

Dow Jones **Alternative Energy Innovations 2008** Powering Opportunities in Energy & Efficiency

OCTOBER 21-22, 2008 | SOFITEL SAN FRANCISCO BAY | REDWOOD CITY, CA



KEYNOTES INCLUDE:



Kaj den Daas,
Chairman,
Philips Lighting, North
America



Jim Davis,
President,
Chevron Energy Solutions



Peter Marks,
Chairman, President & CEO,
Robert Bosch LLC



Elon Musk
Chairman & Product
Architect,
Tesla Motors



Michael Peevey,
President,
California Public Utilities
Commission

Highlights of Alternative Energy Innovations 2008:

The best investment
opportunities and technologies
Insight into international trends
In-depth analysis of markets
including solar and biofuels

What corporations want from
green start-ups
60+ Start-up CEO
presentations

THE WALL STREET JOURNAL.

BONUS! Attendees receive a complimentary
ticket to the 2008 Wall Street Journal
Technology Innovation Awards on Oct. 21



Power to Profit: Solar, Wind, Water, Energy Efficiency and More

Solar, wind, water, biofuels, fuel cells and more

An abundance of alternative energy technologies from solar to biofuels, energy management and beyond are in development and investment in the sector is stronger than ever.

But which innovations are really poised to make a difference on a global scale? And which strategies and technologies are best positioned to find a windfall of profits?

Get the Answers at Alternative Energy Innovations

Alternative Energy Innovations is the only forum where you will benefit from the perspectives of top sector analysts, investment bankers, start-up CEOs, and executives driving the development and adoption of alternative energy at major corporations. You'll also hear from leading investors at Advanced Technology Ventures Capital, Battery Ventures, Bessemer Venture Partners, Draper Fisher Jurvetson, Espirito Santo Ventures, Kleiner Perkins Caufield & Byers, NGEN Partners, U.S. Renewables Group, VantagePoint Venture Partners, Venrock and more.

THE WALL STREET JOURNAL

BONUS NETWORKING OPPORTUNITY:

The Wall Street Journal Technology Innovation Awards

All Alternative Energy Innovations attendees are invited to join technology executives, past and present award winners, and other guests at the dinner and awards ceremony for the 3rd annual Wall Street Journal Technology Innovation Awards on October 21 at the Sofitel in Redwood City, CA.



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Dow Jones **VentureWire**

THE WALL STREET JOURNAL



Keynotes

Highlight Opportunities

In Alternative Energy



Kaj den Daas
Chairman
Philips Lighting,
North America

Philips Lighting North America has been honored by several groups, including the EPA, for its company-wide environmental efforts. The company is also at the forefront of the efficient lighting industry as a result of its development efforts as well as its community efforts, having founded the Lighting Efficiency Coalition. Mr. den Daas will discuss energy efficiency for homes and businesses, adoption rates, current market trends, and where opportunities lie for start-ups to innovate and break into the industry.



Jim Davis
President
Chevron Energy Solutions

Chevron Energy Solutions, part of one of the largest U.S. oil companies, aims to drive down energy usage and cost for its customers. As the leader of this initiative, Jim Davis will discuss Chevron's efforts in alternative energy, including building new solar power projects in North America, and how the oil giant is working with start-ups to bring new innovations to market.



Peter Marks
Chairman, President
& CEO
Robert Bosch

Mr. Marks oversees the U.S. operations for one of the world's largest automotive parts suppliers. He will provide insight into the company's push to develop technologies that will power more efficiently alternative vehicles and what he sees as the future of this industry. Mr. Marks will also discuss how the company is working with start-ups and where he sees the need for innovation.



Elon Musk
Chairman & Product
Architect,
Tesla Motors

Getting the electric car on the road and keeping it there is no easy task, but Tesla Motors may be the company to do it. The start-ups founder and initial investor Elon Musk has had great success building companies, among them PayPal. Nowadays he's focused on transportation, not only at Tesla Motors but as CEO & CTO of SpaceX. He's also chairman of SolarCity. He'll give his views on the future of green transportation and insights into what it takes to build successful companies.



Michael Peevey
President
California Public Utilities
Commission

California is leading the way in terms of alternative energy rollouts and adoption. Hear directly from the leader of the state's ambitious alternative energy efforts — his plans for California, what other states can do, and his suggestions for start-ups who want to get involved with local governments to advance the development, deployment and commercialization of alternative energy technologies. Mr. Peevey will also discuss a new emissions reduction effort that unites academia and the public and private sectors.

