Doing Business with NREL

Industry Growth Forum

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Commercialization and Deployment

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Commercialization and Deployment

Accelerate commercialization and achieve widespread adoption of energy efficiency and renewable energy technologies

Accelerate the availability of *next generation* technologies

Maximize the market adoption of *current generation* technologies

**Goal: Speed**

*Reduce Time to Next Generation*

**Examples**
- Cellulosic ethanol by 2012
- Cost-competitive photo-voltaics by 2015

**Goal: Scale**

*Increase Market Penetration*

**Examples**
- Full E10 market penetration
- Compact fluorescents and adv. windows
Speed and Scale

Enabled by S&T

Speed
- Best in Class Commercialization Practices
- VC Advisory Board
- Clean Energy Entrepreneurship Center

Scale
- Deployment Roadmap
- Industry Advisory Panels
- Federal Deployment Programs

Informed by Analysis
- EERE Technology Portal
- PFTT/Maturation Funding
- Pre-competitive Collaboration

National Renewable Energy Laboratory
Innovation for Our Energy Future