



Cleantech Forum  
**San Francisco**

# Entrepreneur Coaching



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Managing  
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EVP Brand  
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Founder and  
Chief Career  
Strategist,  
TheCareerLifeCycle

# Foresight

PROGRAMS • NETWORK • SUPPORT

# 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.<sup>3</sup>



## 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.

<sup>3</sup> Source: Analytica Advisors 2017 Canadian Clean Technology Industry Report

# OPPORTUNITIES FOR AI, ROBOTICS AND ADVANCED MANUFACTURING



## ECONOMIC OPPORTUNITY

The global economic impact of AI to reach \$7.1 trillion to \$13.1 trillion by 2025<sup>1</sup> and industrial robotics to reach \$99 billion in 2022.



## CANADA IS WELL POSITIONED

Canada is doing a good job of creating new technologies, investing in research and producing top engineers.<sup>2</sup>



## COMMERCIALIZATION IS A CHALLENGE

Canada's game changers need better access to capital, customers and top talent.

<sup>1</sup> Source: Disruptive Technologies: Advances that will transform life, business, and the global economy, May 2013 – McKinsey & Company

<sup>1</sup> Source: Global Startup Ecosystem Report 2018

## OUR MISSION

**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**



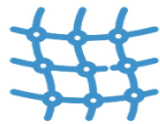
**FORESTRY**



**SMART BUILDINGS**



**WASTE MANAGEMENT**



**ADVANCED MATERIALS**



**INFRA TECH**



# LAUNCH

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

<b>Applications and Intake Assessment</b>	<b>Market Validation Training (VAP)</b>	<b>Quarterly Reviews and Reporting</b>	<b>Mentorship &amp; Support</b>
<b>Dynamic Executive In Residence Model</b>			

## **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 6<sup>th</sup>, 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.

<b>Intake Assessment</b>	<b>EOS System Training</b>	<b>Project Funding</b>	<b>Cohort Sessions</b>
<b>Top EiR Support (International &amp; Industry Specific)</b>			

# CHALLENGE

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

<b>Challenge Dialogue Problem Statement</b>	<b>Academic and Network Proposals</b>	<b>Panel Selection Process</b>	<b>Validation and Trial Phases</b>	<b>Full Scale Adoption</b>
<b>Top EiR Support (International &amp; Industry Specific)</b>				

# CLEANTECH SECTOR PANELS



CHAIR



ACADEMIA



ASSOCIATIONS



INDUSTRY



INVESTORS



GOVERNMENT

# TOPICS

FUNDRAISING

COMMERCIALIZATION

BUILDING A SCALABLE START UP

# BUILDING A SCALABLE START UP

TEAM

BIG MARKET

MARKET KNOWLEDGE

DISRUPTIVE VALUE PROPOSITION

EXECUTABLE PLAN

MAKE SMART DECISIONS, FASTER



# COMMERCIALIZATION

MVP

CUSTOMER DISCOVERY

NETWORK

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



# Foresight

Jeanette Jackson  
Managing Director  
[jjackson@foresightcac.com](mailto:jjackson@foresightcac.com)  
604-216-1194

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.

