

▶ **Small Biz Green: Green Tech**

Technology that saves your business money

Yalmaz Siddiqui, Senior Director of Environmental Strategy, Office Depot

Yalmaz.siddiqui@officedepot.com

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▶ MORNING AGENDA: GREEN TECH

- 9:00-9:05am Welcome & Introduction:
David Etzler, Founder, Small Biz Green
- 9:05-9:35am Intro: What is Greener Tech & Why It Matters For Small Biz
Yalmaz Siddiqui, Sr. Director, Environmental Strategy, Office Depot
- 9:30-10:10am TD Bank, Becoming as Green as our Logo
Kevin Gillen, Regional President - Florida Market, TD Bank
- 10:10-10:50am Leveraging the Cloud To Save Energy, Money and Time
Rick Mancinelli, CEO, C3
- 10:50-11:20am Break
- 11:20-12:30pm Green Technology Panel Discussion:
Anthony Davis, VMWare
Howard Ullman, CEO, Air to Water
Justin Hoysradt, VP Sales & Marketing, Abundant Energy
Sean Cochran- CEO Super Green Solutions

▶ AFTERNOON AGENDA: GREEN TECH

- 12:30-1:30pm Lunch Keynote – An Era of Growth & Innovation
Eric Silagy, SVP FPL
- 1:30-2:15pm Greener Gadgets Show & Tell
Visit our interactive technology displays and get tips to help your small business
- 2:15-2:45pm Small Business Green Tech Case Study
Shayne McQuaid, Founder & CEO Voltaic Systems
- 2:45-3:15pm Creating Sustainable Environmental Educational Initiatives & Business Resources through Technology
Erick Guerra, Founder UCubeMedia
Sara Green, Founder The GiveBag
- 3:15-3:45pm Powering Prosperity in Florida
Jeremy Susac, CEO, Real Energy Strategies Group
- 3:45-4:15pm Round Table Working Session with Audience
Planning next steps to green your business with greener tech
Yalmaz Siddiqui, Sr. Director, Environmental Strategy, Office Depot

▶ **What is Green Tech?**

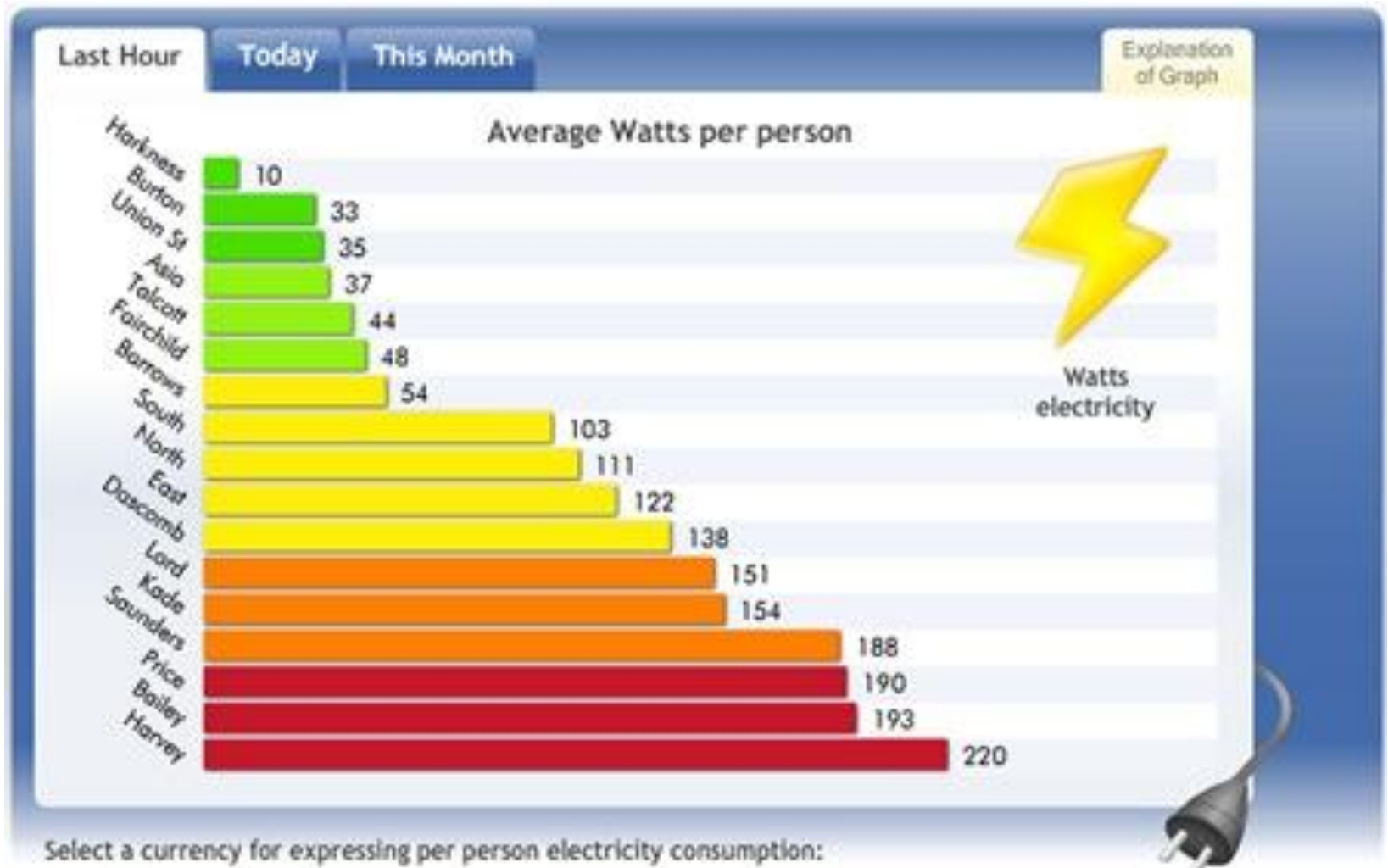
Is this green technology?



