

Winter 2023 Stanford Climate Ventures

Website scv.stanford.edu

ENERGY 203 | 1-3 units | Grading: Letter or Credit/No Credit Exception | Remote: Synchronous |
01/11/2023 - 03/15/2023 | Wed 12:30 PM - 2:30 PM at Remote/In Person Hybrid | Classroom: M104, GSB McClelland Building

Instructors: David Danielson (david@b-t.energy), Joel Moxley (jfmoxley@stanford.edu), Jane Woodward (woodward@stanford.edu), David McColl (dmccoll@stanford.edu)

Teaching Assistants: Meghan Wood (meghanw@stanford.edu) and Patrick Dowling (dowlingp@stanford.edu)

Course Overview:

Solving the global climate challenge will require the creation and successful scale-up of hundreds of new ventures. This project-based course provides a launchpad for the development and creation of transformational climate ventures and innovation models. Interdisciplinary teams will research, analyze, and develop detailed launch plans for high-impact opportunities in the context of the new climate venture development framework offered in this course. Throughout the quarter, teams will complete 70+ interviews with customers, sector experts, and other partners in the emerging climate-tech ecosystem, with introductions facilitated by the teaching team's unique networks in this space. Please see the course website (scv.stanford.edu) for more information and alumni highlights.

Lectures:

Lectures will be Wednesday from 12:30 PM - 2:30 PM. The lectures broadly fall into two categories: skill-based lectures and entrepreneur/investor perspectives. The skill-based lectures will help establish a foundation for learning skills relevant to the operation of a climate startup. The entrepreneur/investor perspectives are delivered by climate entrepreneurs and investors who are at the forefront of their respective fields.

Course Material Policy:

Class speakers will sometimes share their slides or other material with the class. In these cases, our class policy is that a speaker's material absolutely should not be republished or shared with anyone who is not in the class.

Office Hours:

Each team will have a 30-60 minute weekly meeting with professors and industry mentors in person (with Zoom accommodations as necessary). Additional office hours are by appointment.

Key Dates:

*Initial External Feedback: Full Pitch (Week 6) will be **Wednesday, February 15, 12:30 PM – 3:30 PM.***

*Final Presentations (final day of class) will be **Wednesday, March 15, 12:30 PM – 3:30 PM.***

****Note that the team presentations are longer than the usual class time****

Course Learning Goals:

1. Analyze relevant technical, business, political, and social drivers and barriers behind a vexing climate-tech challenge and design a solution as a team to address it.
2. Synthesize insights from research, analysis, and external engagements to compose a compelling value proposition around a new venture.
3. Evaluate and iterate through the potential success of a venture plan that meets the criteria of high impact, white space, unique value proposition, and self-sustainability.

Course Values:

1. Community building.
2. Inclusiveness.
3. Enabling the struggle that creates growth.
4. Deliver value: high substance, low flash.

Course Acceptance:

Admission to the course is by instructor permission. Motivated students with a defensible idea (theme) and team are given priority. Other students will be accepted depending on their fit with available openings on the selected teams and themes for the quarter.

Assignments:

Each week students are expected to:

- Complete weekly reflections on key learnings (**INDIVIDUAL** deliverable)
- Submit an agenda for the weekly office hours meeting (**TEAM** deliverable)
- Update the Interview Tracking Spreadsheet (**TEAM** deliverable)

In addition to the weekly assignments, each student will:

- Interview at least 70 external experts or potential customers (between Weeks 2-9) (**TEAM** deliverable)
- Prepare a slide deck and deliver a group pitch (Week 3, Week 6, Week 10) (**TEAM** deliverable)

Course Materials:

Class materials, lecture slides, suggested readings, other materials recommended for each team and guest speaker slides will be posted on Canvas.

Attendance:

Given there are only 10 class meetings, full participation and in-person attendance is expected. Please notify the TA if you will be missing class ahead of time. Students are allowed one excused absence, a second absence will require a brief make-up assignment. Please contact the TA if you expect to miss more than two class periods.

Grading:

Final Presentation (70%)

Lecture Attendance (10%)

Assignments, Engagement, and Participation (20%)

Grading Basis for C/NC:

Students taking ENERGY for C/NC must achieve the following three criteria to receive a passing grade.

- 1) Attend at least 9 out of 10 lectures in full.
- 2) Successfully receive a 70% or better on all individual assignments.
- 3) Show evidence of consistent engagement with their project team throughout the quarter.

Participation Norms on Zoom (during virtual classes):

We expect students to be full participants during online lectures and have video on at all times. Please “raise hand” on zoom to ask a question or type it in the chat window to everyone. Please mute yourself when not speaking.