DON'T MISS OUR INVESTMENT EXPERTS' REVIEWS OF PRESENTING COMPANIES

Leading alternative energy investors will sit in on the 60 start-up presentations and during the "From the Boardroom" panel at the end of each day they will review what they saw and highlight their favorite presentations. These investment experts will also identify trends that may affect start-ups and discuss key success factors for both investors and entrepreneurs.

■ ■ ■ **3 Ways to Register:**

Online: <http://alternativeenergy.dowjones.com> | Phone: 866-291-1800 | Email: events.support@dowjones.com

2008 Alternative Energy Innovations Agenda

Tuesday, October 21, 2008

- 7:15 AM **Registration & Networking Breakfast**
- 8:00 AM **Welcoming Remarks & VentureSource Research Presentation**
- Kenneth M. Andersen III, Editorial Director, Financial Information Services, Dow Jones & Company
- 8:20 AM **Getting Green Companies into the Black: What Will it Take?**
Alternative energy and clean tech companies are taking more time and capital to go from research to revenue and ultimately exit. Late-stage investing is picking up, with private equity firms and hedge funds placing bets. In what technologies are these investors looking to invest? And how does the lack of IPOs impact investing? As these companies take longer to build, what technologies and companies do early-stage investors see as opportunities, and to what degree are they focusing on more mature, established companies with revenue? Listen to the panelists discuss the opportunities for investing in alternative energy and cleantech.
Panelists:
- Raj Atluru, Managing Director, Draper Fisher Jurvetson
- Lee Bailey, Managing Director, U.S. Renewables Group
- Ajit Nazre, Partner, Kleiner Perkins Caufield & Byers
- 9:10 AM **Keynote Interview**
Elon Musk, Chairman & Product Architect, Tesla Motors
- 9:40 AM **Networking Break**
- 10:00 AM **Keynote Interview**
Jim Davis, President, Financial Energy Solutions
- 10:35 AM **Spotlight on Solar: How Long Will the Sun Shine for Start-ups?**
Following a string of IPOs in recent years, among them First Solar, JA Solar and SunPower, investment interest in solar companies remains strong. But as the market matures, and the time and capital to build these large projects increases, what does that mean for start-ups entering the market? What new technologies will emerge to spur broader adoption and reduce installation costs?
Panelists:
- Todd Glass, Chair, Energy Practice Group & Co-Chair, Energy and Clean Technologies Practice, Heller Ehrman LLP
- Eric Peeters, Global Executive Director, Dow Corning Solar Business, Dow Corning
- Rob Stone, Analyst, Cowen and Company
- 11:15 AM **Company Presentations**
CEOs of leading start-ups, selected by the editors of VentureWire, present their businesses.
- 1:15 PM **Luncheon & Keynote Interview**
- 2:40 PM **Company Presentations Continue**
- 4:45 PM **Spotlight on International Markets: Greening the Globe**
Around the world, countries are working on major alternative energy initiatives. Abu Dhabi recently broke ground on Masdar City, which aims to be the world's first zero-carbon, zero-waste, car-free

city. Germany leads the market for solar power installations. Brazil leads in ethanol production. China has established broad alternative energy plans. How do these global trends impact U.S. companies? And to what degree can U.S. start-ups and investors target these markets?

Panelists:

- Keith Gillard, Principal, BASF Venture Capital
- Laura Meadors, Vice Consul, Renewables, Cleantech & Financial Services, UK Trade & Investment
- Joaquim Sérvulo Rodrigues, Chief Executive Officer, Espírito Santo Ventures

5:20 PM From the Boardroom

Investment experts will help distinguish between the business strategies of the presenting start-ups, identify some trends that will affect companies in the sector, and highlight the most promising presentations.

6:00 PM The Wall Street Journal Technology Innovations Awards Ceremony & Dinner



All Alternative Energy Innovations attendees are invited to join past and present award winners, technology industry executives, and other guests for dinner and the presentation of the 2008 Wall Street Journal Technology Innovation Awards.