Is this green technology?



Is this green technology?



Is this green technology?



Is this green technology?



Is this green technology?



GOLD



SILVER



BRONZE



Is this green technology?



Is this green technology?



Is this green technology?



Is this green technology?



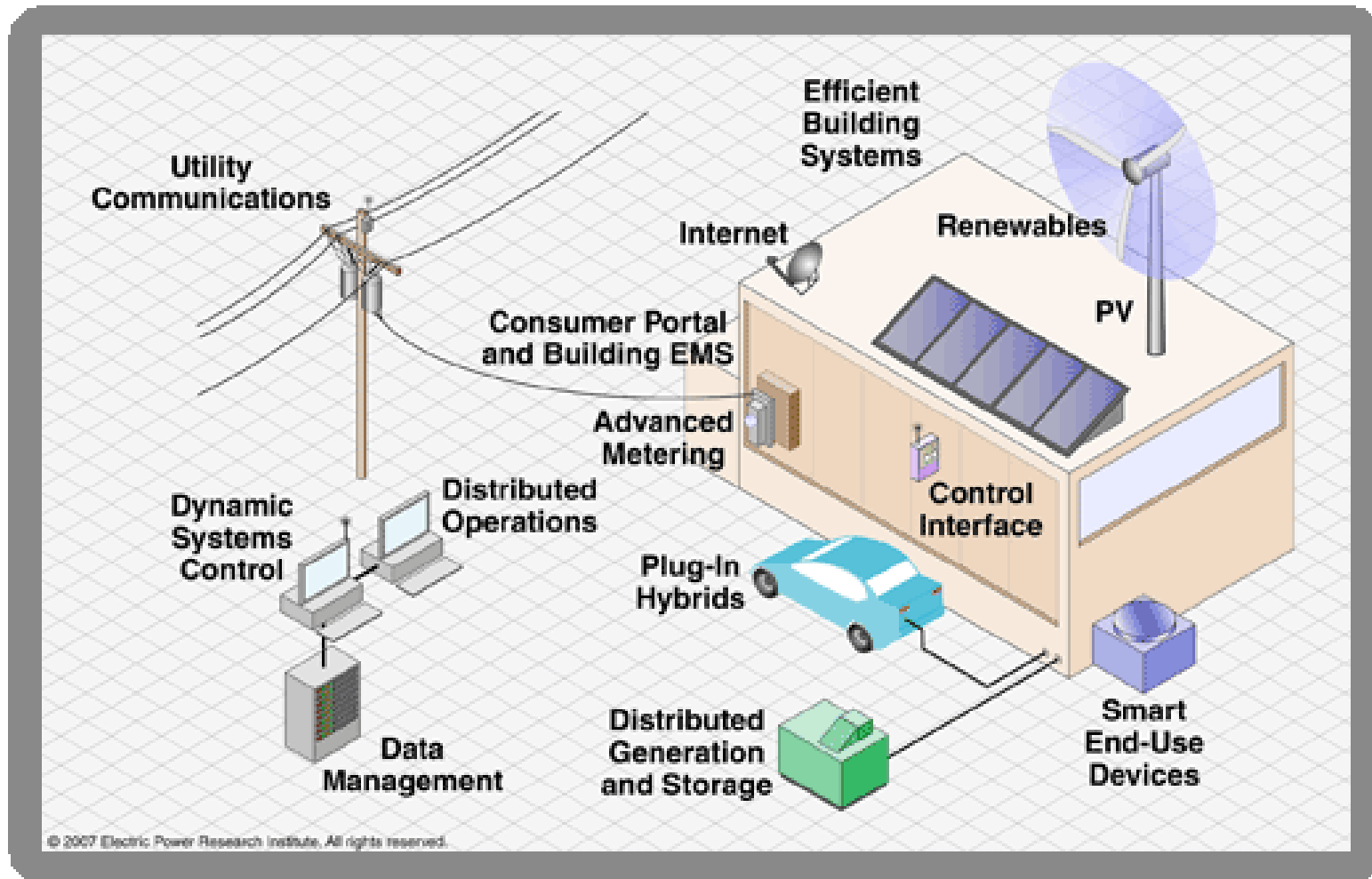
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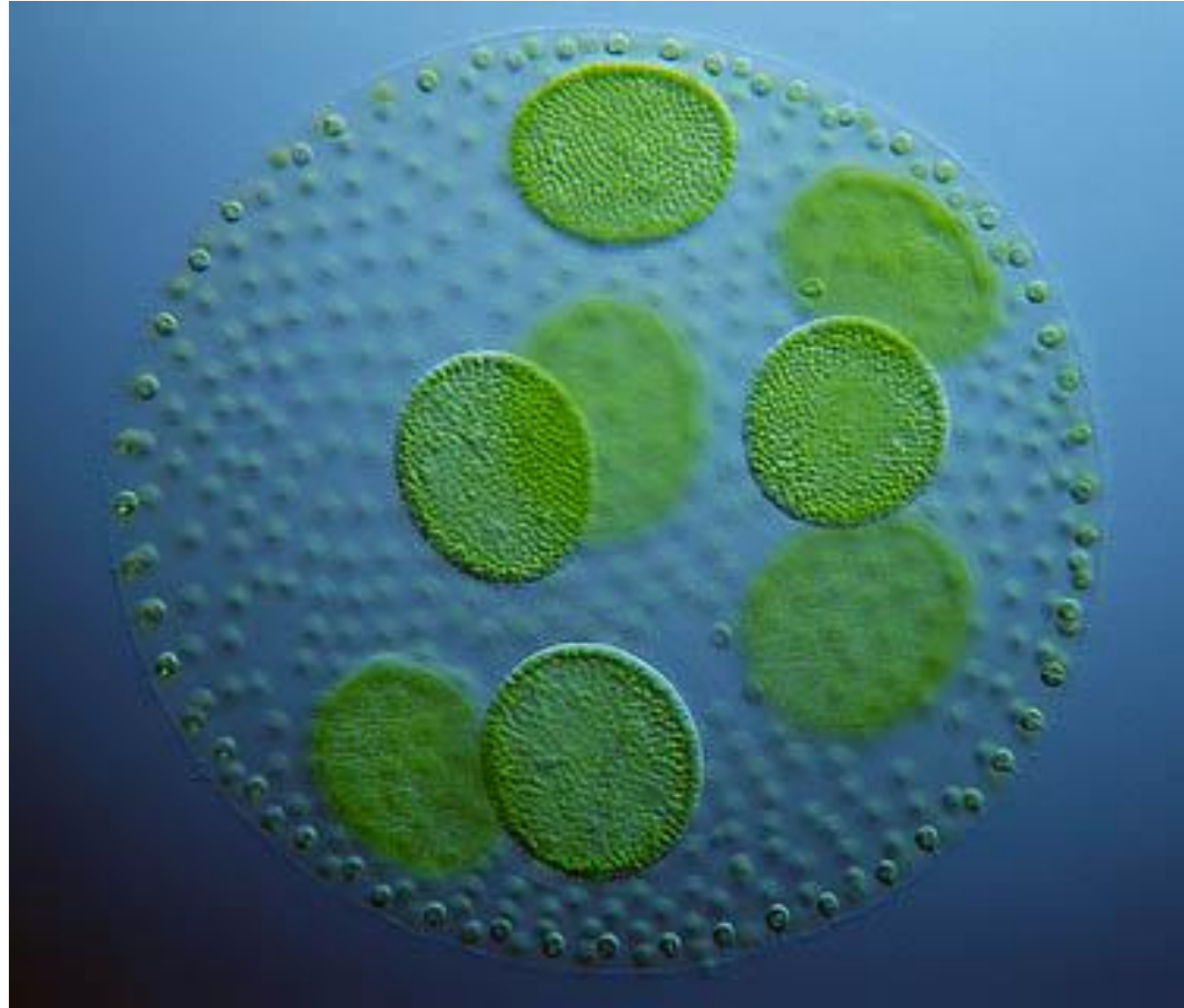
Is this green technology?



