



Invest Green

is an event that can help investors and philanthropists shape a city, a nation and our world.

The event is designed to showcase success stories and the integration of technologies, products and services that comprise what we call the “sustainability economy”. This is an economy that depends not on finite resources, but on renewable resources and the elimination of the concept of waste. Also, to develop an industry based on these principles requires more innovation and capital than perhaps one can imagine. Fortunately, capital investments in an emerging economy produce tremendous returns for many investors and contributors.

This slideshow has been prepared to illustrate how the Invest Green event will proceed at the Salk Institute. It is a guide for speakers and for the production team.

Event Schedule

Topic	Time Minutes		Content	Notes
Sowing the Seeds of a New Economy: Sustainability Investing		252		
Hors d'oeuvres	5:00	45	Wine, Beer & Food	Use food to direct people around to the tables
Wrap up and transition	5:45	15	clean up this phase	Use 15 min, 10 min, 5 min, 2 min warnings
Big loud beginning/Video	6:00	5	Cleantech, City, SANDAG, VC, Kleiner	Video, Music, Intriguing
10 Minute Opening Remarks	6:05	10		Sujata perhaps
Mayor's Welcome Letter and keynote	6:15	10		
Speaker 1	6:25	8		
Speaker 2	6:33	8		
Break	6:41	2		
Speaker 3	6:43	8		
Speaker 4	6:51	8		
Break	6:59	2		
Speaker 5	7:01	8		
Speaker 6	7:09	8		
Speaker 7	7:17	8		
Break	7:25	2		
Finance Speaker 1	7:27	5	What are your three main thoughts about the future of this industry	Advice from the advisors
Finance Speaker 2	7:32	5		
Finance Speaker 3	7:37	5		
Panel	7:42	20		
Closing Remarks	8:02	10	Help San Diego change the world... [our info]	You have a chance to change San Diego and
Panel moves outside into foyer	8:12	0		
Hand out Cards, Food & Discussion + Dessert	8:12	60	Shivani	300 of them
End	9:12	0		

Notes
Hand out little plants
Get slides 2 weeks in advance
Rehearsal
Contact 5 people: speaker, sponsor, or marketing/media partners
High energy video to open.
Forward floor plan to Nina Vo
Merge Nikki's todo and gantt it and publish it and send link to the group.
Add everyone from email to the group

Tad 150 of them

In the slides that follow, illustrations will guide you through the experience of the evening.

