



>> **PRESENTER'S KIT**

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## **I. Positioning**

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The Transatlantic Green Platform (TGP), co-organized by Avise Partners and Europe Plus, brings together influential policy makers, top business leaders from Fortune 500 companies, entrepreneurs and investors from both side of the Atlantic to cooperate in promoting green technologies.

Only a comprehensive approach encompassing public policy, financing of R&D and innovation, and market adoption from major large corporations will lead to a green revolution. The TGP is committed to foster such an approach by generating at the event concrete business deals, investments, partnerships and specific policy proposals between the key US and European green players, including 30 of the most innovative clean-tech companies selected to present.

The event is held in conjunction with the World Investment Conference on June 3, 4 and 5, 2009 at the Atlantia Convention Center in La Baule, France.

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## **II. Value Proposition**

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Each presenting company will have the opportunity to present before an audience of senior business development and technology executives from large companies and senior partners from investment firms. Conference organizer will schedule hundreds of private one-on-one meetings between the promising clean-tech companies and potential partners, investors and clients. These pre-arranged qualified one-on-one meetings guarantees that the event is productive for every participant.

- **One-on-One Meetings**

Awise Partners will act as matchmaker by setting up at least five one-on-one meetings between each presenting company and relevant technology players and investors. The meetings are held in a private area. Our extensive list of European business contacts allows us to ensure that every meeting is an exceptional business opportunity for the promising companies—and an exciting proposition for the larger partners or investors.

- **Company Presentations**

Each presenting company has 8 minutes to present itself to the conference attendees and discuss the market opportunity they are addressing. Please refer to section V for details on the audience. Companies are grouped by sector.

- **Showroom**

The showroom gives the opportunity for attendees to easily locate presenting companies of interest and learn more about them. The cocktail table set-up encourages dynamic high-level networking. It is also the ideal location for journalists to discuss with the presenting company CEOs and discover new technologies. The showroom is accessible to all World Investment Conference / Transatlantic Green Platform attendees.

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### **III. Preliminary Agenda**

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For the most updated agenda, please visit <http://www.transatlanticgreenplatform.com>

#### **Wednesday, June 3, 2009**

18:30 – TGP Presenters’ Cocktail

19:30 – Welcome Dinner

#### **Thursday, June 4, 2009**

08:00 – Opening Session

09:00 – Company Presentations

10:30 – Coffee Break

11:00 – Company Presentations

13:00 – Lunch

14:45 – Panels

19:00 – Cocktail & Gala Dinner

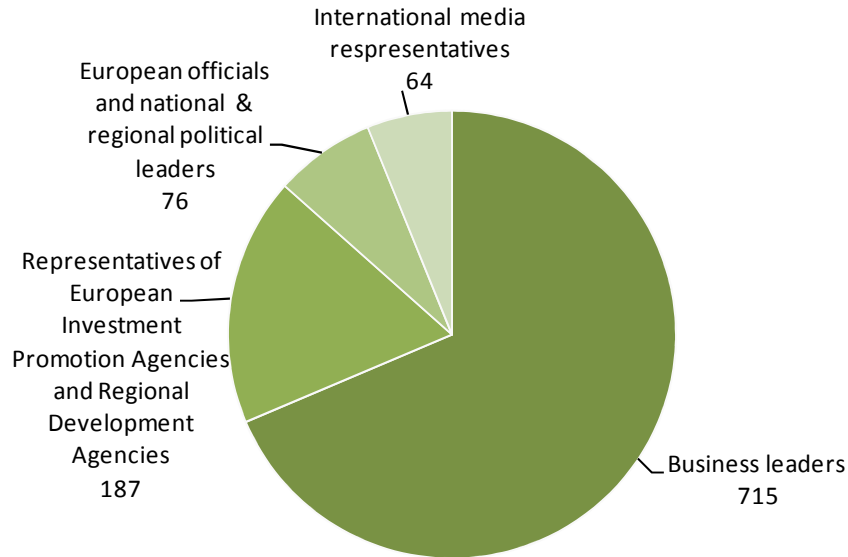
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## IV. Audience

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The World Investment Conference and Transatlantic Green Platform 2009 are expected to gather over 1000 high-level delegates including 200+ clean-tech leaders. 2008 general audience was distributed as below.