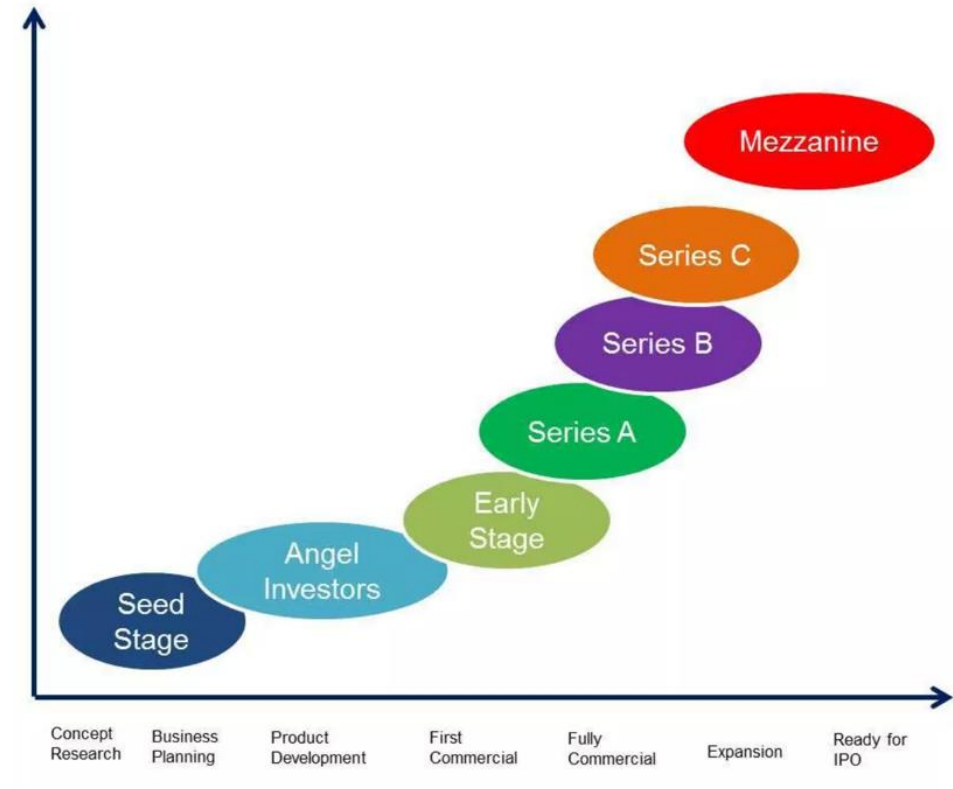


Advice: Solve a problem(s) that others can't.

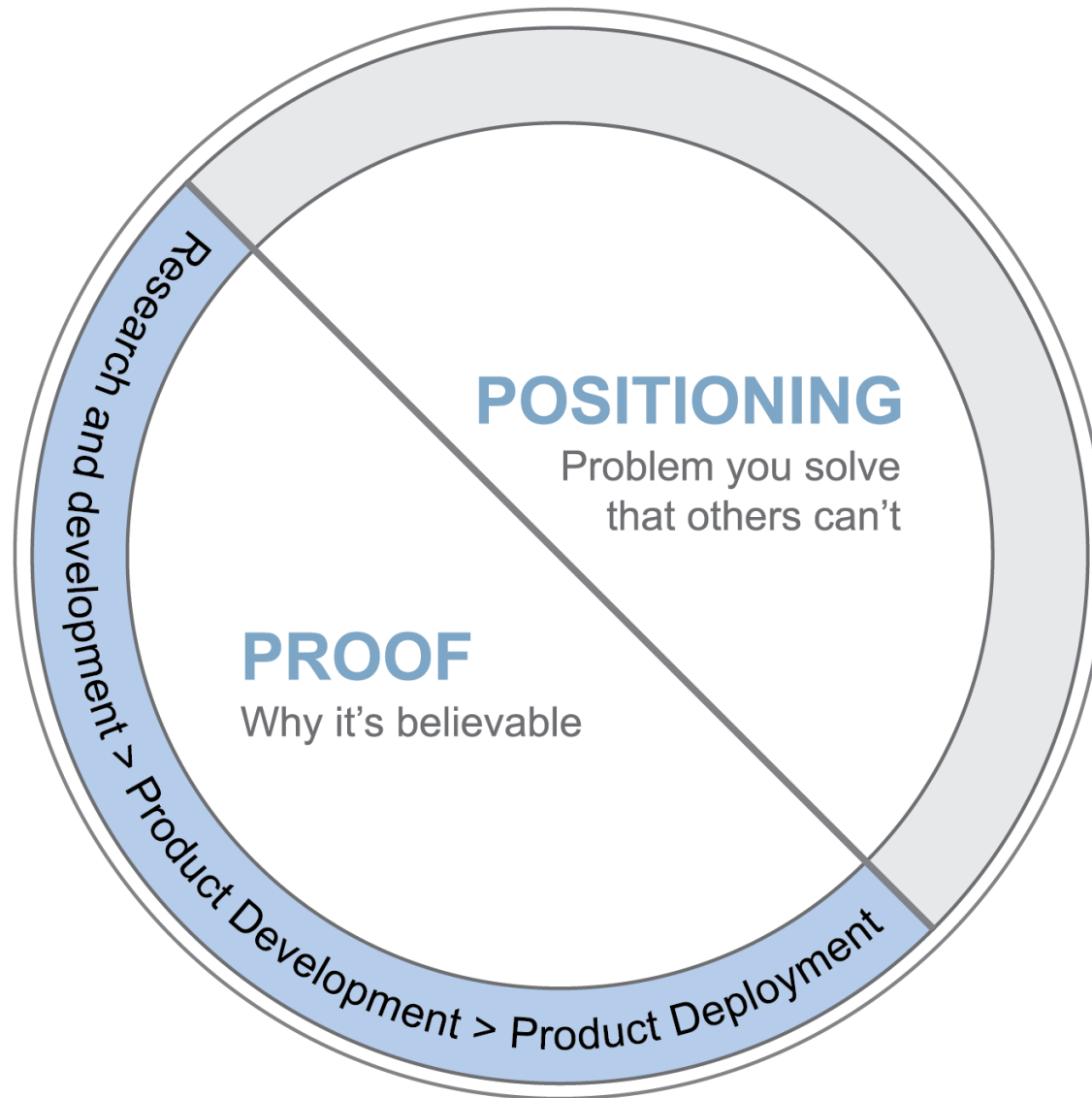
# Why is this so important for you?



You need people to  
believe in your brand.