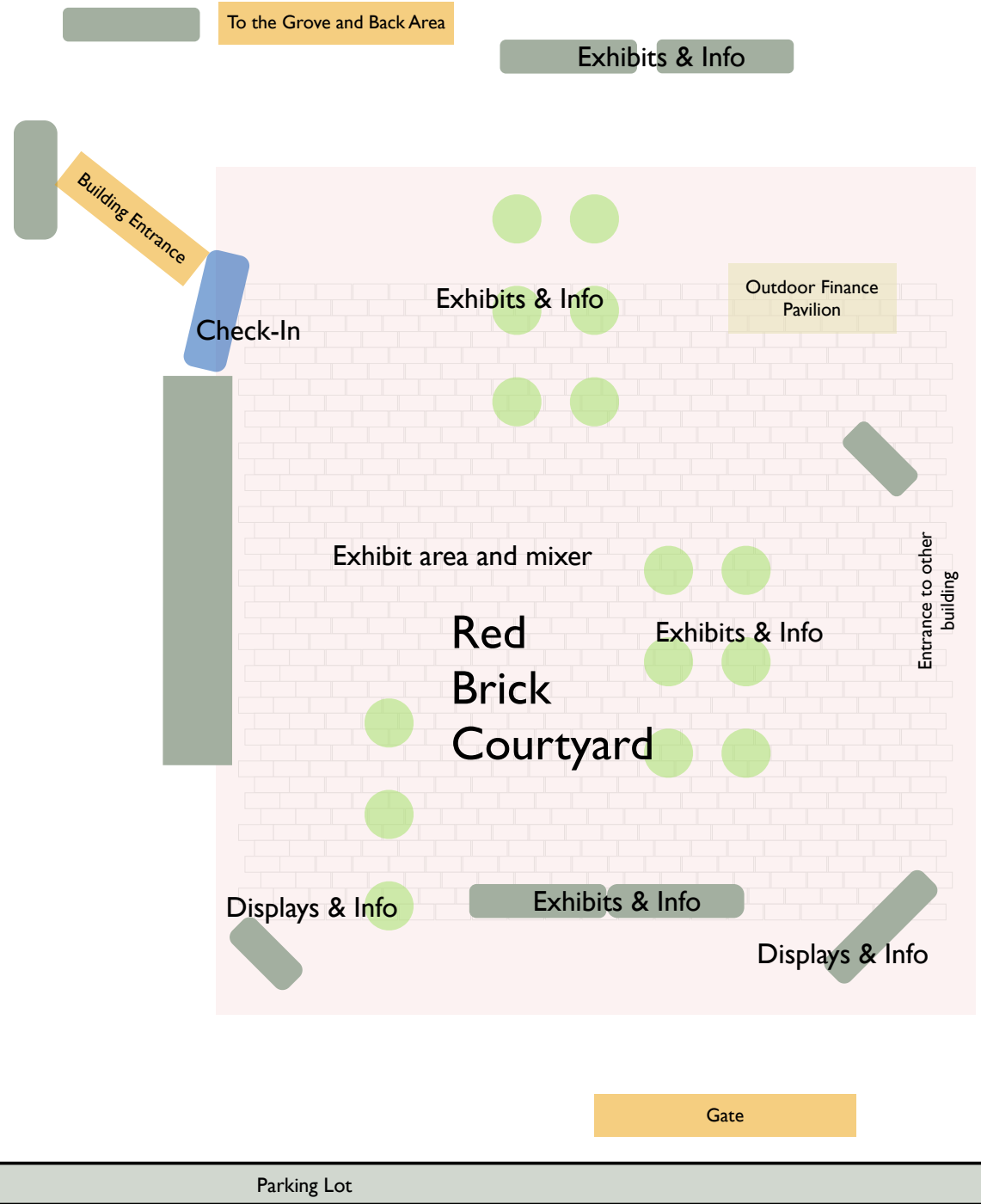




As people arrive, we provide opportunities for attendees to learn about local companies, visit the financial folks, and perhaps most importantly, enjoy locally grown, organic, appetizers, biodynamic wines.

These are provided by local members of the ag & food category of the sustainability industry.

In the red brick courtyard and “the Grove”, guests may enjoy red wine and hors d’oeuvres provided by sustainable food catering



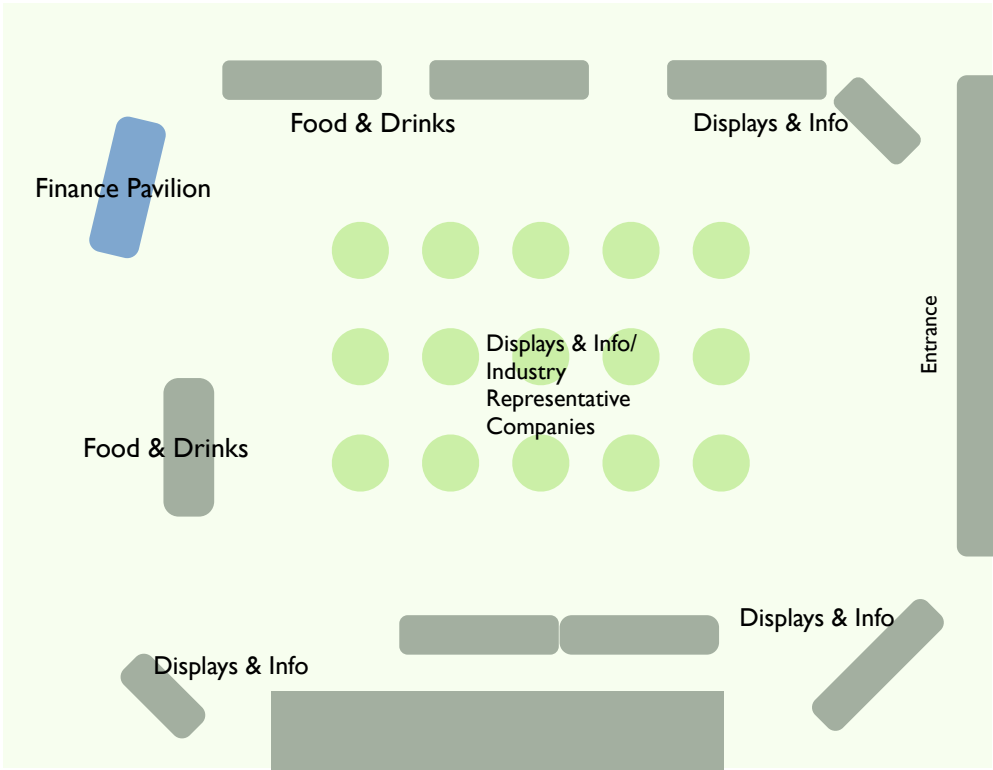


Other Rooms

Other Rooms

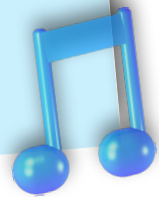
Once inside, there will be more opportunities to meet the participants and other attendees.

