



*NASEO
Energy
Technology
Innovation
Summit*

Washington, D.C., February 6-7, 2020

Energy Technology Innovation Project (ETIP)

NASEO Board Roundtable and report on SEO roles in TBED, and strategies to enhance communication and coordination with DOE/OTT, labs, and private sector.

2017

Conference sessions, webinars and calls highlighting states' work, programs in commercialization and innovation, and key partners.

2018

Partnership formed with Citizens for Responsible Energy Solutions (CRES) to reinvigorate connections between SEOs and other major players in Innovation.

2019

Advisory Group Members

Iowa

Hawaii

Hawaii Natural Energy Institute

Louisiana

Massachusetts

Michigan

Mississippi

New Jersey

Tennessee

Texas

+

Citizens for Responsible Energy Solutions

+

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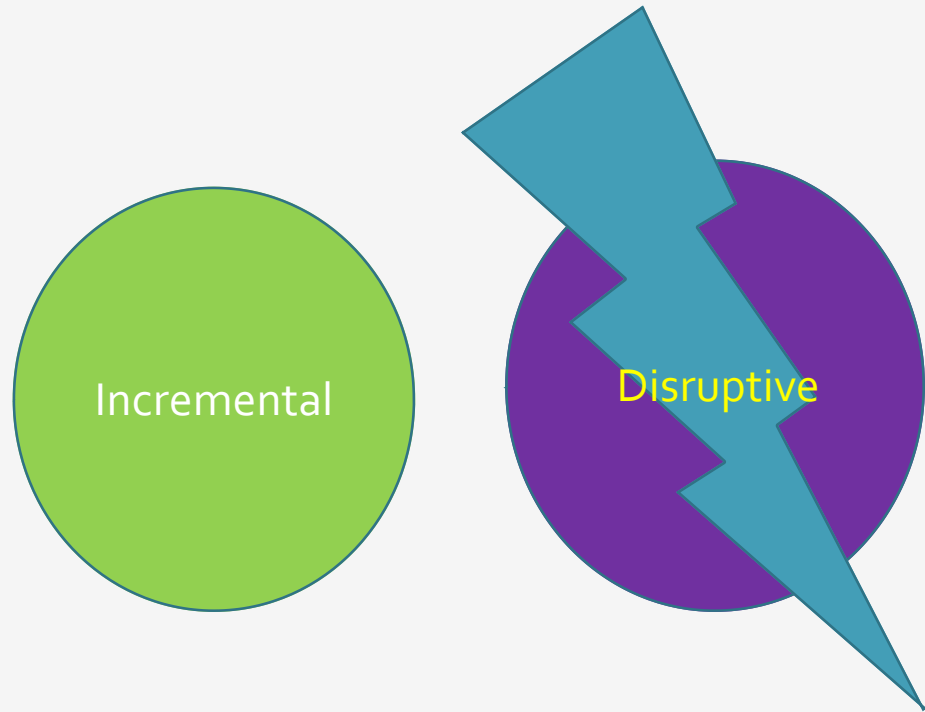
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Connect!

Definitions

- **Invention** refers to the act of devising or fabricating a novel device, process, or service. Invention describes the initial conception of a new product, process, or service, but not the act of putting it to use. Inventions can be protected by patents, though many inventions are not patented, and most patents are never exploited commercially.
- **Innovation** encompasses both the development and application of a new product, process, or service. It assumes novelty in the device, the application, or both. Thus, innovation can include the use of an existing type of product in a new application or the development of a new device for an existing application. Innovation encompasses many activities, including scientific, technical, and market research; product, process, or service development; and manufacturing and marketing to the extent they support dissemination and application of the invention.
- **Commercialization** refers to the attempt to profit from innovation through the sale or use of new products, processes, and services. The term is usually used with regard to a specific technology (e.g., “commercializing high-temperature superconductivity”) to denote the process of incorporating the technology into a particular product, process, or service to be offered in the marketplace. The term commercialization therefore emphasizes such activities as product/process development, manufacturing, and marketing, as well as the research that supports them. More than invention or innovation, commercialization is driven by firms’ expectations that they can gain a competitive advantage in the marketplace for a particular product, process, or service.