# Creating belief

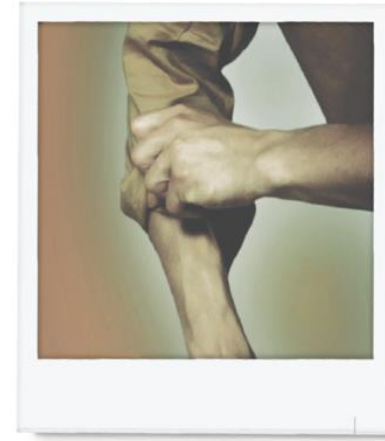


Investors



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!



**LG Chem** Company Product Recruit ENG

product > Energy Solutions > ESS Battery

## ESS Battery

**Optimized Solution for Energy Saving & High-quality Power**

Energy Storage System(ESS) stores electric energy and utilize them for later consumption. It is purposed to improve energy efficiency, by enhancing the quality of renewable energy that results stabilization of power supply system. LG Chem provides most optimal energy solution for the users using our state-of-the-art energy storage system with a long lifespan and a top-notch quality.

[Guidelines and Cautions](#)

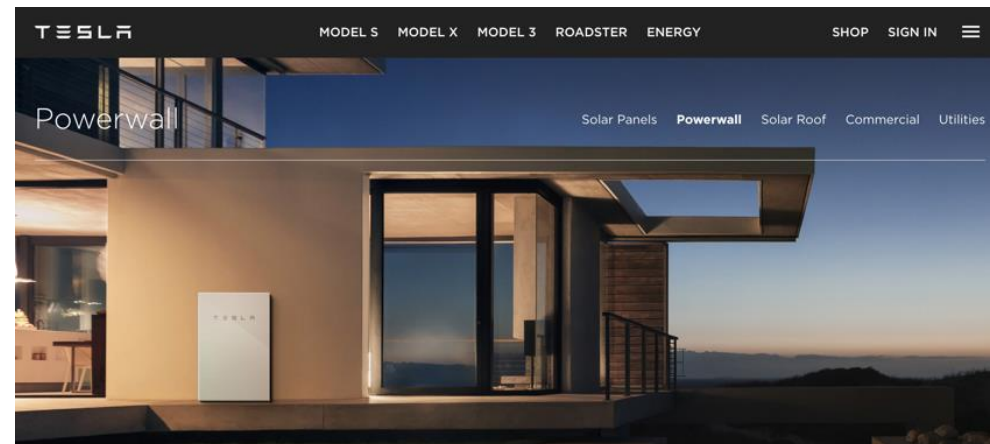
[ESS Partner Portal](#) [LG Energy Solutions Site](#)

### Product Differentiation

#### The No. 1 Li-ion Battery ESS Company in the World

LG Chem is leading the global ESS market with successes in various ESS projects, and its track record is rapidly growing

[Reference Sites](#)



Meet Powerwall, your home battery.

**100%**  
Self-powered

On a typical day, Powerwall and solar will meet all of your home's energy needs.

[Learn more](#)

**0%**  
Grid-powered

**7+** days

Continuous power during an outage

When the grid goes down, solar energy will continue to power your home and charge your Powerwall.

[Learn more](#)