Is this green technology?



Is this green technology?



A COMPREHENSIVE TAKE ON GREEN TECHNOLOGY

Energy

Information

BioTech?

Buildings

Vehicles

Other?

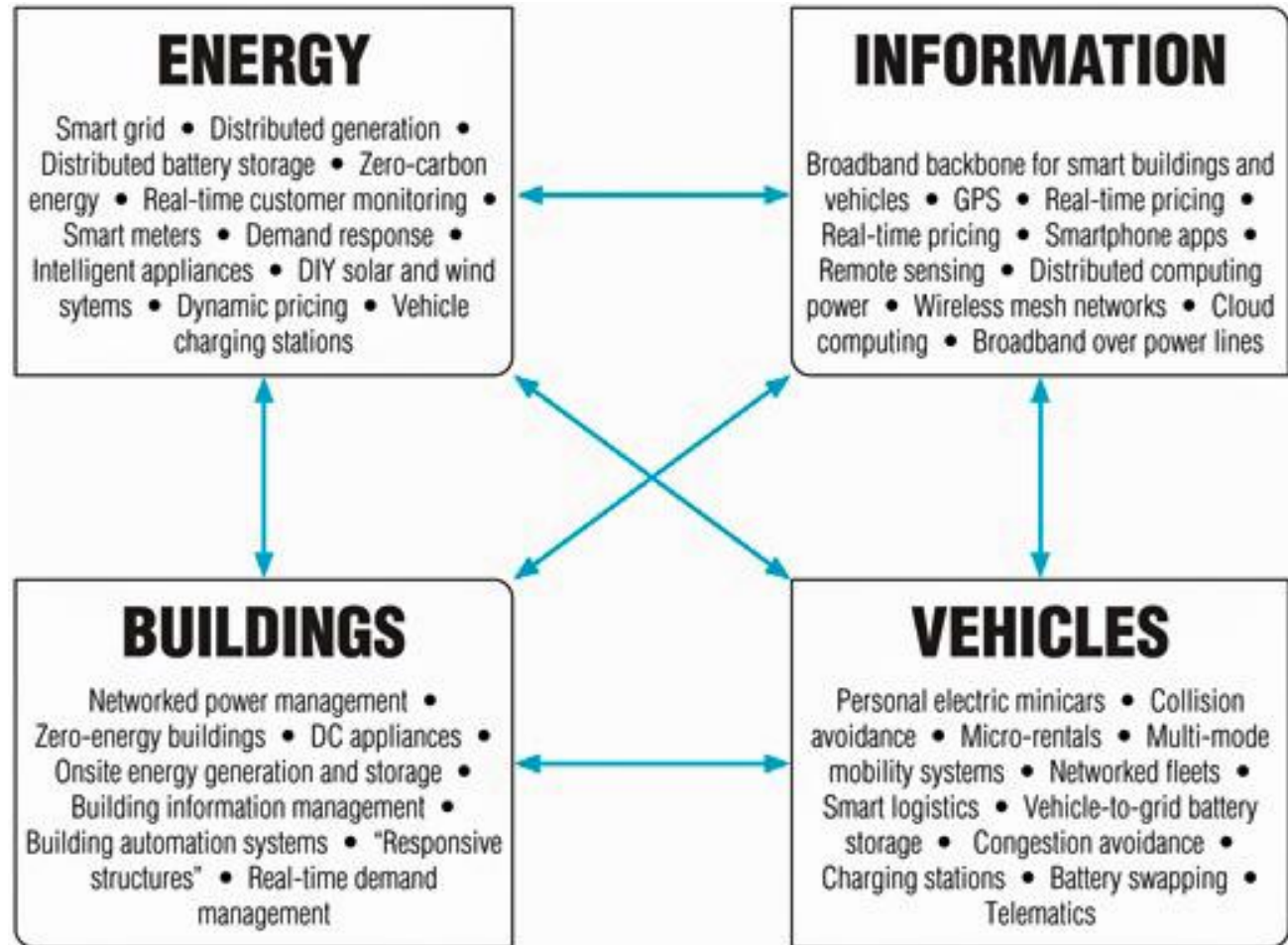
COULD CONVERGENCE BE THE BIG PLAY?