The event will start promptly at 6 p.m.



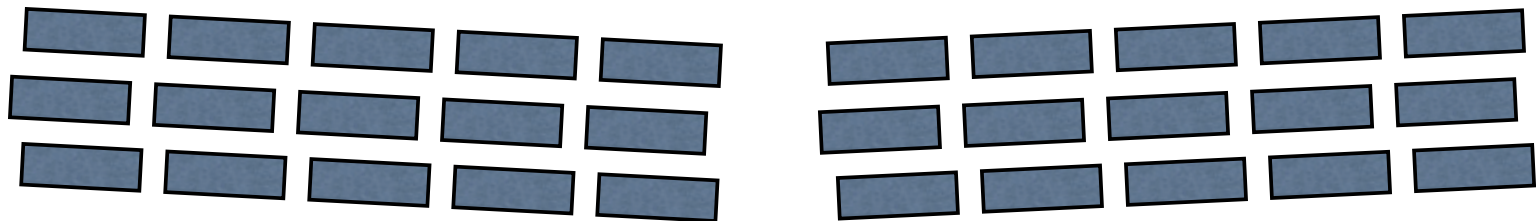
Auditorium Entrance

Auditorium Entrance



The event starts with a music & video sequence gets everyone ready for the show

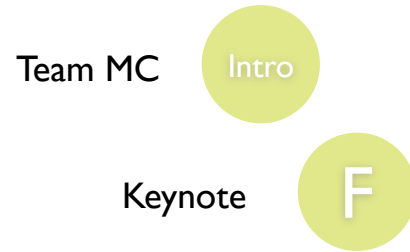
Stage





1

Keynote starts, then introduces team MC for a brief introduction

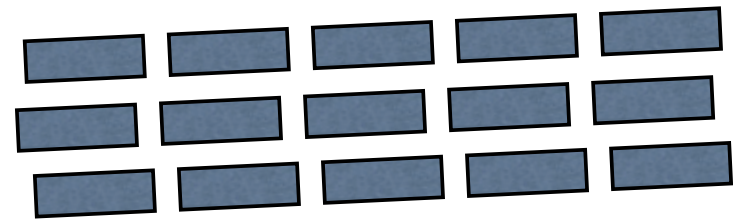
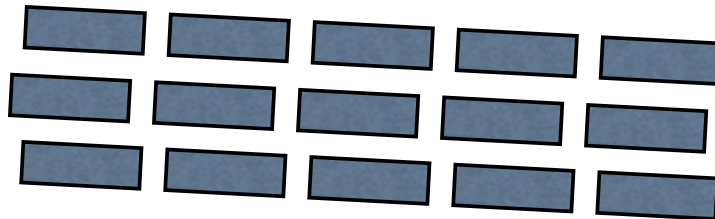


2

Next, Finance Panel introduces themselves



Stage





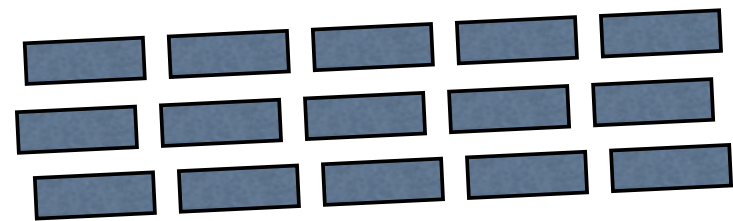
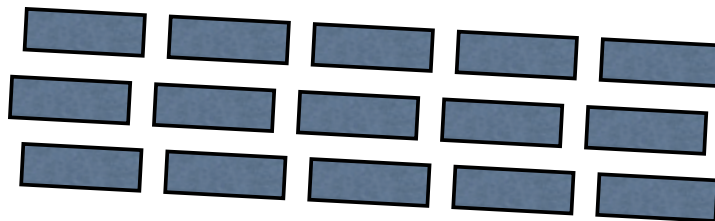
-
-
- T
- A
- B
- E
- W
- W

Categories (integrated)