### World Investment Conference 2008 – Audience Distribution



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## V. Selection Process

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- **Presenters' Profile**

Privately-owned companies matching the following criteria are eligible to apply:

- **Geography:** Headquarters in Europe or America.
- **Industry Sector:** Sectors from across the clean-tech industry including Biofuel, Automotive & Transportation, Energy Storage & Fuel Cell, Energy Management & Efficiency, Solar, Wind.
- **Development Stage:** Early Stage, Growth/Expansion Stage, Late Stage  
The event presents fundraising, partnership and business deal opportunities. It is relevant for early stage companies looking for VC funding or partners/clients, as well as later stage companies possibly looking for an exit through acquisition by a large corporation.

- **Selection Committee**

To ensure that only the most promising companies are presenting, a selection committee is in place to review the companies' applications and choose those that have strong market adoption potential.

The selection committee is composed of senior technology and business development executives from large corporations, as well as venture capitalists.

- **Application Process**

To apply, please fill out the 7 page PowerPoint application form downloadable at [www.transatlanticgreenplatform.com/apply](http://www.transatlanticgreenplatform.com/apply) and send it by email to [jbguerree@avisepartners.com](mailto:jbguerree@avisepartners.com). Upon receipt, the application will be sent to the selection committee for review. The applicant will receive an answer within 10 days. Upon approval, the applicant will have 10 days to register. Applications are reviewed and approved on an on-going basis. Only 30 applicants will be retained. Applicants are encouraged to send their applications early as availability might run out quickly.

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## **VI. Participation Benefits and Fee**

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The business package for presenting clean-tech companies is designed to maximize their interaction with the right delegates who can concretely help them accelerate their business. This format has proven to be productive in similar events in generating tangible business deals, partnerships and investments. There is also an option "Presentation Only" with limited availability. In both cases, the company needs to be first selected by the selection committee before considering these participation options.

**Presentation Only**

- 8 min presentation in front of the audience
- 1 conference pass for the company's CEO

Participation fee including all the above benefits is **1500 EUR.**

**Business Package**

- Minimum of 5 pre-arranged qualified one-on-one meetings with potential clients, investors or partners
- 8 min presentation in front of the audience
- Demo space in the Transatlantic Green Platform showroom
- 2 conference passes for the company's CEO and another member of the executive team

Participation fee including all the above benefits is **6000 EUR.**

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## **VII. About the Organizers**

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### **Europe Plus**

Dedicated to the attractiveness of Europe and its regions, the Europe Plus Foundation aims to be a reference for the European Union, its Member States and regions, bringing together political leaders, international investors and experts. Its mission involves identifying effective levers for the attractiveness of Europe and developing recommendations in support of reforms to enhance European competitiveness in line with the Lisbon Agenda. Through its high-level think tank, Europe+ makes a continuing contribution to reflection on related issues and, by the same token, provides a channel for the influence of business, European regions and civil society in favour of growth, employment research and innovation.

The Foundation draws on the contributions of a think tank made up of international business leaders, regional and national political leaders, academics, and representatives of unions and business associations.

The Foundation organizes the annual World Investment Conference held in La Baule, France. For more information about Europe Plus, please visit: [www.europeplus.org](http://www.europeplus.org)

### **Avise Partners**

Avise Partners is an advisory firm with 18 years of experience in helping private technology companies from Europe and the US to start or accelerate their business on the other side of the Atlantic. Through events, market studies, business development, interim management, VC fund raising and acquisitions advisory, it supported the transatlantic expansion of over 100 European and American technology companies.

Over the years, Avise Partners has built a strong network with leading business and technology executives on both sides of the Atlantic. Using its networks in a collective fashion, Avise Partners already has a good track record of producing successful strategic events including the 2005 French Tech Showcase in California, the 2007 & 2008 California Tech Showcase in La Baule, France and the 2008 Euro Tech Showcase in California.

For more information about Avise Partners, please visit: [www.avisepartners.com](http://www.avisepartners.com)