Tesla recommends 2 Powerwalls

Based on your estimated energy usage: 30 kWh/day

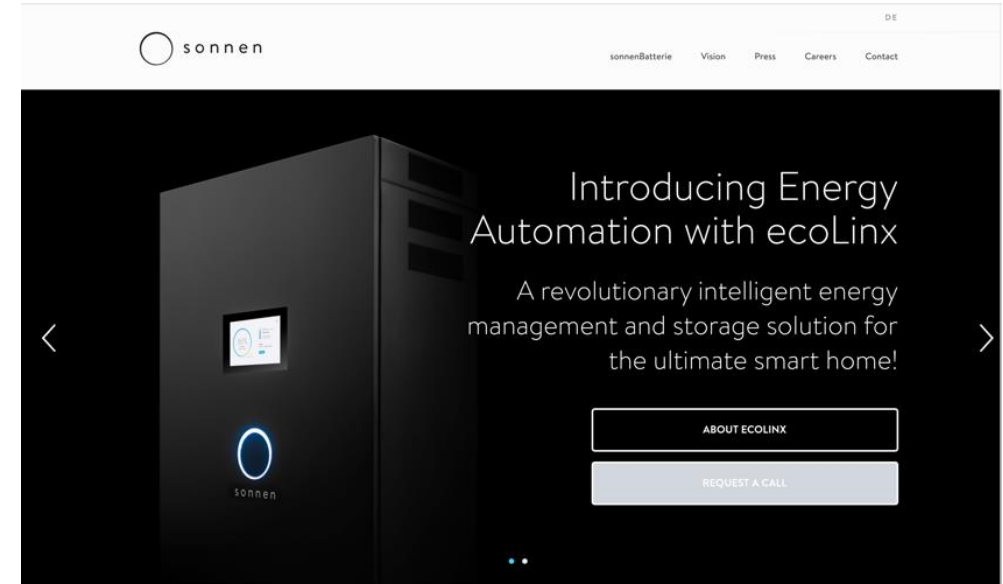
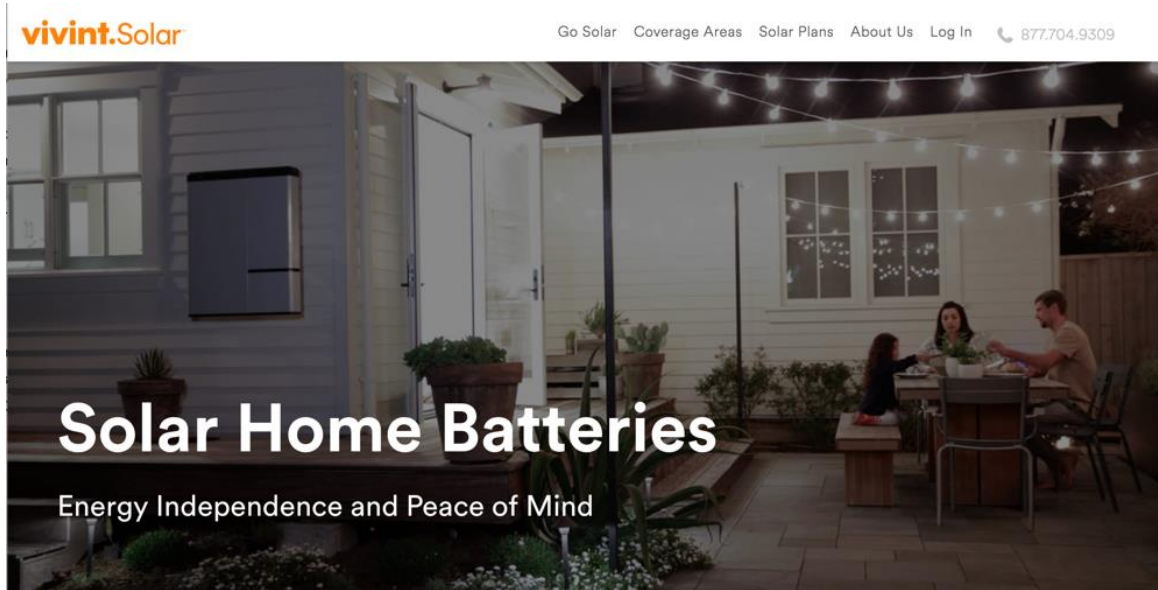
[Learn more](#)

Home size

Do you have these energy-intensive appliances?

Include solar

# Or, we're solving a category problem!



## Enjoy Peace of Mind with Green Backup Power

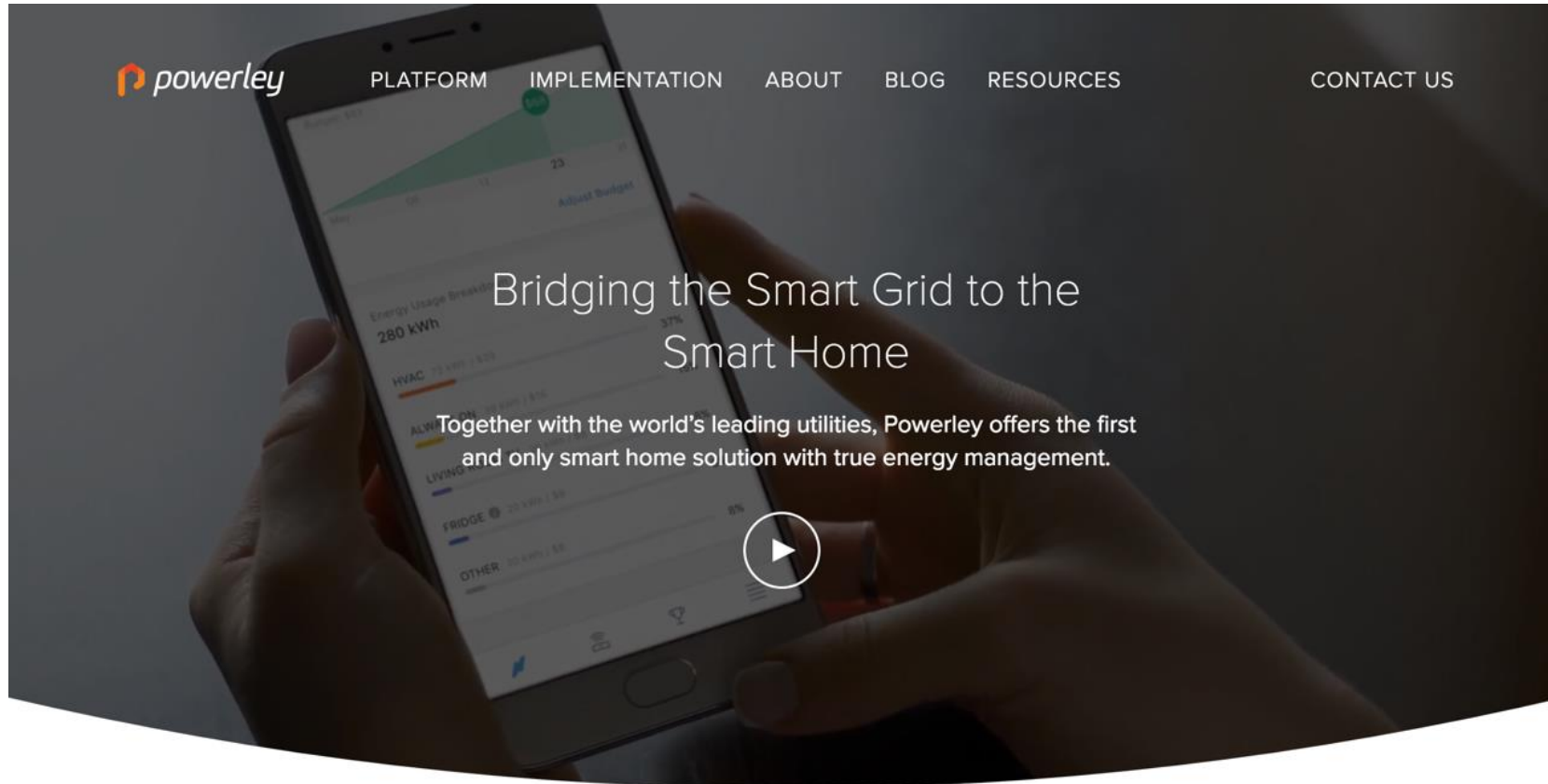
Power critical parts of your home during any outage to ensure that you won't be left in the dark.