VERGE

CONVERGING ENERGY, INFORMATION,
BUILDINGS & VEHICLES

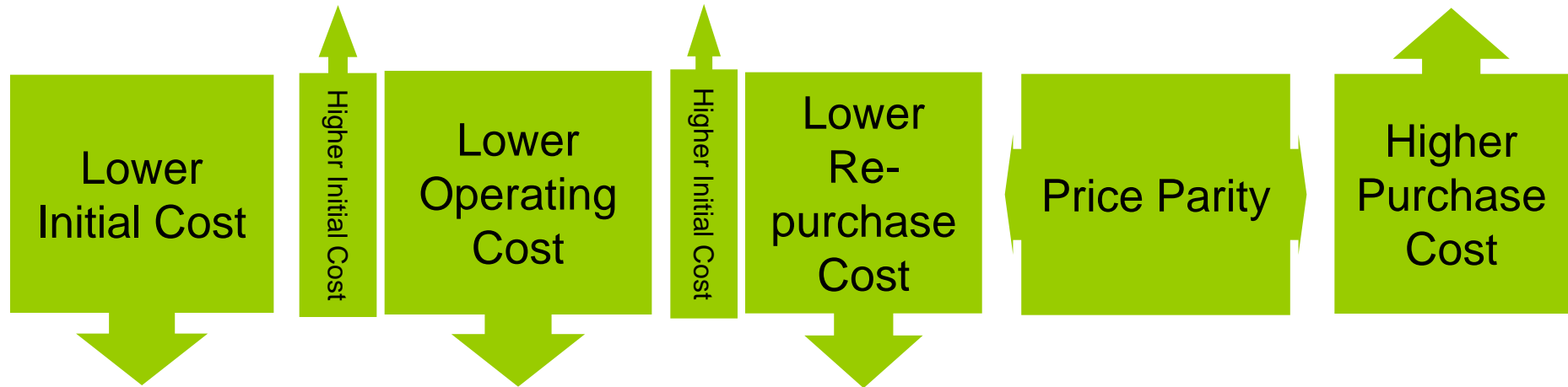


GreenBiz
group



▶ **Why Green Tech Matters for SmallBiz?**

► Reason #1: To Save you Money





Energy

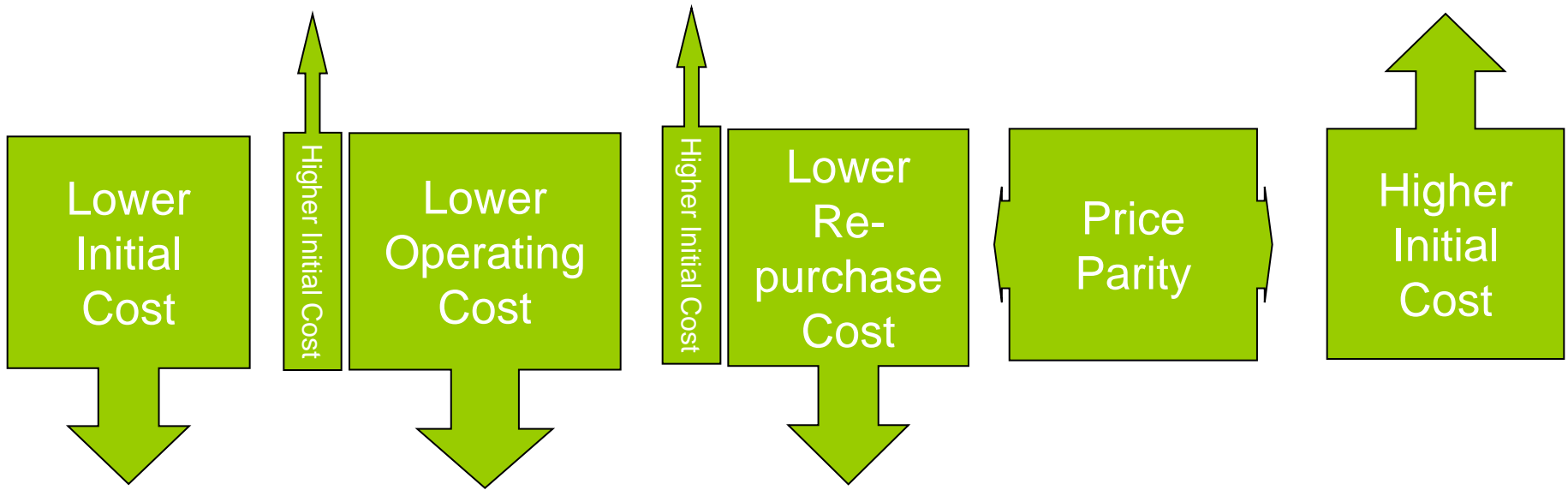


= Carbon



= Cost

► What are the economics of Green tech?