Innovation



Any activity (such as programs, funding, financing, partnerships, or policy development) that enables new energy technologies or energy technology improvements to reach the marketplace.

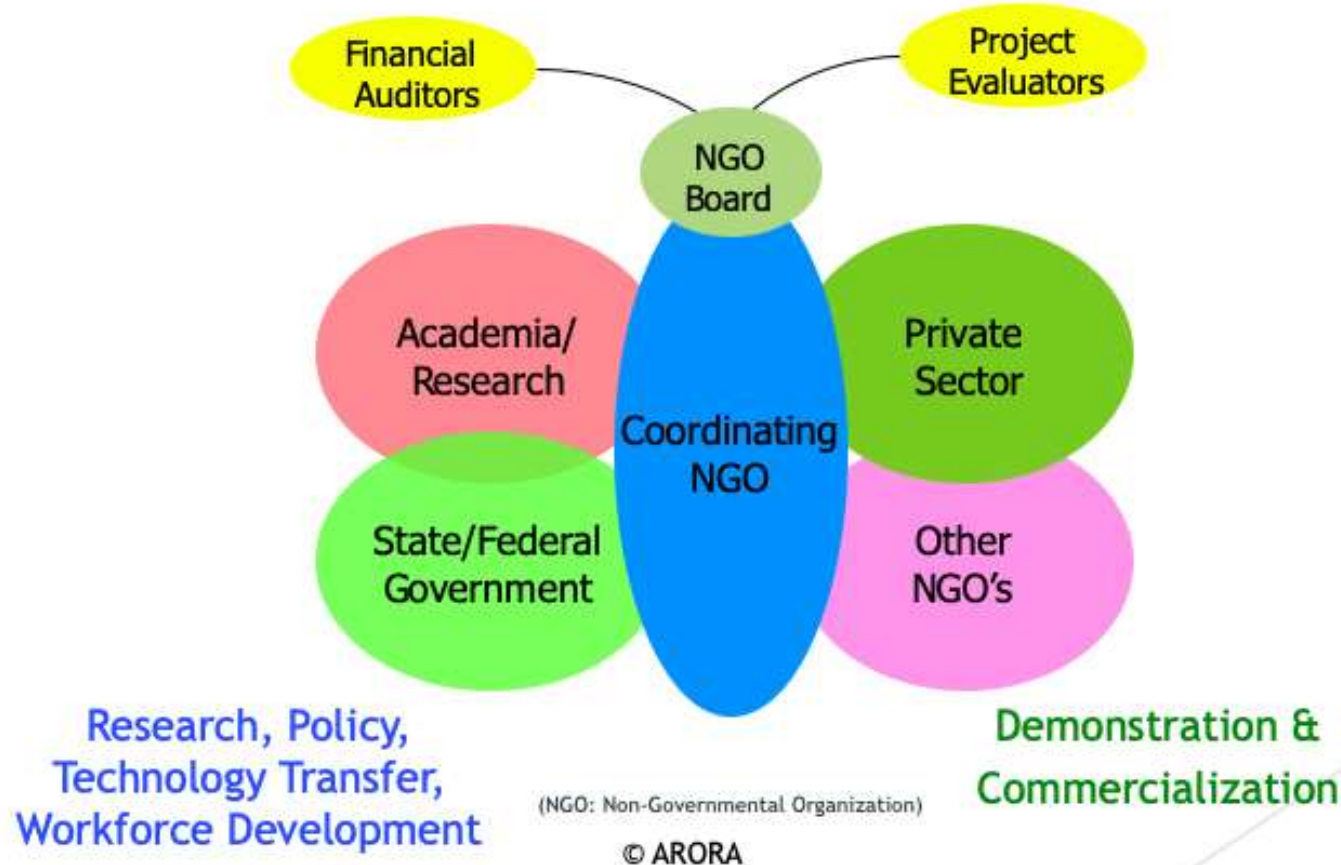
- Early-stage research
- Applied research
- Technology development
- Technology incubation
- Technology demonstration
- Technology commercialization
- Investment