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



Problem solved



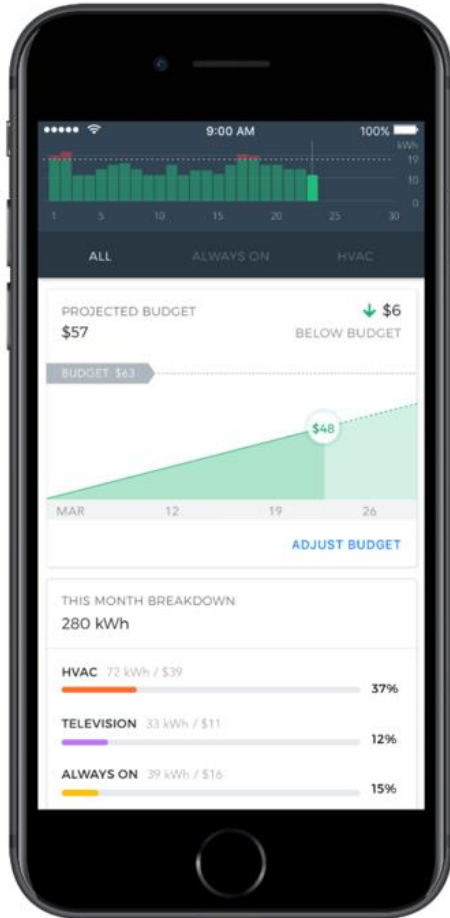
Powerley offers the first and only smart home solution with true energy management.

We have done this by partnering with the world's leading utilities.



In a way that others can't

# 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



### Drive Energy Efficiency

Save energy and money via real-time energy insights and coaching



### Advance Demand Response

Go beyond HVAC and engage consumers in peak load management



### Elevate Customer Satisfaction

Engage customers in a new relationship energy and their home



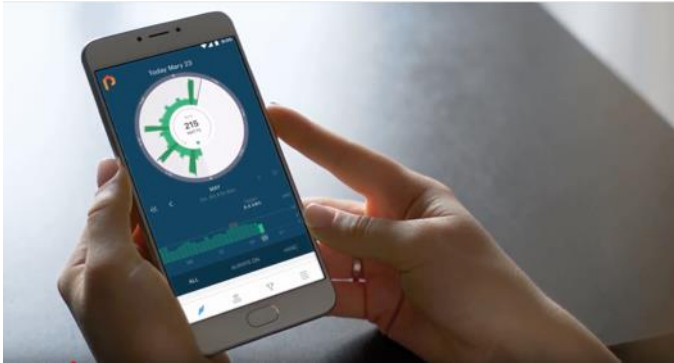
### Create Connected Revenues

Build new revenue streams via connected "behind the meter" services and solutions

