PRIORITIZING & FILTERING ENERGY VENTURE IDEAS
Sifting Out Good Ideas from Bad

Inspiration

Market Technology Other

Personal Filter

Business Filter

External Filter

Execution Filter

15.366 ENERGY VENTURES
...But There Is A Lot Of Noise!

Makes it hard for:

- Customers to find you
- Investors to believe you
- You to filter and position
Definition of Innovation

Innovation =

\[
\text{Invention} + \text{Commercialization}
\]

Source: Prof. Edward B. Roberts, MIT Sloan
Dominant Design

15.366 ENERGY VENTURES
Timing Is Critical…

Electric generation capacity additions by technology (1950-2015)
gigawatts

initial operation year

hydro coal natural gas petroleum nuclear wind solar other
Nature of Industry ➔ Opportunity for Entrepreneurs

- Multi-Trillion dollar ➔ lots of niches and large beachhead markets
- Highly capitalized ➔ good potential customers
- Commodity business ➔ incremental improvements can have a huge impact
- Exquisite supply chains ➔ opportunity for shortcuts and disruption
- Essential services ➔ strong need and lots of pain points
- Considerable inertia ➔ fast moving startups can out maneuver incumbents
- Extensive regulation ➔ can create major shifts and opportunities
- Complex politics ➔ complexity can create cracks for entrepreneurs