Wednesday, October 22, 2008

7:30 AM Registration & Networking Breakfast

8:20 AM Opening Remarks

- Kenneth M. Andersen III, Editorial Director, Financial Information Services, Dow Jones & Company

8:30 AM Beyond Ethanol: What Alternative Fuels Will Power Today's Energy Needs?

As the argument for and against corn-based ethanol continues, along with the rising cost of oil, there's no denying the need for more

alternative fuel sources that are cost-efficient and offset energy consumption. This panel will debate what will be the next great alternative fuel and how start-ups and investors can tap into the opportunity?

Panelists:

- Doug Cameron, Managing Director & Chief Science Adviser, Piper Jaffray
- Sanjay Shrestha, Managing Director & Senior Alternative Energy Analyst, Lazard Capital Markets
- Jonathan Wolfson, Chief Executive Officer, Solazyme

9:20 AM Keynote Interview

9:50 AM Networking Break

**10:05 AM Panel Discussion
Corporate Connection**

Corporations, utilities and oil companies are developing alternative energy strategies. Some are striving to do it alone. Others are looking to partner, often with start-ups, for help. In this panel hear how they're tackling this major issue, what they are trying, what they are learning and how they are working with or thinking about working with start-ups.

Panelists:

- Brad Gammons, VP, Global Energy and Utilities Industry, IBM

10:55 AM Company Presentations

CEOs of leading start-ups, selected by the editors of VentureWire, present their businesses.

1:05 PM Lunch & Keynote Interview

2:40 PM Company Presentations Continue

4:45 PM From the Boardroom

Investment experts will help distinguish between the business strategies of the presenting start-ups, identify some trends that will affect companies in the sector, and highlight the most promising presentations.

5:25 PM Conference Concludes

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Be the First to View & Review Strategies and Technologies From 60 Start-Ups:

Battery/Storage

ApowerCap Technologies

Provider of supercapacitor technology.

CyVolt

Provides grid-independent power solutions for mobile electronic devices.

Hyperion Power Generation

Developer of small-scale nuclear fission devices to use the heat from a reaction to generate power for remote industrial facilities.

M2E Power

Provider of solutions for mobile and large scale power generation.

Planar Energy Devices

Provider of thin-film and large format batteries for commercial and OEM applications.

Principle Power

Building and operating green energy assets in offshore wind, solar and hydro sectors to produce and provide utility grade renewable energy.

Biofuel Technologies

Asemblon

Specializes in self-assembled monolayers for the production of high purity alkanethiols and the storage and transportation of hydrogen.

Benefuel

Developer of solid catalyst biodiesel refining platform.

BioFuelBox

Developer of a "bio-refinery in a box" which allows easy scaling of the biofuel production.

BioGasol

Developer of process technology for production of biofuels.

Blue Marble Energy

Focuses on algae growth and bio-chemical recovery technology to convert human waste streams into inputs for energy and industry.

Coskata

Provider of a process for the conversion of low cost feed stocks into fuel grade ethanol.

Endicott Biofuels

Developing biodiesel refining facilities.

GeoSynFuels

Developing low cost biological processes for producing biofuels using agricultural and food waste and low grade hydrocarbon feedstocks.

LiveFuels

Provider of biocrude oil made from algae.

Propel Biofuels

Provider of a network of alternative fuel locations that serve fleets and individuals seeking to reduce carbon emissions.

Solix Biofuels

Developer of algae-based biofuel.

Stirling Denmark

Provider of CO2 neutral combined heat and power plants.

Energy Efficiency & Management

Agilewaves

Developer of conservation technology, providing building utilities management solutions.

ConsumerPowerline

Provider of demand response solutions and strategic energy asset management.

Energate

Home energy management technologies.

Envis

Provides software products and technology enabling design teams to manage integrated circuits power consumption.

Greenbox

Software presents energy and water usage visually, makes recommendations about reducing usage, and provides community comparisons

Lucid Design Group

Technology that provides real-time feedback on resource use to improve the environmental performance of buildings.

Lumendyne Technologies

Powerit Solutions

Provider of energy demand management solutions for industrial and commercial applications.

Tigo Energy

Developer of technology that increases efficiency of commercial and residential solar installations.

V2 Green

Provides technologies that enable two-way communication between plug-in vehicles and the grid to intelligently manage electric power resources.

Virident Systems

Developer of energy efficient computer hardware and low power server infrastructure.