# And the experience is clear



Powerley shows  
how it works



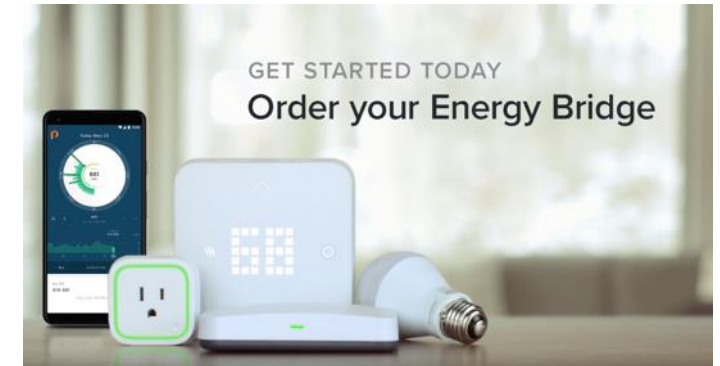
They highlight  
integrations



They  
demonstrate  
possibilities



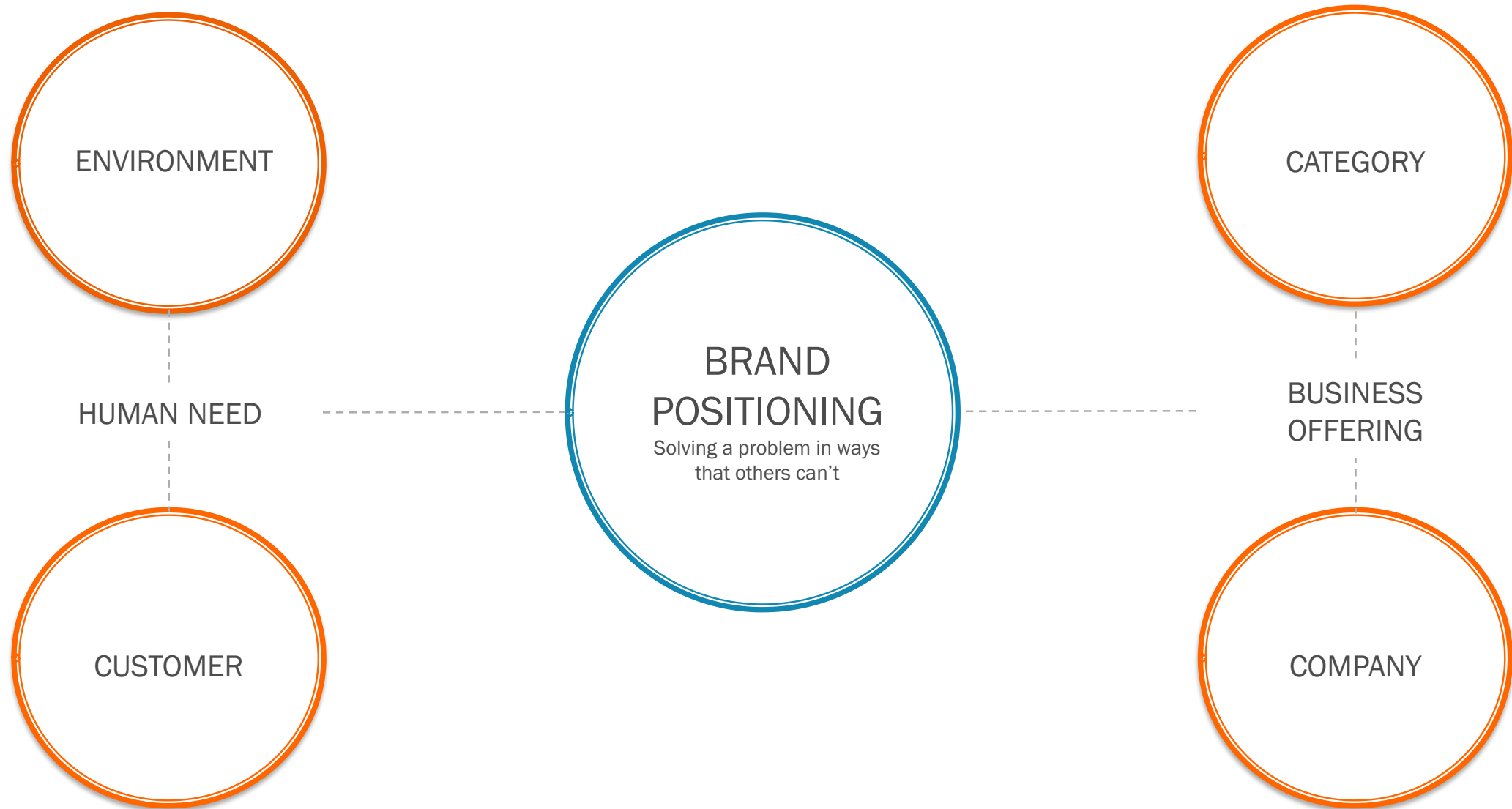
They show you  
what you're buying





# HOW YOU GET THERE

# Getting to a market positioning





# Critical to success



## Talk to customers!

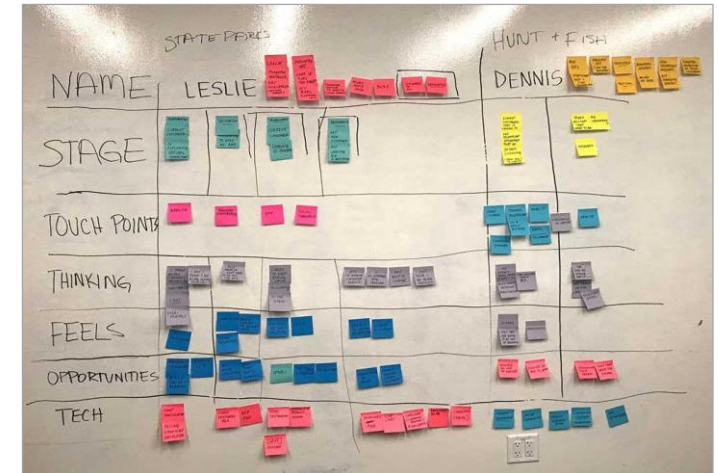
How they articulate value is often  
different than how you articulate value