Examples:

Energy Avoidance

Refurbished Tech

Examples:

Energy Star lights

Power-saving strips

Motion Detectors

Hybrid cars

Examples:

Rechargeable

Plug-and-play electrical

Examples:

Energy Star Technology

Fuel efficient trucks

Solar w. PPA

Examples:

Carbon Offsets

Onsite Wind

Example cost savings for Small Biz

According to the Department of Energy, if a small business that used 100 Incandescent Lights (60 watts each) replaced them with 100 Compact Fluorescent (13W each), what would the estimated net savings be over the life of the CFLs?

- a. \$700
- b. \$3,000
- c. \$7,000



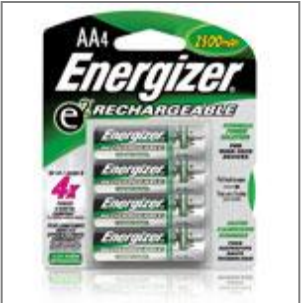
Example cost savings for Small Biz



Example cost savings for Small Biz

How much could a small business save by switching from 100 packs of disposable batteries at \$8 each vs. a charger for \$40 + 3 packs of rechargeable batteries at \$13 each

- a. ~\$70
- b. \$720
- c. \$600



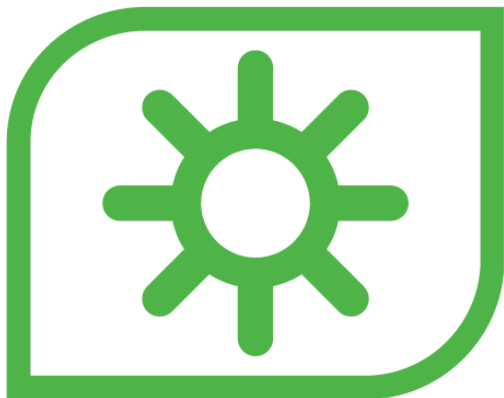
A POTENTIAL TEST FOR GREEN TECH PRODUCTS



