

Houston Technology Center



March 6-7, 2008
Marriott Houston Westchase

Call for Presentations

Deadline for Submission:
Friday, January 11, 2008, 10:00 AM CST

The 4th annual ***Energy Technology Venture Capital Conference*** is a forum which provides the opportunity for energy-related technology companies seeking capital to showcase their product or service in front of an audience of investors, advisors, mentors, potential customers and fellow entrepreneurs.

Expected attendance: 400-500.

Presenting Companies: 30 companies will be selected to deliver a 1-minute elevator pitch, as well as a 9-minute full presentation. Each company will also display its technology at the expo held in conjunction with the event.

Application Process: To be considered, companies must submit an executive summary, as detailed below, for review by the Screening Committee. Executive Summaries must be emailed to: VCenergy@houstontech.org

Application Deadline: Deadline for application has been extended. Executive Summary must be submitted no later than:

Friday, January 11, 2008, 10:00 AM CST.

Application Guidelines

Eligibility:

Entrepreneurs are eligible to submit an executive summary for their early-stage technology venture. All ventures should be based on proprietary, energy-related technology in any area of the industry and/or information technology companies serving the energy industry.

Areas companies can be involved in include but are not limited to:

- Oil & gas, coal, electrical power, and other energy sources
- Alternative energy sources (e.g., hydrogen, fuel cells, etc.)
- Exploration, production, refining, power generation, pipeline, transportation, and marketing
- Environment and remediation
- Energy efficiency and conservation
- Information technology applications for the energy industry
- Plant operations

Executive Summary:

Executive Summary content:

- Brief history of the company
- Product or service description explaining its unique positioning and differentiation (you may include a description of intellectual property, patents, etc.)
- Market size and marketing strategy (including a competitive analysis)
- Management team description
- Financial summary
- Contact information: company name, contact person, physical address, telephone, fax and email address

The executive summary should be 2-5 pages long including any tables, graphs, photos and financial data.

Section 1. The Company

- Describe your business purpose.
- Describe the company's overall strategy and objectives.
- Give a brief summary of your company's history and current status, including its corporate structure (C-corp., LLC, LP, etc.)

Section 2. The Product or Service

- Describe the product/service value proposition, what is the problem that your product or service solves? Explain why customers would pay for your product or service.
- Describe important features and benefits of your product/service. Compare your product to those of your competition in terms of price, quality, market position, etc.
- Describe your company's intellectual property status - trademarks, patents, trade secrets, special production skills, proprietary process, etc.
- Discuss any relevant environmental or regulatory issues.

Section 3. The Market and Marketing Strategy

- Describe the overall market in which you intend to compete. Include total size, projected growth and key trends.
- Describe your market strategy. What share of the market do you intend to capture and by what means? What are your channels and costs of distribution?
- Describe the unique capabilities of your product/service. What makes your product/service or your company different? What gives you a special, sustainable, competitive advantage?
- Provide a competitive evaluation. Who are your largest competitors? How much of the market do they control? What are their weaknesses and strengths? Do not state that you have no competition.

Section 4. Management

- Provide brief backgrounds of the company's key management team. Emphasize management expertise, past successes and how they add value to the company.
- Describe briefly the history of working together as a team.
- Identify immediate and future personnel needs and requirements.
- List members of Board of Directors and Advisory Board (if relevant).

Section 5. Financial Summary

- Provide revenue, income and expenses projections for the next 3-5 year period. Justify your financial assumptions. Provide any available past financial data.
- State funding requirement. How much capital is the company currently seeking and how will the proceeds be used?
- Describe the origin of any significant capital raised to date.
- Discuss potential exit strategy for your investors.

Fees:

There are no fees for applying.

However, companies selected to present will pay **\$400** to cover the costs of:

- Presentations
- Exhibiting
- Grand Opening Breakfast on Thursday
- Luncheon on Thursday
- Networking breaks on Thursday
- Cocktail reception on Thursday
- Breakfast program on Friday
- Luncheon on Friday
- Networking breaks on Friday

Each company registration includes admission for **two** company representatives to the event.

If your company is not selected to present, visit <http://www.houstontech.org> for individual registration to the event.

SELECTION PROCESS

A Screening Committee will review all executive summaries submitted by the deadline and evaluate the business plans from the perspective of an early-stage angel/venture capital investor. The presenting companies will be selected based on the viability of their business model and the attractiveness of the business from an investor perspective.

Presenting companies will be announced the week of January 21, 2008.

ATTENDANCE

Expected attendance at the Energy Technology Venture Capital Conference is 400-500. Attendees will include investors, advisors, mentors, potential customers and entrepreneurs.

The event is open to the public and anyone interested in promoting entrepreneurship in the community is encouraged to attend. Seating is limited and only pre-registered attendees will be guaranteed a seat.

This announcement and the Conference do not constitute an offer to sell or the solicitation of an offer to purchase securities. This program serves merely to provide an overview of developing businesses related to energy technology. Should an individual develop an interest in a particular company, it is their responsibility to investigate the company, structure a proposal and negotiate the terms of any agreement directly with the company. HTC can not be involved in any such investigation, structuring or negotiation and does not make any representation regarding the reliability of information presented at the Conference.

FOR ADDITIONAL INFORMATION:

visit www.houstontech.org,

email **HTC Energy Technology Venture Capital Conference at**

VCenergy@houstontech.org or call HTC at 713-658-1750.

Presented By:

