



MIDWEST CLEAN TECH 2012 BRINKS INNOVATION COMPETITION

September 12, 2012
McCormick Place
Chicago, Illinois

Global Midwest Alliance, the Midwest Research University Network (MRUN) and Brinks Hofer Gilson & Lione are pleased to invite you to participate in the Midwest Clean Tech 2012 Brinks Innovation Competition, in conjunction with Midwest Clean Tech 2012 and the International Manufacturing Technology Show. Midwest Clean Tech 2012 is a one-day program exhibiting Midwest excellence in clean technology innovation, products and services.

Now in its fourth year, the Brinks Innovation Competition was created to help emerging and venture ready clean tech companies gain visibility and make connections. The Brinks Innovation Competition will provide a showcase for developers of new technologies that offer competitive returns for investors and customers while providing solutions to global challenges. The companies featured in this competition are developing products and services which:

- **Promote the productive and responsible use of natural resources;**
- **Reduce negative ecological impact; and**
- **Provide superior performance at lower costs.**

Competition entries may include, but are not limited to, the areas of renewable and alternative energy, infrastructure and community, and green building science.

Submissions will be judged by a panel of experts representing regional universities, venture capitalists and clean tech business executives. All finalists will receive recognition through conference print materials and the event website, and will be eligible to attend the Midwest Clean Tech 2012 conference free of charge. Additional finalists' representatives will also be eligible to attend at a reduced registration rate.

The top five competition finalists will be invited to present their technology at the Midwest Clean Tech 2012 conference as a speaker before an international audience of early stage investors, researchers, entrepreneurs, clean tech-focused venture capitalists and financiers, and corporate R&D and business development executives. All other entrants will have the opportunity to display information about their technology in exhibitor space at the conference venue.

Criteria

- Applicants must be focused in the clean tech space as described above.
- Applicants must have a sound business plan.
- Applicants ideally will have completed an initial or angel round of funding.
- Companies presenting on the agenda at Midwest Clean Tech 2012 are not eligible to participate.
- Sponsors of Midwest Clean Tech 2012 are not eligible to participate.

Application

- To apply, please send a 50-word (maximum) company profile and a non-confidential Executive Summary (two-page maximum length, including graphical content) to brinksinnovationcompetition@usebrinks.com. **Applications must be received no later than June 29, 2012.**
- The Executive Summary must be in Word or pdf format and must be organized under the following headings: Company Name, Company Profile, Product/Technology, Market Opportunity, Sales and Marketing Strategy, Team/Founders, Investment Sought, Use of Proceeds, Main Contact and Presenter.
- Finalists will be notified of acceptance by **July 27, 2012.**
- There is no cost to apply or present at the conference.
- The competition judging panel reserves the right to disqualify submissions not adhering to the application requirements or to request resubmission in the event that application criteria are not met.
- International applicants located outside of the USA will have the option to submit a video presentation instead of attending MCT 2012 in person. These finalists will be notified and will need to arrange to submit their video prior to **September 1, 2012.**

For those finalists selected among the top five to present their company at the conference, a presentation length of eight minutes will be strictly enforced. PowerPoint slides are allowed, with a six-slide maximum. **Slides MUST be submitted no later than September 3.** Presenters will have the opportunity to respond to audience questions following the presentations.

Schedule

Midwest Clean Tech 2012 Conference and Brinks Innovation Competition will be held on **September 12, 2012** at McCormick Place, in conjunction with the International Manufacturing Technology Show. For more detailed information on the Midwest Clean Tech 2012 Conference and Brinks Innovation Competition, please visit our website at www.midwestcleantech2012.com. For more information on the International Manufacturing Technology Show 2012, please visit www.imts.com. For additional information on competition sponsors, please access the links below.



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[Company Name] Executive Summary

September 12, 2012

Midwest Clean Tech 2012 Innovation Competition Application Form

Company Profile - [In 50 words or less, describe the business of the company and its distinctive competence.]

Product/Technology - [Describe the product or service. Include a clear statement about what problem it solves]

Market Opportunity - [Define the market and include an identification of customers, market drivers and competitors, and how your solution is unique and why customers will purchase the solution you offer.]

Sales and Marketing Strategy - [Identify how you will connect with and convince customers to purchase your product. Where appropriate, outline the distribution channels that will be used to access customers.]

Team/Founders - [Identify the management team and identify how their qualifications are relevant to the business.]

Investment Sought - [Indicate how much funding the company seeks; If appropriate, indicate target dates and amounts for phased investment.]

Use of Proceeds - [Identify key milestones and indicate how the funds will contribute to accomplishing those milestones.]

Main Contact - [The name, title, company name, address, phone number and e-mail of person submitting this application should we have any questions.]

Presenter - [The name, title, company name, address, phone number and e-mail of person who will present should you be selected as a finalist.]

Please check the box below for release of your Company Profile and Executive Summary to interested parties.

I agree that my Company Profile may be shared with the participants of the Midwest Clean Tech 2012 Conference. I agree that my Company Profile and Executive Summary may be shared with the judges of the Brinks Innovation Competition.

Please limit the length of your Executive Summary to two pages or less. All submittals should be sent to brinksinnovationcompetition@usebrinks.com. For more information, please visit www.midwestcleantech2012.com.