NZA 2020
NET ZERO ACCELERATOR

We pilot + promote built environment innovation to empower our net positive future.
2020 NET ZERO ACCELERATOR

- 7-month program
- 10+ pilot- and market-ready solutions
- 10+ committed pilot partners / sites
- 20+ expert partners & advisors
- 100K+ relevant eyeballs
2020 FOCUS AREAS

- **Building Decarbonization** (materials + operations)
- **Clean Construction** (waste + efficiency)
- **Occupant Health** (inside + outside the walls)

“Yotta was able to develop many pilot partnerships [in 2019]. A lot of accelerators promise great things. NZA delivers.”

Omeed Badkoobeh
CEO, Yotta Energy
PILOT + PROMOTE

BRIDGE THE GAP between net zero building policy + current technology in use for both commercial and affordable housing sectors.

BUILD AWARENESS of viable solutions and market innovation.

GET TECH TO MARKET through on-site pilots with committed green building leaders.
Viable Solutions

Pilot-ready players receive low-cost, focused acceleration to streamline and de-risk adoption.

Green building experts counsel on strategy, fit and viability, while coaching the cohort.

Pilot sites measure, validate, and benefit from low-cost efficient building technology.
PROVEN LEADERS

OWNERS + OPERATORS pilot efficient technologies.

INDUSTRY EXPERTS offer deep market knowledge.

UTILITIES + CORPORATES sponsor and support the acceleration, pilot and promotion of net zero tech.

FUNDERS + INVESTORS source and support cohort companies and pilots.
SHARE SUCCESS

FEATURE STORIES created for cohort that highlight authentic insights into the founders and technology.

CASE STUDIES that showcase the cohort, pilot sites, partners and sponsors, their leadership, and results.

THE RIGHT AUDIENCE of proven green business leaders, 3K+ USGBC-LA members, City and County of LA, and the broader sustainability world.
COHORT CURRICULUM

**Fundamentals**
Mini-audit and gap identification (structure, financials, legal, planning, etc.) to ensure you’re ready to move forward.

**Brand + Story**
Know who you are, what you stand for, and how to communicate.

**Sales + Biz Dev**
How to build and manage a pipeline, find the right customers, and close the sale.

**Pilot Readiness**
Ensuring you’re really ready to pilot your technology with a potential customer.

**Project Finance**
Financial strategies and options to ensure project completion and mitigate impact on cash flow.
2020 TIMELINE

PRE-LAUNCH
- JAN - MARCH: On-Board Partners & Selection Committee
- JAN - MARCH: Announce Call for Applications

LAUNCH
- APRIL - MAY: Source Companies
- APRIL - MAY: Review Applications
- APRIL - MAY: Announce 2019 Cohort

ACCELERATE
- JUNE - JULY: Curriculum + Mentor Matchmaking
- JUNE - JULY: Pilot Development
- JUNE - JULY: Campaign Building

TO MARKET
- AUG - DEC: Pilot Site Engagement
- AUG - DEC: Cohort Marketing Campaign
- AUG - DEC: Net Zero Conference
2019 Recap - Inaugural Program

- 6 months
- 13 companies
- 11 pilot partners (multiple sites)
- 25+ expert advisors and partners
- 6 high-impact trainings
- 3 signature events
- 8 speaking / networking events
- 29 pilots (and counting)
2019 COHORT
2019 PILOT SITES
2019 PARTNERS
Solar Panel-Level Energy Storage Developer Yotta Receives $1.5 Million
Clean Technica

Water and Energy
Los Angeles-based Saya Life is building an AI and machine learning platform focused on predicting and preventing water-related risks.

By Rukhsana Hussain, California Business Journal.

LIFEGUARD TOWER BUILT FROM PLASTIC WASTE OFFERS GLIMPSE OF FUTURE

Glasgow tech firm selected to help LA go net zero
architects' building monitoring devices picked from companies worldwide for accelerator project

By in��dian.co.uk
18 May 2019

PRESS RELEASE: INAUGURAL TRAILBLAZER Awardees Announced at NZ19

LOS ANGELES, CA – The first annual Trailblazer Award Ceremony took place today during the world’s largest net zero building event, the Net Zero 2019 Conference & Expo (NZ19).
LEADERS WANTED

SPONSOR THE ACCELERATOR - your contribution demonstrates continued leadership and supports delivery of high-impact, low-cost services to the cohort.

PILOT AT YOUR SITE - your commitment for the right fit ensures technology validation and benefits your bottom line.

SHARE YOUR EXPERTISE - give your knowledge to help realize a net positive future.
THANK YOU

Become a positive part of the zero net future.

Ben Stapleton
Executive Director
ben@usgbc-la.org
310-892-7061

Neal Anderson
Accelerator Director
neal@usgbc-la.org
626-808-5918

https://usgbc-la.org/programs/net-zero-accelerator/