(hint: it's not about the technology – it's about how the  
technology solves their problem.)

# Getting to the experience



STATED PROBLEM:	PROBLEM IDENTIFICATION	INVESTIGATION	EVALUATION	PURCHASE/INSTALL	SUPPORT
Touchpoints					
Think & feeling					
Problems					
Ideas					



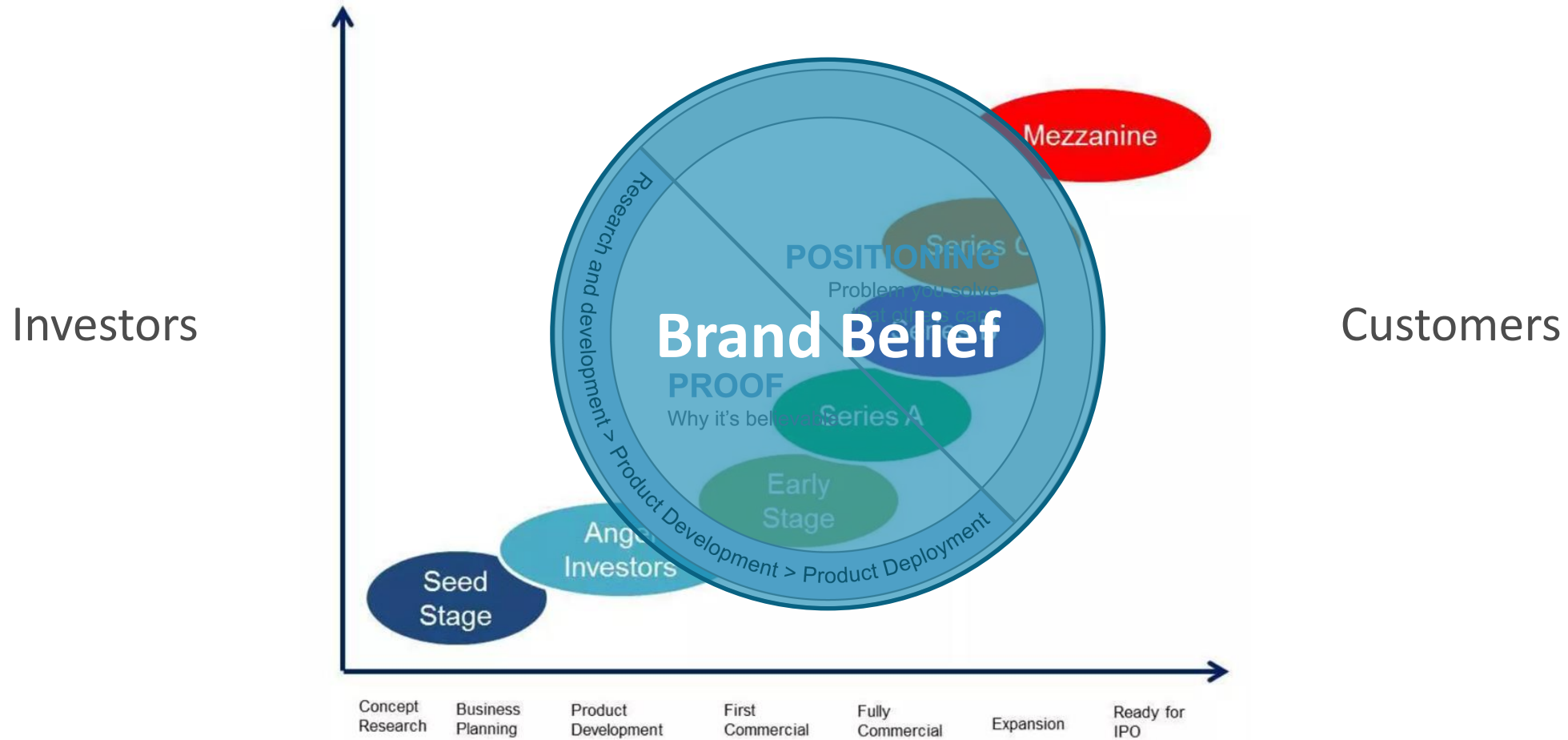
NOTE: Designing CleanTech for People workshop  
Wednesday, 12:15pm

# 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!







# Thanks

Ryan Mannion

We Create  
Meaningful  
Interactions.