- W - Water & Wastewater
- E - Energy & Efficiency
- B - Buildings & Communities
- A - Agriculture, Food & Health
- T - Transportation, Transit

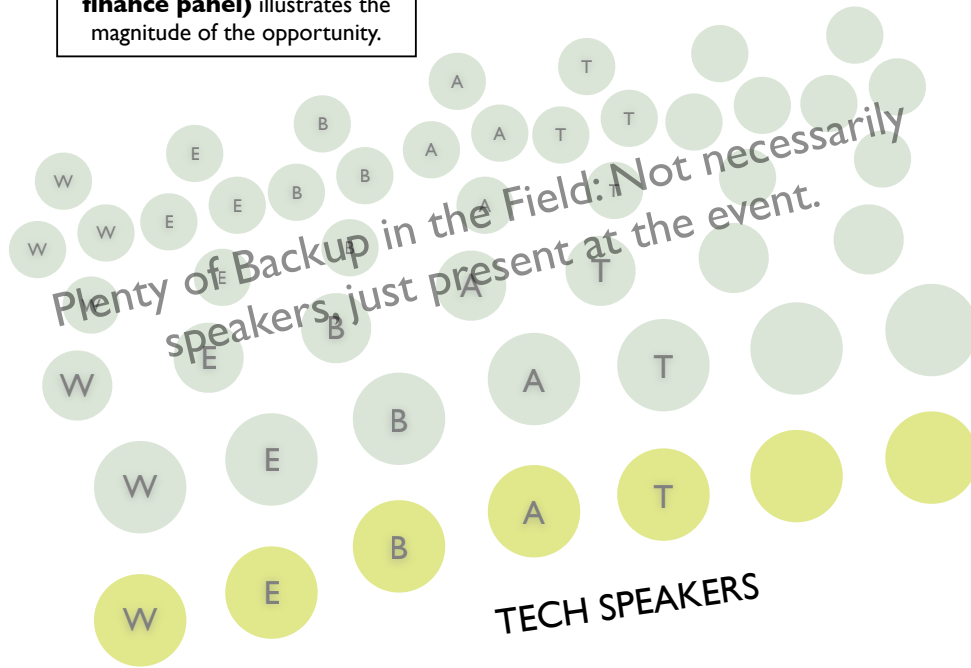
3 Tech Speakers provide inspiration and abundance of economic opportunity with purpose

4 Finance Panel speaks after tech "landscape" production to emphasize the mechanisms for success in sustainability industry revolution





Depth in each field (as depicted on screen and described by finance panel) illustrates the magnitude of the opportunity.

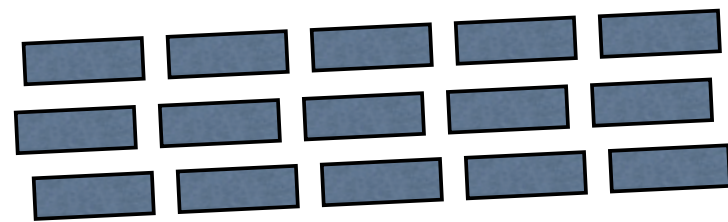
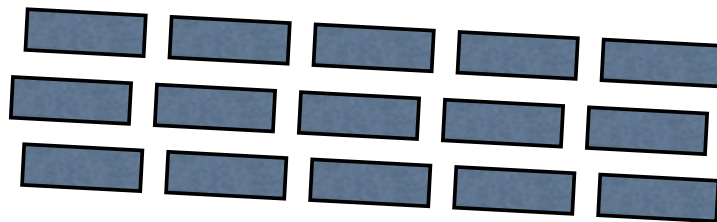


4a

Finance Panel comments on the magnitude of the opportunity



Stage

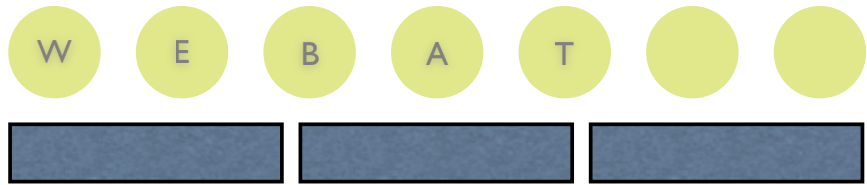




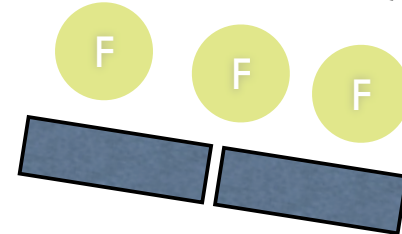
3

Tech Speakers return to the stage and sit at tables with mics to join the Finance Panel to engage the audience and answer questions, take suggestions

