

## **A Record 12 LBL Technologies Given Path To Market in C2M**

On Friday, May 6, graduate student teams from the Haas School of Business, the College of Science and Engineering, and the Boalt School of Law presented their analyses of how best to commercialize twelve of Lawrence Berkeley Lab's technologies. In a semester long course titled, CleanTech to Market (or C2M), the teams learned about emerging green technologies, obtained feedback from industry stakeholders, and questioned potential future customers and users. After applying a range of business perspectives to the science, stage of development, and readiness for market entry, the teams presented comprehensive assessments of economic issues, competitive positions, and market drivers to an audience of industry executives, investors, and the sponsoring investigators.

Lab Director Paul Alivisatos provided keynote remarks at the networking reception after the presentations noting how important it is to bring new technologies to the market and encouraging more engagement between scientists and commercial interests to guide future research. Haas Dean Richard Lyons commented on the substantive and growing role of C2M in the entrepreneurial and innovation curriculum of the Business School.

C2M is a cooperative program between the campus and the Lab providing real world experience for students to collaborate with scientists to evaluate early stage inventions, investigate the fundamentals of market forces, highlight competitive strengths and weaknesses, and recommend pathways to commercialization.

For more information, contact Shanshan Li or Bill Shelander in the Technology Transfer office.

Following is a list of this year's C2M technologies:

### **Carbon Capture in Coal Plants**

**Shih-Ger Chang**, Scientist, Environmental Energy Technologies Division, Advanced Energy Technology

### **CO<sub>2</sub> Sequestration Using Synthetic Polymers**

**Ronald Zuckermann**, Scientist, Materials Sciences Division; Facility Director, Biological Nanostructures, Molecular Foundry

### **Electrochromic Coatings for Dynamic Control**

**Delia Milliron**, Facility Director, Inorganic Nanostructures, Molecular Foundry, Lawrence Berkeley National Laboratory

**Guillermo Garcia**, Graduate Student Researcher, PhD Candidate, Mechanical Engineering, UC Berkeley

### **Home Energy Saver**

**Evan Mills**, Member, Intergovernmental Panel on Climate Change; Scientist, Environmental Energy Technologies Division

**Rich Brown**, Scientist, Energy Technologies Division

### **Ventilation Controls for Residential Efficiency and Air Quality**

**Iain Walker**, Scientist, Energy Performance of Buildings Group, Indoor Environment Department, Environmental Energy Technologies Division

### **National User Facility to Test Net-Zero and Low-Energy Building Systems**

**Stephen Selkowitz**, Department Head, Building Technologies, Environmental Energy Technologies Division

**Doug Davenport and Oren Schetrit**, Staff, Building Technologies, Environmental Energy Technologies Division

### **Responsive Thermal Storage**

**David Culler**, Chair, Computer Science; Associate Chair, Electrical Engineering and Computer Sciences; Associate CIO, College of Engineering, UC Berkeley

**Ken Lutz**, Executive Director, Gigascale Systems Research Center, UC Berkeley

### **Carbon Nanofiber Supercapacitor**

**Yuegang Zhang**, Scientist, Materials Sciences Division

**Yi Cui**, Associate Professor, Materials Science and Engineering, Stanford University

### **Hydrogen-Bromine Flow Battery for Grid Scale Storage**

**Vince Battaglia, Venkat Srinivasan, Adam Weber**, Scientists, Environmental Energy Technologies Division, Advanced Energy Technology

### **Optimized Lignin Feedstock for Bioenergy and Biochemical Applications**

**Dominique Loque**, Director of Cell Wall Engineering, Feedstocks, Joint BioEnergy Institute

**Henrik Scheller**, Director of Cell Wall Biosynthesis, Feedstocks, Joint BioEnergy Institute

### **Solution-Based, Hybrid Thermoelectric Material**

**Rachel Segalman**, Associate Professor of Chemical and Biomolecular Engineering, UC Berkeley

**Jeff Urban**, Deputy Facility Director, Inorganic Nanostructures, Molecular Foundry

### **Artificial Photosynthesis from Nano-Scale Ferroelectrics**

**Joel Ager**, Scientist, Materials Sciences Division

### **Catalysts for Generating Hydrogen from Water**

**Chris Chang**, Associate Professor of Chemistry, UC Berkeley

**Jeff Long**, Faculty Scientist, Materials Sciences Division, Professor of Chemistry, UC Berkeley