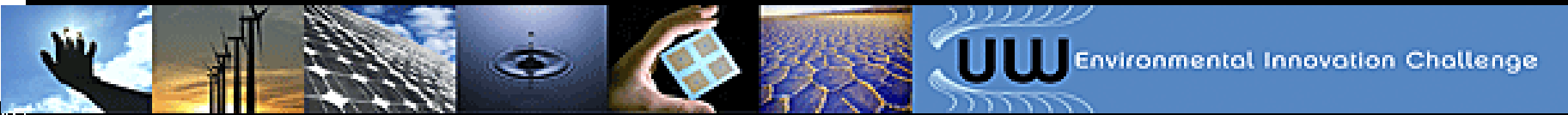




UNIVERSITY *of* WASHINGTON

ENVIRONMENTAL INNOVATION CHALLENGE

**INNOVATION IN CLEAN-TECH + MARKET OPPORTUNITY  
= SOLUTIONS FOR THE PLANET**



# Challenge 2011

- \$10,000 First Prize:
  - Best working prototype
  - Business summary of the market opportunity
  - Potential for impact

- Schedule 2010-2011:

Feb 17<sup>th</sup>

Intent to Submit

March 27<sup>th</sup>

1-page Exec. Summary & Powerpoint

March 31<sup>st</sup>

Challenge Day

Something happened in 1970



# Life Cycle Analysis

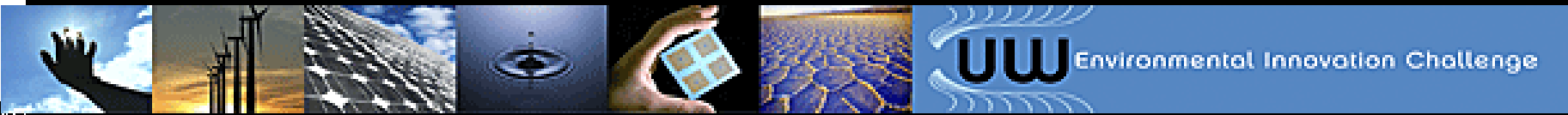
## Paper or plastic?

Bag Type	Space	Reusability	Energy Required	Marine Risks	Biodegradability
Plastic	Lower	Higher	Lower	Higher	Lower
Paper	Higher	Lower	Higher	Lower	Higher

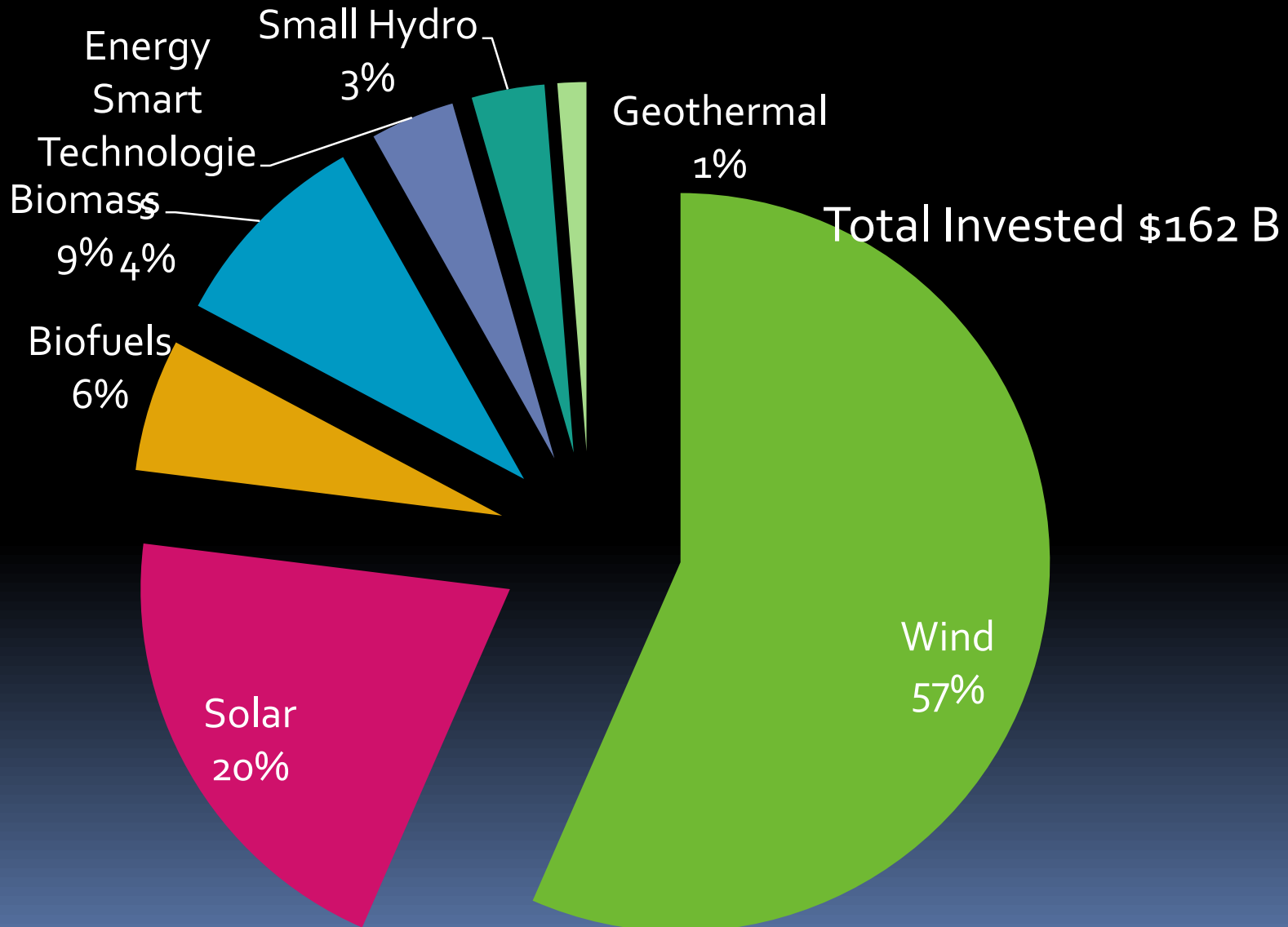
A new energy efficient computer or use the old one?