Innovation Value Chain



BUTTERFLY MODEL

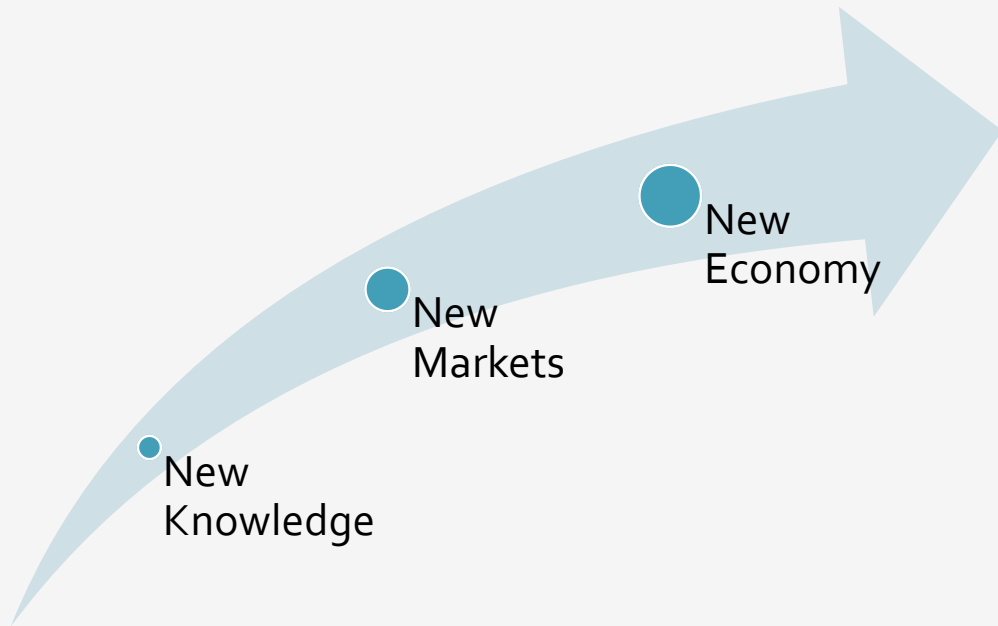
an inter-organizational framework of collaboration
for deploying emerging technologies



Innovation Ecosystem Stakeholders

- State Energy Offices
- Non-profits
- Academia
- DOE Labs
- Other federal agencies
- Private sector (intrapreneurs and entrepreneurs)
- Users

ETIP Goals




Identify


- Gap analysis
- Key Motivators
- Policies, Programs and Examples
- Level of Effort and Critical Success Factors
- Recommendations for Strengthening Programs
- How SEOs can better integrate and partner with other

ETIP

Outcomes

- NASEO website with “Innovation” tab
 - Online database of states’ energy technology innovation policies, programs, and projects, case studies
 - Energy Technology Innovation Summit conference
 - Facilitated discussions
 - In-state Innovation Roundtables (contact NASEO staff if interested!)
 - Final written report: key findings, recommendations, next steps
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Key Conceptions

- Innovation in energy space can be expensive
 - The opportunities are enormous
 - Technology adoption can take a long time
 - Critical evaluation of resources and core competencies
 - Planning is important
 - Technology development takes longer than expected
 - Seek honest answers
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"To succeed, companies need to see innovation not as something special that only special people can do, but as something that can become routine and methodical, taking advantage of the capabilities of ordinary people"

The Game Changer

A. G. Lafley (former CEO of Procter and Gamble) and Ram Charan
(Published by Crown Business 2008)



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