Wattbot

Web-based energy expert that simplifies the design, financing and purchase of clean energy solutions automatically.

Fuel Cells

CellEra

Developing mass-market fuel cells.

Electro Power Systems

Provides a multi-output fuel cell system for business continuity applications.

Hybra-Drive Systems

Developer of technologies to improve efficiency of fluid power in current motive-power applications.

Oorja Protonics

Developer of alcohol-based fuel cell systems.

Skyonic

Developer of post-combustion carbon capture and sequestration technology that works with any large-scale stationary CO2 emitter.

Transonic Combustion

Developer of technologies to enable conventional automotive engines to run at ultra-high efficiency on gasoline and on biorenewable flex fuels.

Electricity & Lighting

Beakon Technologies AB

Developing a high efficiency thermoelectric chip.

GlobalGreen Energy

Manufacturer and distributor of network enabled, energy efficient, long lasting commercial lighting fixtures and solar street lighting systems.

LedEngin

Provider of ultra-high-brightness LED components and light source modules.

NiLa

Provider of an energy-efficient lighting system to replace current set lighting for the entertainment industry.

Quanlight

Developer of yellow-amber-red LED technology.

The SRT Group

Developer of halogen-based processes for electrical energy storage, renewable hydrogen production, biowaste treatment, multi-emission control, solar energy conversion, liquid fuel production, and greenhouse gas reduction.

Solar

AOS Solar

Developer of solar modules with the efficiency of c-Si and better manufacturing economics than a-Si.

Blue Square Energy

Provider of crystalline silicon solar cells manufactured from recycled semiconductor wafers.

CaliSolar

Provider of solar cells by utilizing upgraded metallurgical silicon.

Envision Solar

Offers design and install services of solar integrated building systems.

eSolar

Developer of utility-scale solar power plants to generate electricity.

GreenVolts

Developer of a high concentration photovoltaic system that delivers solar power at costs competitive with fossil fuel power.

QuantaSol

Develops solar photovoltaic cells based on Gallium arsenide and other III-V semiconductor materials.

Solar Power Partners

Developer, manager, and owner of a distributed network of midsize commercial solar energy facilities.

Solexant

Developer of infrared photon which produces nanostructures to increase silicon solar cell efficiency.

Sopogy

Developer of solar concentration technology based on based on thin-film solar cells and thermal fluid heat transfer.

SV Solar

Manufacturer of flat plate, internal concentrator solar modules.

Telio Solar Technologies

Focused on developing and manufacturing CIGS Thin Film Solar Cells.

Wind & Water

Climos

Developer of large scale techniques for removing CO2 from the atmosphere.

Hawaii Oceanic Technology

Developer of aquaculture and alternative energy technology.

Mariah Power

Provider of renewable wind energy appliances to the residential, business, and government customers.

Marquiss Wind Power

Developer of ducted wind turbines for use on commercial and industrial rooftops.

NanoH2O

Developer of membrane materials for the desalination and water reuse industries.

OwnEnergy

Developer of mid-size wind farms.

WindLift

Developer of wind power technologies to reduce the cost and pollution of pumping water and oil.

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Alternative Energy Innovations brings together leading VCs, corporate executives and start-up CEOs for in-depth insight and discussion into the key technologies and trends shaping the alternative energy market, deal flow and two days of networking opportunities.

In addition to contacts and deal prospects, you'll walk away with:

- Insight into international market trends and how they're impacting U.S. companies
- Analyst views on the key trends shaping the industry
- A reality check on what it will take to push green companies into the black
- A clear idea of what's next in hot sectors, such as solar and alternative fuels
- A view of the exit environment for alternative energy start-ups

VENUE:

Sofitel San Francisco Bay
223 Twin Dolphin Drive
Redwood City, CA 94065
Phone: 650-598-9000
Fax: 650-598-9383



The venue for this year's conference will be the Sofitel San Francisco Bay in Redwood City, centrally located in Silicon Valley. We have negotiated an exclusive conference attendee rate of \$205.00 + taxes per night. To reserve a room, please call reservations at 650-598-9000 before Sunday, September 28, 2008 and ask for a room from "The Alternative Energy Innovations Room Block" to ensure you benefit from this rate.

After this date, we cannot guarantee that this rate will be honored.

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Harborside Financial Center
800 Plaza Two, 8th Floor
Jersey City NJ 07311-1199