Cloth or disposable diapers?

Paper towels or air dryer?



# Sustainable Energy Investment 2009



# What are the implications of Smart Grid?

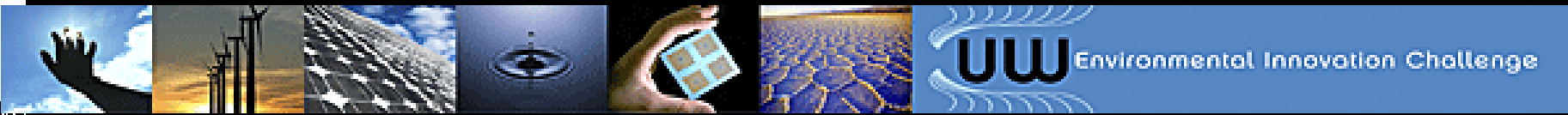


Nissan LEAF™  
100% electric, no tailpipe, zero emissions



meet the world's first electric car for everyone! with 4 doors, 5 seats and 100 miles on a single charge,<sup>2</sup> it's the car that's changing it all. and it's coming december 2010.

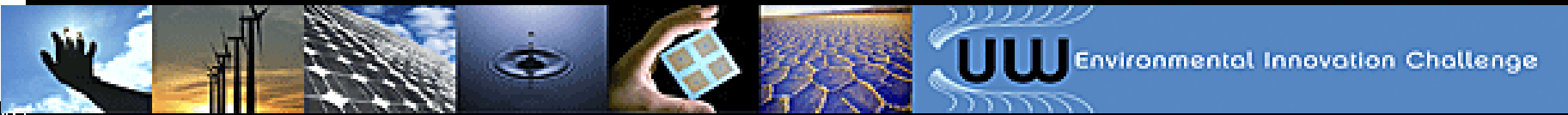
The Nissan LEAF is a concept car. Actual range will vary depending upon driving conditions, vehicle temperature and vehicle age.  
Nissan LEAF is a registered trademark of Nissan North America, Inc. ©2009 Nissan North America, Inc. All rights reserved.  
Nissan LEAF is a registered trademark of Nissan North America, Inc. ©2009 Nissan North America, Inc. All rights reserved.



# Follow the money..

- Q3 2009 Cleantech was top Venture funded area
- Q2 2010 –On a par with biotech with \$1.3Bn





# Class Deliverables

- 30% 5 Weekly quizzes on assigned readings.
- 20% 1- page reflection on a class speaker.
- 20% Project/topic-area proposal Nov 9<sup>th</sup>.
- 30% Final team project proposal Dec 7th