

Claude Laval



WATER & ENERGY
TECHNOLOGY
INCUBATOR

*Water Technology Innovation:
Moving from Light Bulb Launch*

a program of

CENTRAL
VALLEY
BUSINESS
INCUBATOR



INCUBATION SUCCESS: SUPPORT, RESOURCES & SOMETHING EXTRA

87%

STILL IN BUSINESS AFTER 5 YEARS

(NBIA STUDY)

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SYSTEMS & STRUCTURE: A SOLUTION IN THE EYE OF THE STORM

*Get your bearings.
Plan your course.
Reach your destination.*

There is a lot to do and you don't want to waste resources. The WET Incubator helps develop a plan for your success.

You will stay on course by addressing :
*Business Basics
Increased Exposure
Access to Capital*



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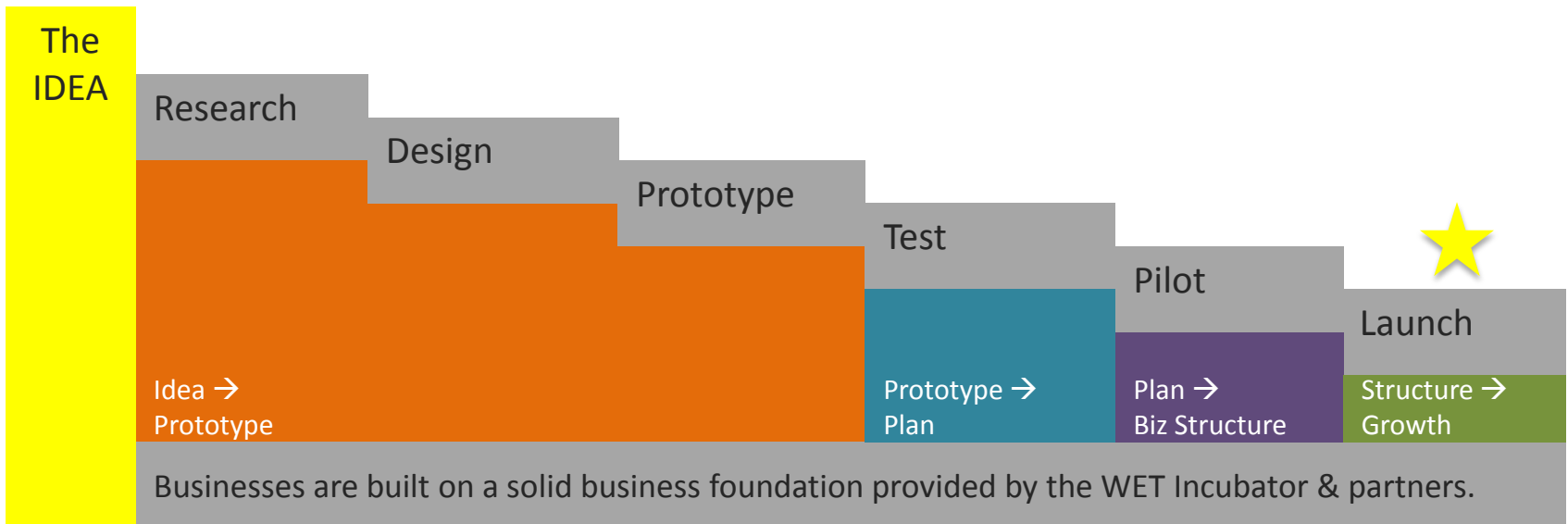
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SYSTEMS & STRUCTURE: STRATEGIC DEVELOPMENT

*Things flow faster as momentum builds.
Gravity is the best energy source.*



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EXPANDING CAPACITY & REACH: STRATEGIC PARTNERSHIPS

Public Agencies

Research
Funding
Consulting
Incentive Zone
Programs

University

Research
Student Support
Advisors
Testing
Validation

Private

Capital
Legal
Marketing
Accounting
Personnel

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Begin by checking the gauges.

