



IEEE Boston Series: Moving Toward a Smarter Electric Grid

Session 2: Smart Grid Entrepreneur-ing

Organized by: IEEE Boston Section and MIT

Date & Time: March 10, 2009, 6:00pm -9:30pm

Venue: MIT Lincoln Lab Cafeteria, 244 Wood Street, Lexington, MA

Keynote: John S. Quealy, Managing Director, Equity Research, Sector Head of Sustainability, Canaccord Adams Inc., *“Financial market’s view of Smart Grid and its prospects, growth opportunities and challenges for entrepreneurs”*

Panel Discussion Featuring:

Nachum Sadan, President & CEO, Amperion, Inc

Gary Bubb, Chair Mergers & Acquisitions Group, Ruberto, Israel & Weiner, P.C.

Gene Landy, Chair Technology Business Group, Ruberto, Israel & Weiner, P.C.

IEEE Boston Section is continuing the innovative *Moving Toward a Smarter Electric Grid*, series, with ***Smart Grid Entrepreneur-ing***.

On November 21, 2009 we launched the series at MIT when 150 listened to the keynote by George Arnold, NIST *“Re-powering the Nation: Setting Standards for the Smart Grid.”* Additional talks, and a lively panel discussion addressed the convergence of information technology, remote sensing, and the energy generation and distribution networks to more effectively deliver energy resources.

Many questions on Nov. 10, related to innovative ideas for Hardware, Software, Web-Services. On the evening of March 10, ***Smart Grid Entrepreneur-ing*** will attempt to address the Smart Grid as a business opportunity for: Spin-offs, Spin-outs, Carve-outs, or just “plainey janey” Start-ups

Smart Grid Entrepreneur-ing will offer several diverse business and finance perspectives:

Financial Analyst in Sustainability and Emerging Energy Technology

Serial Entrepreneur with over 25 years of experience in powerline networking and data communications – “Business entrepreneurship, technical innovation, and investment funding “

Attorney specializing in Mergers & Acquisitions and private equity

Attorney specializing in licensing, strategic partnerships and joint ventures, intellectual property, technology transfer

6:00pm	Registration and networking with pizza
6:30pm	Keynote: John Quealy on Financing Smart Grid
7:00pm	Nachum Sadan on Smart Grid Entrepreneurship
7:30pm	Networking break
7:45pm	Gene Landy & Gary Bubb on team, deal, IP, private investors
8:45pm	Panel Discussion -- all

Smart Grid Entrepreneur-ing is the first of several detailed technical meetings in our **Moving Toward a Smarter Electric Grid** series which will culminate in a special event, September 2010 at the **IEEE Conference on Innovative Technologies for an Efficient and Reliable Electricity Supply** www.ieee-energy.org

For more information about the May and subsequent sessions, please see the www.ieeeboston.org website and the April Reflector

Smart Grid Entrepreneur-ing

Decision (run/cancel) date for this course is Friday, March 5.

Contact: IEEE Boston Section Office

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Affiliation	By Mar 5.	After Mar 5.
IEEE Members / MIT	\$40	\$60
Non-members	\$55	\$75
Student	\$20	\$35

Keynote: **John S. Quealy**, Managing Director, Equity Research, Sector Head of Sustainability, Canaccord Adams Inc.



John joined Cannacord in 2000 where he helps to direct and coordinate equity research across the rapidly emerging sustainability market, working with 9 other Canaccord research analysts in NA & Europe and cover a broad array of international companies in Energy Tech, Water, Wastewater & BioResource industries. He created and developed several specialized investment themes in this sector, including Smart Grid, Water Tech and Clean Coal. John has presented to a number of industry organizations and public utilities on emerging energy technology issues and has been a frequent contributor to the media, appearing with the BBC, CNBC, The WSJ and Barron's. Before Canaccord, John worked for Deloitte & Touche as Manager in audit and assurance practice. B.S. in accounting and philosophy *cum laude* from Boston College; CPA

Topic: Financial market's view of Smart Grid and its prospects, growth opportunities and challenges for entrepreneurs

Panelists:

Nachum Sadan, President & CEO, Amperion, Inc

Nachum joined Amperion in 2005 and is focusing the company to develop market and sell advanced smart grid communications solutions to electric utilities. He is a serial entrepreneur with over 25 years of experience in powerline networking and data communications.: Prior to Amperion he was the COO of Mintera Optical Networks, EVP Technical Operations at Sitara Networks; and co-founder & VP Engineering at CommHome Systems and Bus-Tech Inc. Nachum holds a MSEE from NEU, and a BSEE *cum laude* from the Technion, Israel Institute of Technology. He is a member of the MIT Enterprise Forum, MTC, ATS, NU Alumni Association, and the IEEE Power Engineering Society.



Topic: Business entrepreneurship, technical innovation, and investment funding.

Gary Bubb, Chair, Mergers & Acquisitions Group, Ruberto, Israel & Weiner, P.C.



He handles general corporate matters and a broad range of transactions, including private offerings of securities, venture capital financings, mergers and acquisitions for privately held companies. In addition, Mr. Bubb has experience with: tax law with pass-through entities, corporate tax matters, tax exempt organizations; administrative practice before federal and state tax agencies; business succession planning and related estate planning matters. He is a member of American Bar Association, Taxation Section, Association for Corporate Growth, North Shore Technology Council; B.A. Gordon College, 1974, J.D. Suffolk University Law School, 1982 *cum laude*, LL.M. in Taxation Boston University, 1984

Gene Landy, Chair Technology Business Group, Ruberto, Israel & Weiner, P.C.



He represents companies in software, integrated circuits, telecommunications technology, IT hardware, Internet and web applications, e-commerce, digital media, computer games, and other technology fields. Gene handles domestic and international transactions for high technology businesses, from start-ups to publicly traded companies. His work includes counseling, licensing, strategic partnerships and joint ventures, intellectual property, technology transfer, business sales and acquisitions, and investments. He has worked for non-US technology firms that operate in USA, and with investors in technology opportunities. Gene is the author of several books and a number of articles in the field of information technology law. He is a member of American Bar Association, American Intellectual Property Law Association, International Technology Law Association, MIT Enterprise Forum, an Massachusetts Technology Leadership Council. Honors: 2004, 2006-09 Massachusetts Super Lawyer. J.D. Harvard Law School, 1975 *cum laude*; S.B. Massachusetts Institute of Technology, 1969

Topics to be discussed by Gene and Gary:

- Getting ready for angel and venture funding -- what your company needs to do.
- Understanding investor objectives.
- The role of intellectual property.
- Your team.
- Valuation and the economics of deals.
- The investment process.
- Key investment deal terms.