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FOR IMMEDIATE RELEASE

Silicon Valley Municipalities to Give Green Building Technologies Boost at *Emerging Building Technologies for Local Government*

Event focuses on opportunities for late-stage cleantech startups

Showcase application deadline extended to Jan. 6

San Jose, Calif.—Dec. 28, 2011 –The Environmental Business Cluster (EBC), America’s premier cleantech business incubator, Cleantech Open, Joint Venture Silicon Valley and the Silicon Valley Economic Development Alliance will present *Emerging Building Technologies for Local Government* 10 a.m.-2 p.m., Thurs., Jan. 16 at the Santa Clara Fairgrounds, 344 Tully Rd. in San Jose.

Sponsored by the County of Santa Clara, the event—a combination of panel discussions and green building technologies showcase—will be an opportunity for late-stage cleantech startups to highlight their innovations and learn about collaborations with Silicon Valley governments through potential demonstration projects, case studies and best practices in strategic partnering and technological deployment.

“Silicon Valley continues to lead the nation as the hub of innovation and emerging technologies. This is especially true with cleantech,” said Melinda Richter, executive director, EBC. “To ensure we continue to nurture the region’s trademark entrepreneurial ingenuity, it’s imperative to help further the successful commercialization of clean technologies being developed here in our own backyard,” said Richter.

Cities throughout Silicon Valley are implementing clean technologies, energy monitoring and renewable energy systems, into municipal buildings and processes. However, according to Kara Gross, vice president, Joint Venture Silicon Valley, the worlds of government and entrepreneur startup frequently are at odds with each other.

“The process is not always easy. Many startups find themselves trapped behind application forms, data reports and negotiations while trying to deploy their technology. This event is intended to bring everyone to the table to uncover how to overcome these barriers and find mutually beneficial ways of successfully working together,” Gross said.

City officials from South San Francisco to Santa Cruz will attend this event to meet with emerging clean technology companies that are creating innovations to mitigate climate change and lessen dependence on fossil fuels—with specific applications for greater efficiency on municipal buildings.

Exhibit space is open to late-stage cleantech startup companies in solar, energy storage, energy efficiency/software, lighting technology, HVAC technology, energy generation, data center management and sensor & monitoring devices. All companies must have a working prototype and be capable of immediate deployment.

The deadline to submit exhibit space application is Fri., Jan. 6.

“Early product validation through demonstration to support commercialization of clean technologies is crucial to moving an idea into the marketplace,” said David Rummler, National Strategic Partnerships Chair, Cleantech Open. “Innovative demonstration policies offer an excellent framework for forming strategic partnerships between public entities and startups and, at the same time, provide an education for better and more effective public-private collaborations,” Rummler said.

For more information about exhibit space, please contact: Kara Gross at gross@jointventure.org. For more information about the event or to obtain an application to participate, please visit:

http://www.environmentalcluster.org/events/ebc_events.htm

About the Environmental Business Cluster

The Environmental Business Cluster (EBC) is an award-winning cleantech incubator located in the heart of the Silicon Valley that provides commercialization support and facilities for emerging clean energy and environmental technology companies. Named one of the top incubators in the U.S. by CNN, the EBC suite of services includes expert coaching and strategic counsel, focused educational and networking programs, targeted access to investors, strategic partners and industry networks, attractive furnished office space, equipment, conference rooms and training facilities. For more information, please visit www.environmentalcluster.org.

About the Cleantech Open

The Cleantech Open runs the world's largest cleantech accelerator. Its mission is to find, fund and foster entrepreneurs with big ideas that address today's most urgent energy, environmental and economic challenges. A 501(c)(3) not-for-profit organization, the Cleantech Open provides the infrastructure, expertise and strategic relationships that turn clever ideas into successful global cleantech companies. Since 2006, through its one-of-a-kind annual business competition and mentorship program, the Cleantech Open has enabled 593 cleantech startups to bring their breakthrough ideas to fruition, helped alumni contestants raise over \$500M in external capital, and created thousands of green-collar jobs. Fueled by a global network of more than 1,000 volunteers and sponsors, the Cleantech Open unites the public and private sectors in a shared vision for making America's and the world's cleantech sectors a thriving economic engine. For more information, visit www.cleantechopen.org.

About Joint Venture Silicon Valley

Established in 1993, Joint Venture Silicon Valley provides analysis and action on issues affecting our region's economy and quality of life. The organization brings together established and emerging leaders—from business, government, academia, labor and the broader community—to spotlight issues and work toward innovative solutions. For more information, visit www.jointventure.org.

About Silicon Valley Economic Development Alliance

The Silicon Valley Economic Development Alliance (SVEDA) is a program of Joint Venture Silicon Valley, and is comprised of cities and counties focused on achieving individual and regional economic development goals while maximizing scarce resources. They are committed to addressing business needs, whether through local government policy and streamlined permitting processes, or linking businesses to local and regional resources that adds value to company innovation and growth. Learn more at www.siliconvalleyonline.org.

About Prescience International

Prescience International, operators of the Environmental Business Cluster, is a firm dedicated to accelerating the commercialization and global adoption of science and technology. With industry expertise in the future of technology markets, Prescience International creates and manages centers of excellence in the form of research parks, innovation centers, research foundations, research institutes and emerging companies. The Prescience team brings a combination of business and lab experience to translate science and technology into economic wealth and social impact. Prescience's projects have won international acclaim and the companies within these projects have demonstrated that their development times and costs are cut by at least 50%. For more information, visit www.prescienceintl.com

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