that others can’t.

Problem solved
Yes, they are clear on features

Key Platform Features

- Real-Time Energy Visualization
- Engagement Engine

Intelligent Energy Coach

Current solutions do not provide a consistently effective way to deliver energy savings in the home. The Energy Coach synthesizes behavior patterns, historical data, weather forecasts and more to provide personalized energy saving tips and insights to homeowners.

- Home Control & Automation
- Advanced Demand Response
Even more so: they are clear on the problems they solve

The Energy-Driven Smart Home

We’re building an entirely new smart home experience. Manage your home and your energy. Now, all of your smart devices can create a personalized experience enriched with energy insight.

HOME AUTOMATION & CONTROL

<table>
<thead>
<tr>
<th>Drive Energy Efficiency</th>
<th>Advance Demand Response</th>
<th>Elevate Customer Satisfaction</th>
<th>Create Connected Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save energy and money via real-time energy insights and coaching</td>
<td>Go beyond HVAC and engage consumers in peak load management</td>
<td>Engage customers in a new relationship energy and their home</td>
<td>Build new revenue streams via connected &quot;behind the meter&quot; services and solutions</td>
</tr>
</tbody>
</table>
And the experience is clear

Powerley shows how it works

They demonstrate possibilities

They highlight integrations

They show you what you’re buying
HOW YOU GET THERE
Getting to a market positioning

BRAND POSITIONING
Solving a problem in ways that others can’t
Critical to success

Talk to customers!

How they articulate value is often different than how you articulate value

(hint: it’s not about the technology – it’s about how the technology solves their problem.)
## Getting to the experience

<table>
<thead>
<tr>
<th>STATED PROBLEM:</th>
<th>PROBLEM IDENTIFICATION</th>
<th>INVESTIGATION</th>
<th>EVALUATION</th>
<th>PURCHASE/INSTALL</th>
<th>SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touchpoints</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Think &amp; feeling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problems</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: Designing CleanTech for People workshop  
Wednesday, 12:15pm
Creating belief: 3 things to remember

1. Your brand is the experience
2. Solve a problem(s) in a way others can’t
3. Show proof!
Creating brand belief is important!
“There’s plenty of technology, plenty of entrepreneurs, plenty of money, plenty of venture capitalists. What’s in short supply is great teams. Your biggest challenge will be to build a great team…Teams win.”

John Doerr
THE TOP 20 REASONS STARTUPS FAIL

- No Market Need: 42%
- Run Out of Cash: 29%
- Not the Right Team: 23%
- Get Outcompeted: 19%
- Pricing/Cost Issues: 18%
- Poor Product: 17%
- Need/Lack Business Model: 17%
- Poor Marketing: 14%
- Ignore Customers: 14%
- Product Mis-timed: 13%
- Lose Focus: 13%
- Disharmony on Team/Investors: 13%
- Pivot Gone Bad: 10%
- Lack Passion: 9%
- Bad Location: 9%
- No Financing/Investor Interest: 8%
- Legal Challenges: 8%
- Don't Use Network/Advisors: 8%
- Burn Out: 8%
- Failure to Pivot: 7%
The Ideal CEO Profile for a Startup

A candidate who ideally has a successful track record but who is fundamentally able to:

- Envision
- Engage
- Execute

... which now becomes the benchmark against which your executive presence is judged
Executive Presence in a Startup Environment

5 Key Factors:
• Self-awareness
• Relationship Building
• Influencing
• Leading Change
• Enterprise Basics

Derek Lidow, Startup Leadership
Deconstructing Executive Presence

<table>
<thead>
<tr>
<th>CHARACTER</th>
<th>SUBSTANCE</th>
<th>STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authority</td>
<td>Practical Wisdom</td>
<td>Appearance</td>
</tr>
<tr>
<td>Integrity</td>
<td>Confidence</td>
<td>Intentionality</td>
</tr>
<tr>
<td>Concern</td>
<td>Composure</td>
<td>Inclusiveness</td>
</tr>
<tr>
<td>Restraint</td>
<td>Resonance</td>
<td>Interactivity</td>
</tr>
<tr>
<td>Humility</td>
<td>Vision</td>
<td>Assertiveness</td>
</tr>
</tbody>
</table>

Suzanne Bates, All The Leader You can Be

TheCareerLifeCycle
Talent and Leadership Advisory
Entrepreneurial Leadership Presence: Cut to the Chase

- Passion and Absolute Commitment
- Demonstrated understanding of risks in the investment, reflecting emotional maturity, strategic vision and grasp of operational and execution challenges
- Team Building Ability

Deep confidence but balanced against awareness of own limitations
A Next Useful Step

Increase self-awareness through:

• Using psychometrics – MBTI, Hogan Assessment
• A Coach or Mentor