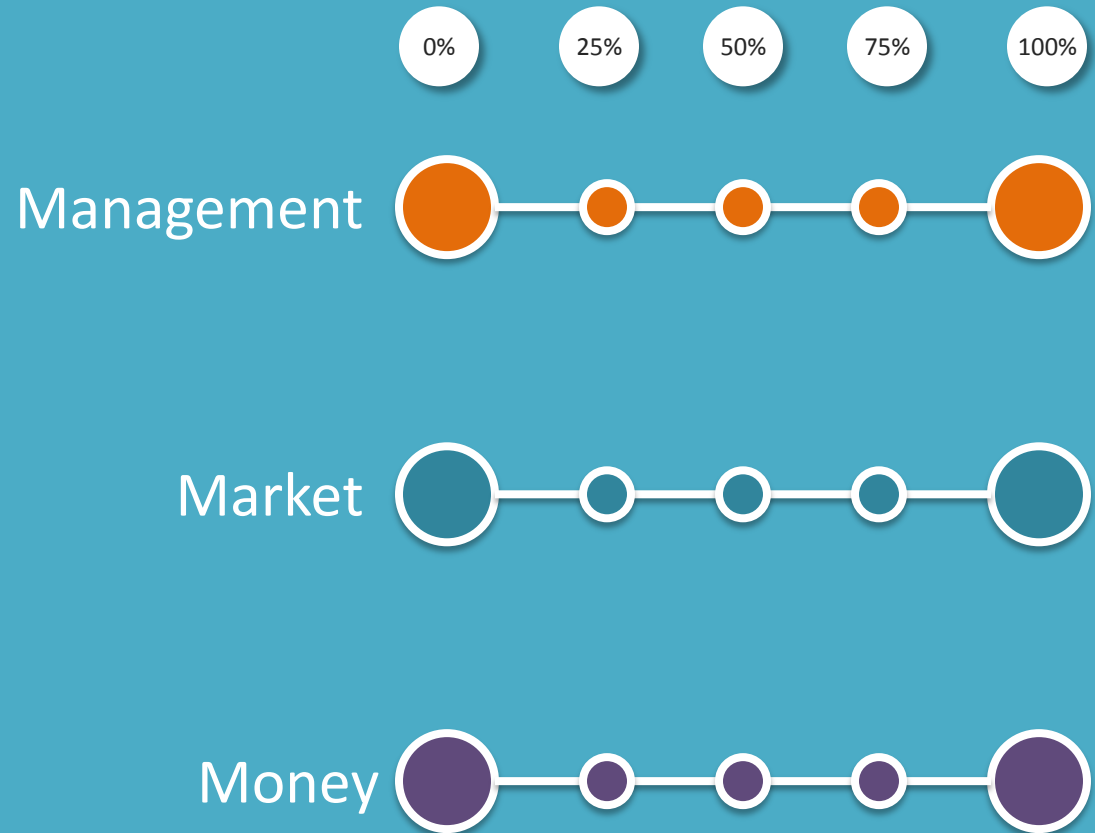
There are three elements common to business:

Management Elements

Market Elements

Money Elements

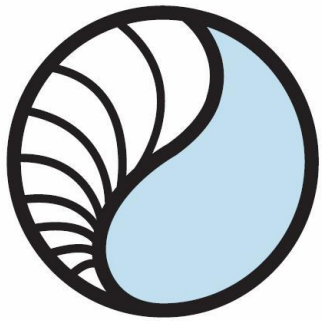
THE THREE M'S: MANAGEMENT, MARKET & MONEY



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INVESTMENT-WORTHY VS. INVESTMENT-READY: USE THE RIGHT APPARATUS

1	2	3	4	5
Bootstrap	Micro-Loan	Seed Capital	Angel Capital	Venture Capital
0 – 100k	15k – 50k	25k – 75k	50k – 500k	500k – 5m
Funders Entrepreneur Family & Friends	Funders VSBDC CDFI	Funders Banks Key Foundations Local Angels	Funders Equity Partner Local Angels	Funders Equity Partner External Firms
Biz Stage Idea – Prototype <i>pre-revenue</i>	Biz Stage Prototype – Plan <i>pre-revenue</i>	Biz Stage Plan – Biz Structure <i>alpha-revenue</i>	Biz Stage Structure – Growth <i>steady cash flow</i>	Biz Stage Growth – Exit <i>steady rev. growth</i>

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OPPORTUNITIES FOR SUCCESS: ACCESS, EXPOSURE & SUPPORT

- WET offers programs to move your vision forward
 - Support for new and existing businesses
 - Affiliation and Alignment
 - Networking and Navigating
 - Capital and Coaching