USA Business Opportunities and Support Networks

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USA population & GDP is concentrated to limited number of areas

Choose your target areas carefully, concentrate on those
Introduction to Business and Cleantech in the USA

- There are huge amount of opportunities and high demand for innovative solutions in the USA: *just where most Finnish tech companies have advantage*
- Business practises are straight forward and commercial piloting is business as usual; *USA is easier than what we typically believe*
- CA (with Northeast) is front runner of Cleantech in the USA – *places to start*
- Look for areas with *strong local policy decisions* that guide planning
- Cities drive Cleantech and Smart City development, such as Los Angeles, San Francisco, Palo Alto, Oakland, New York, Boston, Minneapolis, etc.
Prime target areas in energy efficiency

Source: American Council for an Energy Efficient Economy (ACEEE)
Water opportunities

• Constant lack of fresh water, high cost
• High usage 493 l/person/day vs. 120 (FIN)
• Aging infrastructure: Pipe rehabilitation, leak detection, pressure management, metering...
• Water quality: Online analysis, improved water treatment, tank and valve controls, pipe flushing, online data...
• Localization: waste water treatment, backflow prevention, stormwater collection, satellites & drones, reduction of lead, copper, iron, manganese etc.
• Cases: San Diego 1B$ desalination plant, water circulation activities...; Atlanta waste water plant, Texas H2O program, Minnesota mining water treatment,....
Renewable Energy

- Solar, wind, geothermal, waste to energy, anything that has business sense would do...
- LAWDP target: 20% renewables is targeted to be 35% by 2020 and 50% by 2030, open to suggestions
- Central valley agriculture waste (wood, fruits, meat etc.)
- State of New York target: 50% renewables by 2030, launched just 2400 MW wind program
- **Similar targets & programs in many cities & states**

Example: Neste Oil renewable diesel is now used by most of CA cities
Grid and Efficiency

• Significant grid development ongoing in many cities & states; power companies active to follow tech development
• Online metering still rare
• UCLA Smart Grid demo path to city deliveries
• NREL, National Renewable Energy Laboratories piloting opportunities
• E.g. Port of Los Angeles uses 25M$ for piloting (f.ex. Storage pilot with 6 technologies)
• Building (and production) efficiency, f.ex. 1B$ (green) hotel in Beverly Hills, New York housing target 80 x50; reduction of 80 % by 2050, etc.
• Hybrids and EVs are already a car standard in CA
• Heavy EV charging expansions ongoing (ex. LA Metro, UCLA etc.)
• LAMetro all electric bus fleet by 2030 (2028 Olympics?)
• Autonomous vehicles and shuttle buses
• Infrastructure changes (storage, smart grid)
• Open data: all city data openly available (procurement etc.)
• Shared economy opportunities
• Manufacturing efficiency
Services for companies

Our main focus is to help you sell and deliver

• Honest feedback to your plans and execution of it
• Access to potential customers
• Connections to investors and partners
• Events to meet the above
• Networks are everything!
• Hands on training and coaching
• Support in actual sales (sales process, message, meetings)

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Other Support available

- **Soft landing platforms, incubators, accelerators**: Nordic Innovation House / NY, Palo Alto; LACI – Los Angeles Cleantech Incubator, Urban Future Lab NY, etc.
- Grow to USA, LandInChicago, Nordic Scalers etc. programs from Finland
- **Select USA** (federal government)
- **City / state level ECD:s**, Economic Development Corporation, California Energy Commission
- **Independent consultants** in USA and Finland (e.g. Braid Theory, GoToMarket USA)
- NREL – National Renewable Energy Lab, etc...