

Sponsored by



Institute for Sustainable Enterprise  
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The Sustainable Business Incubator at Fairleigh Dickinson University  
invites you to

# "Growing the Next Generation of Green Ventures"

Sustainable Entrepreneurship Symposium and Expo  
An NCIIA Invention to Venture Workshop

In association with the New Jersey Institute of Technology and Our Sponsors and Other Institutions

## Confirmed Participating Organizations

Fairleigh Dickinson University  
New Jersey Institute of Technology  
Rutgers University  
Rutgers Center for Energy, Economic, and Environmental Policy  
Montclair State University  
Montclair State Dept. of Earth & Environmental Studies  
Ramapo College  
Rowan University  
Seton Hall University  
NJ Higher Education Partnership for Sustainability (NJHEPS) Sustainability Education Committee  
Community Green  
Cooling America thru Local Leadership (CALL)  
Einstein's Alley  
Einstein's Alley Entrepreneurs Collaborative  
NJEntrepreneur.com  
HydroCoil Power  
Converge

## Invited Organizations

Able Energy Inc.  
American Water Works Co., Inc.  
Governor's Office  
NJ Board of Public Utilities  
NJ Office of Clean Energy  
NJ Department of Environmental Protection  
NJ Office of Smart Growth  
The Meadowlands Commission



**Friday, May 2, 2008**  
**8 a.m. - 4 p.m.**

**Hartman Lounge and Lenfell Hall,  
the "Mansion"**  
Fairleigh Dickinson University  
285 Madison Avenue, Madison, NJ

**followed by a  
Networking Reception**  
**4 p.m. - 6 p.m.**

**and  
Green Enterprise Showcase**

**Register at:**

<http://www.invention2venture.org/greenventures08>

## Sponsors and Associates:

- Sustainable Business Incubator, Institute for Sustainable Enterprise, Fairleigh Dickinson University
- Enterprise Development Centers, New Jersey Institute of Technology
- National Collegiate Inventors and Innovators Alliance
- Rothman Institute, Silberman College of Business, Fairleigh Dickinson University- and others to follow (sponsorship opportunities available)

### 8 a.m. – Registration

- Exhibit Set Up
- Continental Breakfast

### 9 a.m. - Welcome and Introductions:

- Institute for Sustainable Enterprise, Fairleigh Dickinson University
- New Jersey Institute of Technology
- National Collegiate Inventors and Innovators Alliance

### 9:15 a.m. - The Sustainable Venture (Panel Discussion)

- Challenges and Opportunities in Green Business
- What is a Sustainable Venture and How Do You Create One?
- Validating Your Idea and Assessing Your Opportunity

9:50 a.m. - Break

**10 a.m. - "World-Cafe"-style Roundtable** Discussions on topics including: renewable energy, clean water technology, biofuels, alternative transportation, green building and construction technologies, waste management, industrial transformation, sustainable and urban agriculture, carbon sequestration, green investing, sustainability education, and others based on registration interest

### 11:30 - Developing Intellectual Property

### 12 noon - Luncheon Speaker

New Jersey's Response to Global Warming and the Emerging Green Technology Revolution

### 1 p.m. –

#### Track 1: Business Essentials for Sustainable Ventures (Panel)

- Business plan development
- Sales and marketing
- Strategic alliances
- Financing
- Global business opportunities

#### Track 2: Green Tech Investing (Panel)

Opportunities in alternative energy, transportation, materials processing, green chemistry, and other fields

**2:00 p.m. - "World-Cafe"-style Roundtable** Discussions on topics including business plan development, sales and marketing, strategic alliances, angel funding, venture capital financing, bank financing, SBIR/STTR and other government funding, global business opportunities, and other topics based on registration interest

#### 3:30 Closing speaker

Making Money *and* Saving the World

#### 4:00 - Networking and Entrepreneurs' Showcase and Exhibits (Reception)

6:00 – Close

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For sponsorship opportunities contact Jonathan Cloud at 908-306-9075 or [jcloud@fdi.edu](mailto:jcloud@fdi.edu).