

An aerial photograph of a city skyline at dusk. The sky is a mix of blue and orange, with scattered clouds. In the foreground, there are several multi-story brick buildings. In the middle ground, a large suspension bridge spans across a body of water. The background shows a dense city skyline with various skyscrapers and buildings.

# URBAN FUTURE LAB

Supporting Next Gen Building Technologies

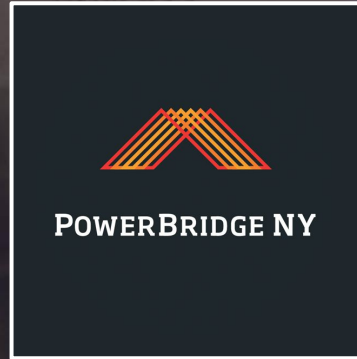


# Our Programs

The Urban Future Lab (UFL) is New York City's hub for smart cities, smart grid and clean energy. Our programs include:



Incubator



Proof-of-Concept  
Center



Professional  
Training

# The ACRE Incubator



Founded in 2009, ACRE is a business incubator program at the Urban Future Lab at NYU Tandon School of Engineering.

We support the growth of early stage cleantech startups by advising and providing shared resources, including office space, a community, and access to industry stakeholders and investors.

Our goals are to develop the clean economy, promote green job growth, and direct capital from the private sector into attractive investment opportunities in the industry.

# Starting up in Cleantech is Hard



Long and difficult sales cycles to risk averse entities

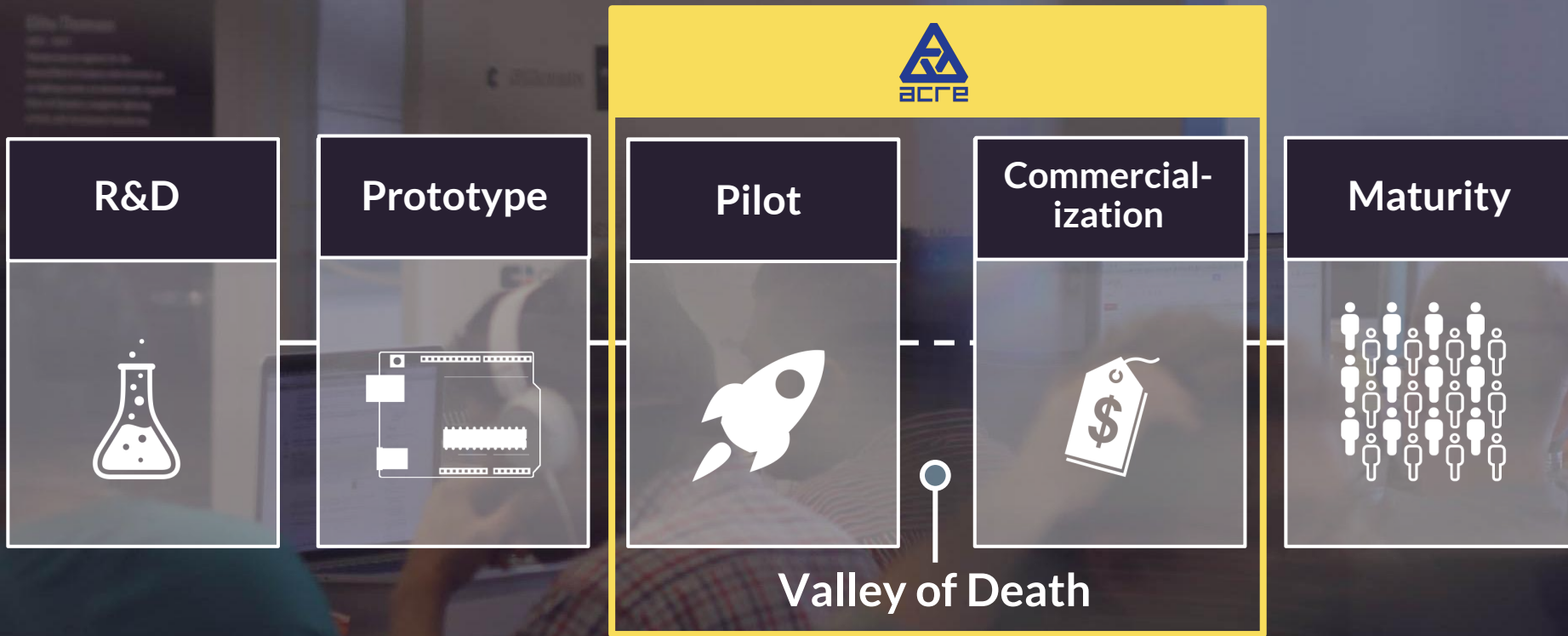


Difficulty accessing capital due to perceived long time to exit



A regulated industry full of entrenched well funded incumbents

# Addressing the Valley of Death



NYU

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OF ENGINEERING

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# ACRE Metrics

40

Companies  
Incubated

\$330M

Private Sector  
Investment

340+

Jobs  
Created

>95%

Company  
Survival Rate

# Smart Building Technologies



HONEST  
BUILDINGS



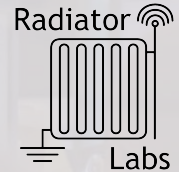
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PERFORMANCE  
BUILDING SUPPLY

 MeteoViva®

 enertiv  
The Energy Data Company

**fentrend**



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# What makes a successful “next gen” building technology?



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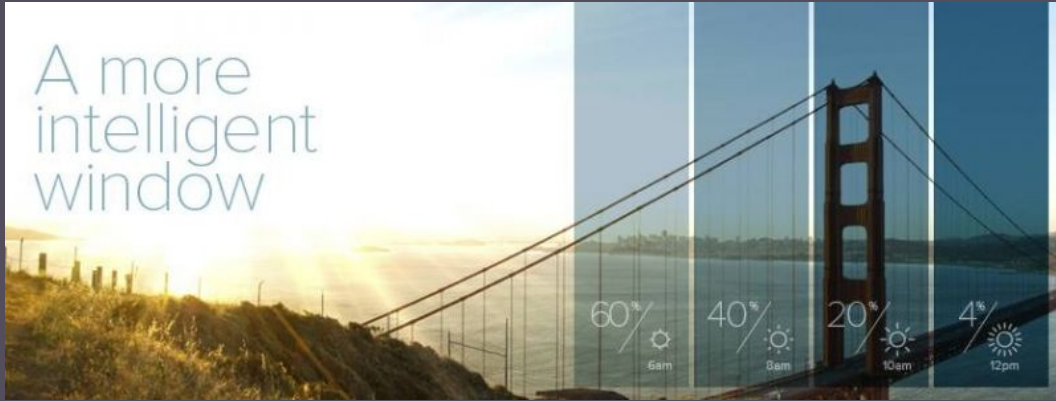
# Does your technology solve a real problem?



“I’d rather have smart building operators than a smart building...”

- *Class A Property Manager*

# Technology vs Business Model?



VS



# Who is your customer and who is your user?



Sometimes, people just unplug things...

# Where are the big opportunities?



“Controls have an opportunity to emerge as the single most important aspect determining a building’s operational performance...”

- Rocky Mountain Institute

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**Thank you!**

Joseph Silver

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Urban Future Lab

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