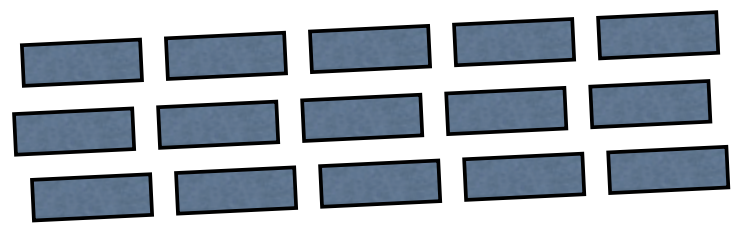
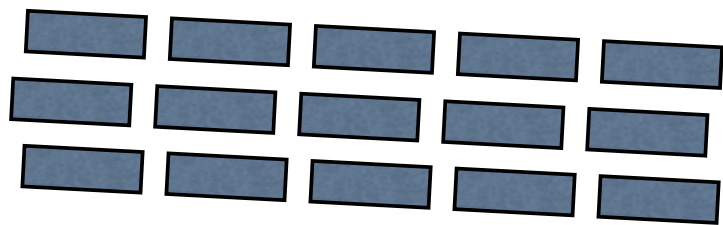
TECH SPEAKERS



FINANCE PANEL



Stage



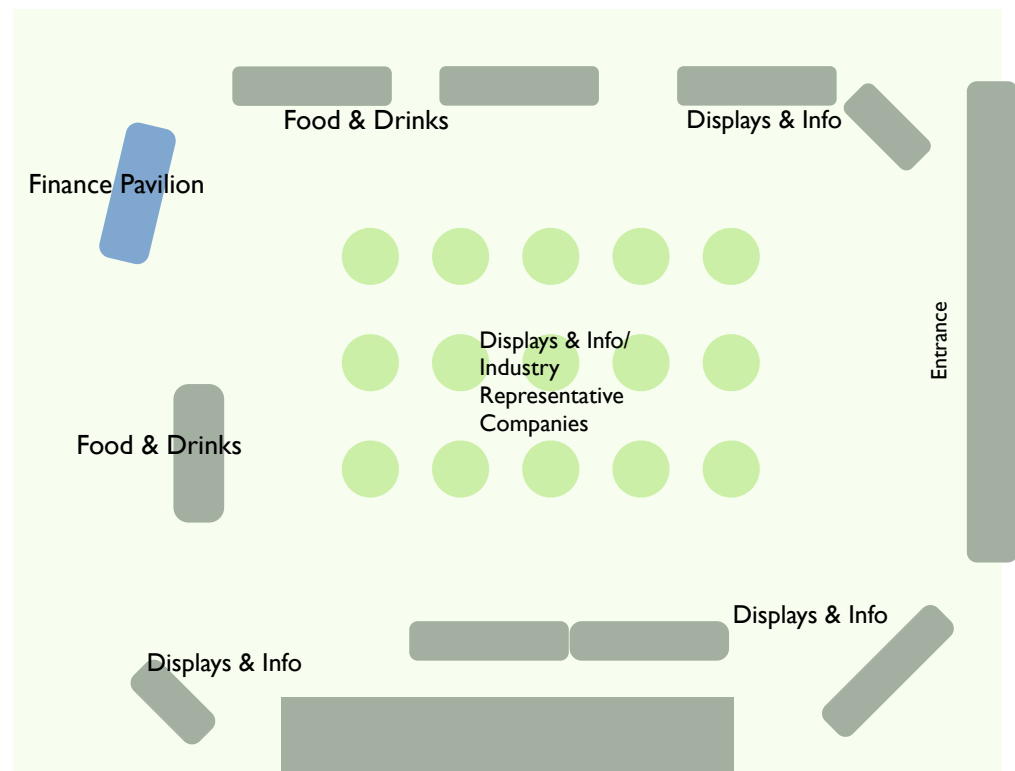


Other Rooms

Other Rooms

After the panel discussion, people will return to the foyer to meet the speakers, others in the industry, and share and gather ideas.

The red brick courtyard will be available for those who would like to go outside and may like to enjoy a glass of red wine while reflecting on their ability to improve our city and our world.