Symmetri Marketing Group, LLC  
625 N. Michigan Ave. #2100 | Chicago, IL 60611

## Executive Presence

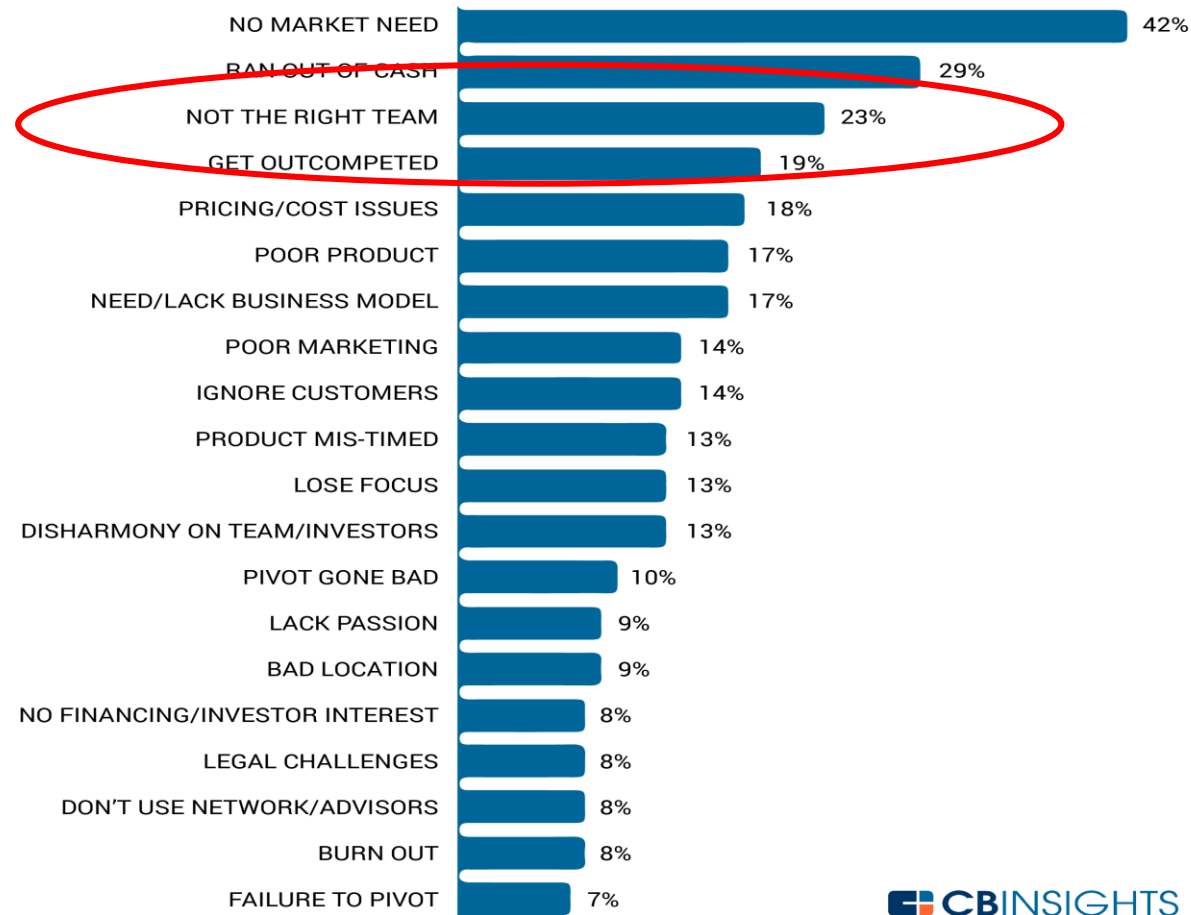
“There’s plenty of technology, plenty of entrepreneurs, plenty of money, plenty of venture capitalists. What’s in short supply is great teams. **Your biggest challenge will be to build a great team...**Teams win.”

*John Doerr*

# Executive Presence

## THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



CBINSIGHTS

TheCareerLifeCycle

TALENT AND LEADERSHIP ADVISORY

## Executive Presence

### 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

# Executive Presence in a Startup Environment

5 Key Factors:

- Self-awareness
- Relationship Building
- Influencing
- Leading Change
- Enterprise Basics

**Derek Lidow, Startup Leadership**

## Executive Presence

# Deconstructing Executive Presence

CHARACTER	SUBSTANCE	STYLE
Authority	Practical Wisdom	Appearance
Integrity	Confidence	Intentionality
Concern	Composure	Inclusiveness
Restraint	Resonance	Interactivity
Humility	Vision	Assertiveness

**Suzanne Bates, All The Leader You can Be**

TheCareerLifeCycle

TALENT AND LEADERSHIP ADVISORY

## Executive Presence

### **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**

## Executive Presence

### A Next Useful Step

Increase self-awareness through:

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