CLASS SCHEDULE:

[Week] Date	Class Content	Assignments
[1] Jan 11	<p>- “Course Introduction”: Profs David Danielson/Joel Moxley (12:30-1:15pm)</p> <p>- “Project Introductions” - 5 minutes each (1:15-1:45pm)</p> <p>- “Break/Team Formation Time” (1:45-2:00pm)</p> <p>- “Discovery 101: How to Get the Information You Need To Get the Insights You Want”: Prof. Dave Danielson (2:00-2:30pm)</p>	<p>Deliverables due by Week 2</p> <ul style="list-style-type: none"> ● Submit team preferences for office hours time slot due Friday January 13 ● Individual Reflection #1 due Monday January 16 ● Submit meeting agenda for week 2 office hours due Monday January 16 ● Submit week 1 updated interview tracker due Monday January 16 ● Final team roster due Wednesday January 18 (week 2) <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for initial week 3 team presentations
[2] Jan 18	<p>- “SCV Cheat Codes: Team Culture & Best Practices Panel”: Meghan Wood, Patrick Dowling - 12:30-1:15pm</p> <p>- “Break/Team Organization Time” (1:15-1:30pm)</p> <p>- “Fundamentals of Techno-Economics”: Dev Gavaskar, Partner, True North Venture Partners (1:30-2:30pm)</p>	<p>Deliverables due by Week 3</p> <ul style="list-style-type: none"> ● Individual Reflection #2 due Monday January 23 ● Submit meeting agenda for week 3 office hours due Monday January 23 ● Submit week 2 updated interview tracker due Monday January 23 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for initial week 3 team presentations

<p>[3] Jan 25</p>	<p>- “Initial Team Presentations” (12:30-1:30pm)</p> <p>- “Investor Perspective”: Sierra Peterson, Founding Partner, Voyager Ventures (1:30-2:30pm)</p>	<p>Deliverables due by Week 4</p> <ul style="list-style-type: none"> ● Individual Reflection #3 due Monday January 30 ● Submit meeting agenda for week 4 office hours due Monday January 30 ● Submit week 3 updated interview tracker due Monday January 30 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for week 6 mid-quarter presentations
<p>[4] Feb 1</p>	<p>- “Getting Your Story Right: How Investors Assess Your Business”: Prof. David Danielson (12:30-1:30pm)</p> <p>- “Sources of Funding in Climate-Tech”, Prof. Dave Danielson (1:30-2:30pm)</p>	<p>Deliverables due by Week 5</p> <ul style="list-style-type: none"> ● Individual Reflection #4 due Monday February 6 ● Submit meeting agenda for week 5 office hours due Monday February 6 ● Submit week 4 updated interview tracker due Monday February 6 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for week 6 mid-quarter presentations
<p>[5] Feb 8</p>	<p>- “Entrepreneur Perspective”: Gene Berdichevsky, Founder/CEO, Sila Nanotechnologies (12:30-1:30pm)</p> <p>- “Entrepreneur Perspective”, Ted McKlveen, Co-Founder/CEO, Verne (1:30-2:30pm)</p>	<p>Deliverables due by Week 6</p> <ul style="list-style-type: none"> ● Individual Reflection #5 due Monday February 13 ● Submit meeting agenda for week 6 office hours due Monday February 13 ● Submit week 5 updated interview tracker due Monday February 13 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for week 6 mid-quarter presentations
<p>[6] Feb 15</p>	<p>- “Initial External Feedback: Full Pitch”: Feedback Judges Chris Rivest (BEV) and Victoria Beasley (Prelude)</p>	<p>Deliverables due by Week 7</p> <ul style="list-style-type: none"> ● Individual Reflection #6 due Monday February 20 ● Submit meeting agenda for week 7 office hours due Monday February 20 ● Submit week 6 updated interview tracker due Monday February 20 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for week 10 final presentations

[7] Feb 22	<p>- “Finding Your Business Model”: Prof. Joel Moxley (12:30-1:30pm)</p> <p>- “Policy Perspective”: Mark Weideman, The Weideman Group (1:30-2:30pm)</p>	<p>Deliverables due by Week 8</p> <ul style="list-style-type: none"> ● Individual Reflection #7 due Monday February 27 ● Submit meeting agenda for week 8 office hours due Monday February 27 ● Submit week 7 updated interview tracker due Monday February 27 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch deck for week 10 final presentations
[8] Mar 1	<p>-“Sales & Marketing Fundamentals”: Matt Eggers, Partner, BEV (12:30-1:30pm)</p> <p>- “Company Building Fundamentals”: Prof. Joel Moxley (1:30-2:30pm)</p>	<p>Deliverables due by Week 9</p> <ul style="list-style-type: none"> ● Individual Reflection #8 due Monday March 6 ● Submit meeting agenda for week 9 office hours due Monday March 6 ● Submit week 8 updated interview tracker due Monday March 6 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Iterate on team pitch for week 10 final presentations
[9] Mar 8	<p>- “Founder Perspective”: Matt Rogers, Founder, Nest and Mill (12:30-1:30pm)</p> <p>- “Investor Perspective”: Veery Maxwell, Partner, Galvanize Climate Solutions (1:30-2:30pm)</p>	<p>Deliverables due by Week 10</p> <ul style="list-style-type: none"> ● Final Individual Reflection due Friday March 17 ● Submit week 10 updated interview tracker for the entire quarter due Friday March 17 ● Submit final team deck over email to TAs due Friday March 17 ● No office hours week 10 <p>Ongoing deliverables</p> <ul style="list-style-type: none"> ● Conduct expert interviews (total 70+ by week 10) ● Finalize team pitch for week 10 final presentations
[10] Mar 15	<p>Final Presentation Yi Cui (Precourt), Dipender Saluja (Capricorn), Matt Trevithick (DCVC)</p>	