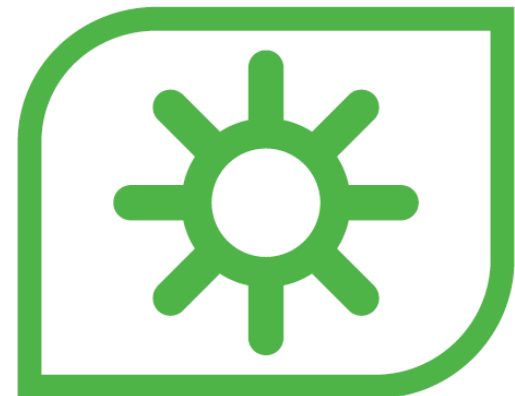
energy efficient



**helps conserve
energy**

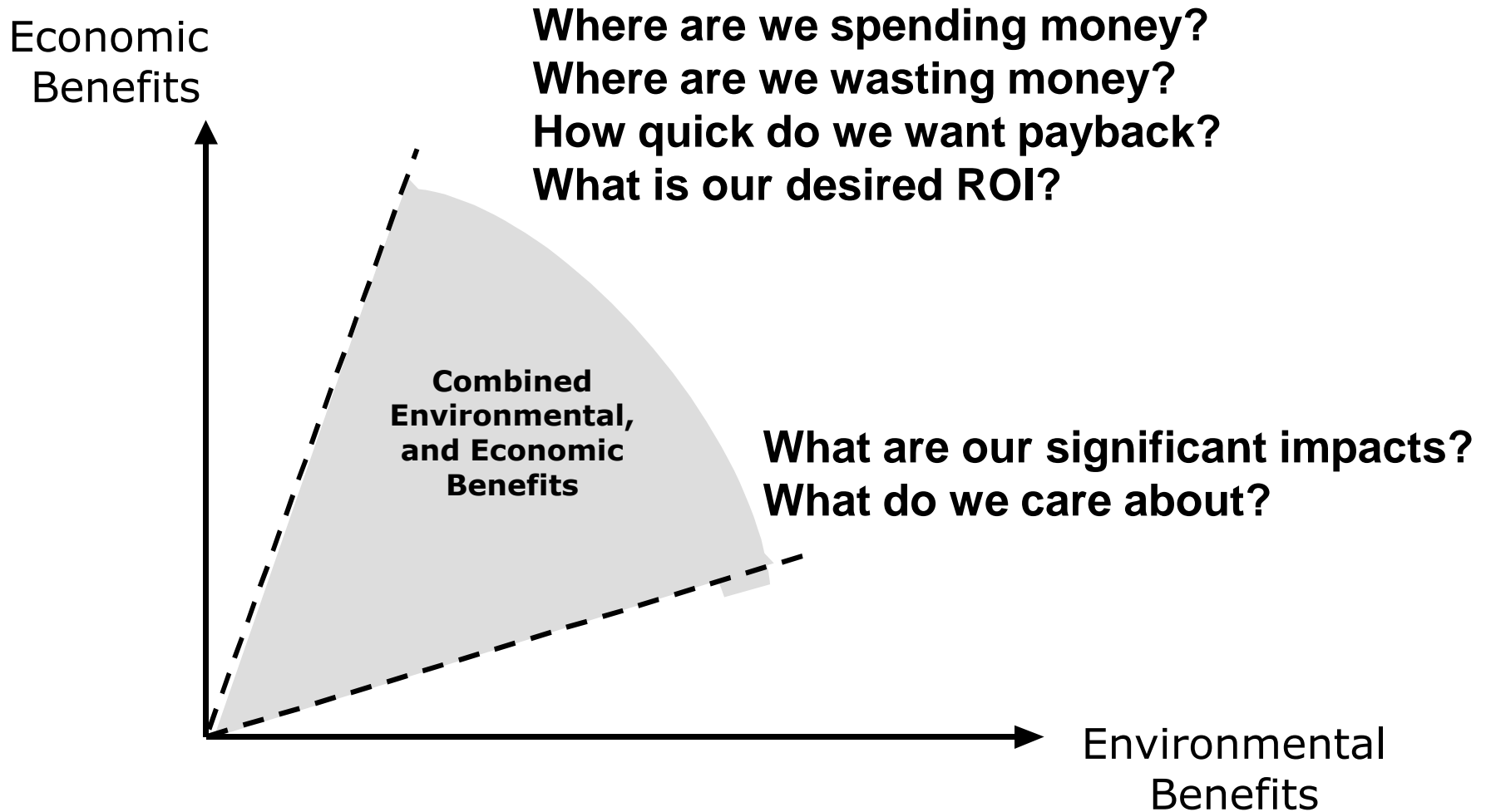


renewable power



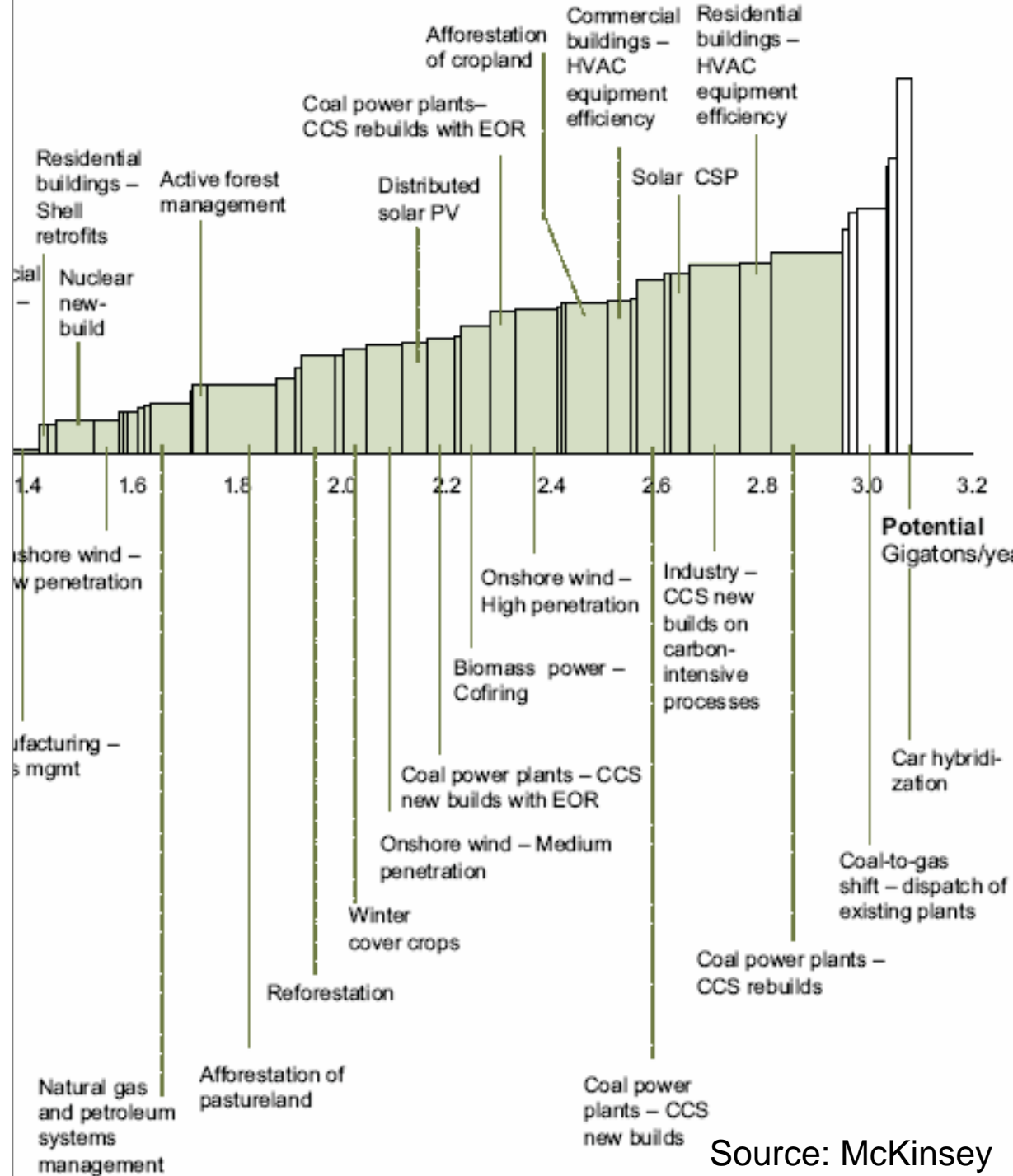
renewably powered

▶ SEEK ECONOMIC & ENVIRONMENTAL



Adapted from Michael Porter

SAVING ENERGY HIGHER COST WAYS TO REDUCE EMISSIONS



► Reason #2: Big Business Interest in buying

America's Greenest Companies

[VIEW ALL](#) →

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From Office Depot to Accenture, these are the most earth-friendly companies in the U.S.

In [Newsweek's 2011 Green Rankings](#), we cut through the green chatter and compare the actual environmental footprint, management (policies, initiatives, controversies) and transparency of the biggest companies on the planet. We partnered with two leading environmental research organizations, [Trucost](#) and [Sustainalytics](#) to conduct this study, and the [methodology](#) was developed in consultation with an [advisory panel](#) of corporate sustainability experts. The result: the most comprehensive rankings available on this subject.

Want to see how other companies fared? Check out our complete ranking of U.S. companies [here](#). And for our global rankings, click [here](#).




► Reason #3: Investor Interest in specific segments

After a significant drop earlier this year, U.S. investment in cleantech companies was on the rise in the third quarter.


According to an E&Y survey yesterday, U.S. VC investment in cleantech was \$1.1B in Q3 2011, an increase of 4 percent from Q2 2011. Compared to the same quarter last year, the \$1.1 billion represents a 73 percent growth in dollars invested.

...corporate commitments to managing energy use is reaching a deployment phase...and the Energy Storage segment led cleantech investment ... raising \$421 million during Q3 2011, a 1,932 percent increase from the same period in 2010.

▶ ENERGY ROUNDTABLE

1. Share your experiences saving energy with greener tech
 2. Where is your main energy waste?
 3. What are the best ways you can reduce energy costs?
 4. What are you going to do tomorrow
 5. Report back: best idea from table
- 

▶ I.T. ROUNDTABLE

1. What are your main I.T. related costs?
 2. Share your experiences reducing I.T. related costs
 3. What are the best ways you can reduce IT costs?
 4. How does cost saving and green I.T. intersect?
 5. Report back: best idea from table
- 

► Planning next steps to green your business with greener tech

1. What is your one main takeaway from the day?
2. What's your three step plan?
3. Share your plan with the table
4. Best plan from table gets shared with group