Auditorium Entrance

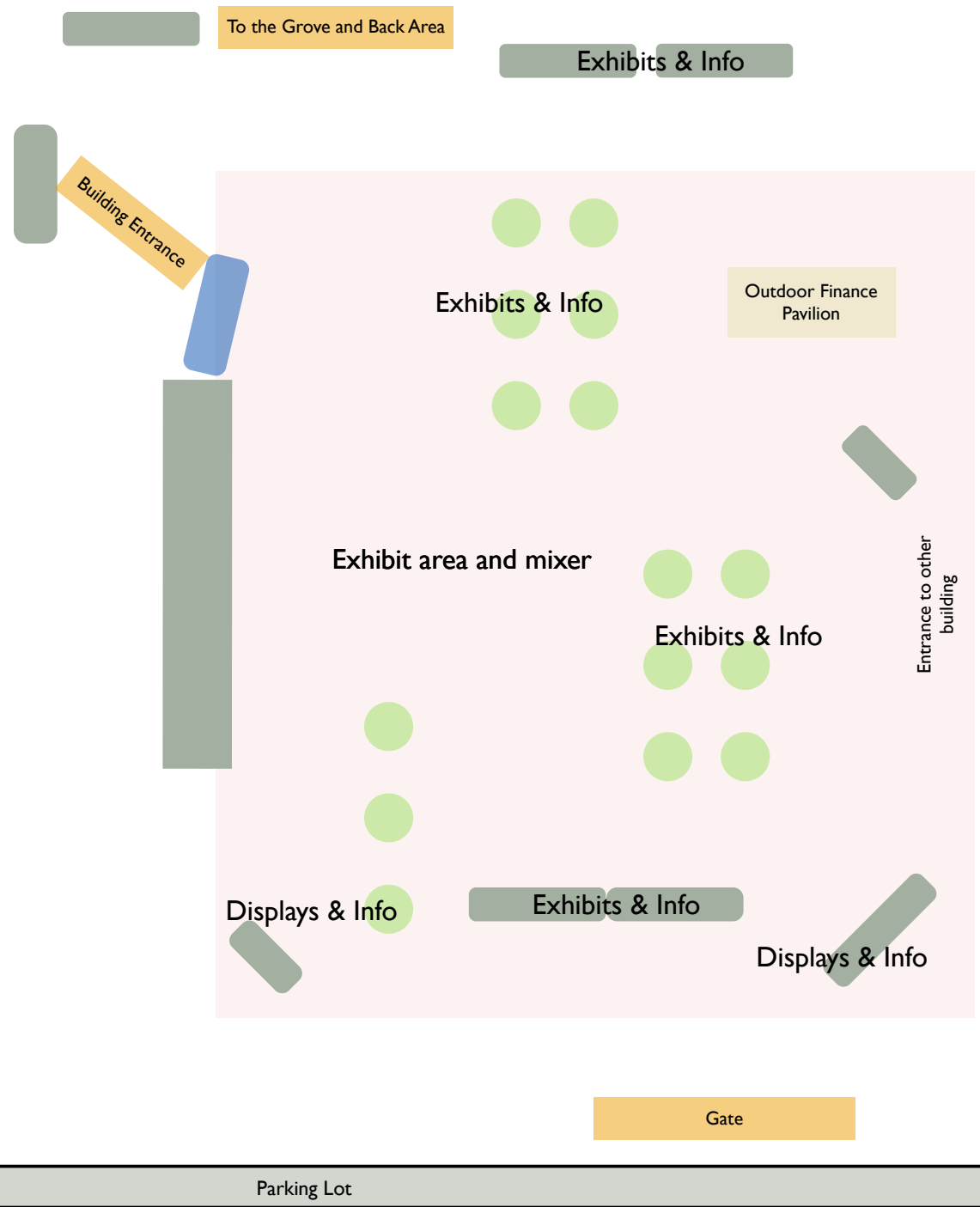
Auditorium Entrance



Guests can also return to the Red Brick Courtyard, have some late conversation or head home.

The event will wind down slowly after the presentations to give folks time to digest what they have learned and discovered and share it with others.

Finally, we have tables at the exit thanking everyone for coming.





Thank You

For more information, contact the conference co-chairs:

GreenSource
Tad Simmons, CEO, GreenSource Corporation
tsimmons@greensourceweb.com
network.greensourceweb.com
(760) 390-8350

GRAIN | the Global Responsibility and Innovation Network
Shivani Singh, President, GRAIN
www.grainium.org
shivanisingh11@gmail.com
(760) 696-7558