



# Cleantech Innovation in Oil & Gas Program

## PART 1 — Innovation in Oil & Gas Training

Executed by [Foresight](#), Amanda Lo: [alo@foresightcac.com](mailto:alo@foresightcac.com)

All sessions start Tuesday at 10 am MT

### April 19 Session 1: Exploring the Oil and Gas Industry

|                   |  |
|-------------------|--|
| Speakers:         | <a href="#">Jack Middleton</a> , <i>Advisor, Citizen Engagement &amp; Outreach</i> , Canadian Association of Petroleum Producers |
|                   | <a href="#">Don Verdonck</a> , <i>Board Director, Rolling Hills Energy Ltd. and Business Advisor, InterGen</i>                   |
| Panel Discussion: | What does each segment of the oil and gas industry look for?   |
|                   | What is driving the industry in Canada and globally right now?   |
|                   | What are the areas of innovation that are critically important for the industry to survive and thrive?                           |

### April 26 Session 2: Finding Opportunities for Innovation

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|-------------------|---|
| Speakers:         | <a href="#">Colleen Sherry</a> , <i>Vice President, Sustainability, GLJ</i>   |
|                   | <a href="#">Leor Rotchild</a> , <i>Executive Director, CBSR</i>   |
| Panel Discussion: | How does industry make decisions around ESG mandates?   |
|                   | How does an SME/Innovator navigate the oil and gas innovation space? What are the current innovation challenges and published programs? |
|                   | Elaborate on the pathways to innovation.  |

### May 3 Session 3: The Funding Ecosystem

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|-------------------|--|
| Speakers:         | <a href="#">Isaac da Silva Aboo</a> , <i>Associate and Director of Legal Affairs, NGIF Capital</i>                   |
|                   | <a href="#">Jeff Reading</a> , <i>CEO, Actions Matter Inc. and Director, Rolling Hills Energy Ltd.</i>               |
| Panel Discussion: | What are some of the key things that cleantech companies should be aware of?   |
|                   | What is the difference between funding in oil and gas vs. other industries?  |
|                   | What are oil and gas producers looking for? Do you have any hints/tips or warnings for entrepreneurs in oil and gas? |

### May 10 Session 4: Selling into Oil and Gas

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|-------------------|---|
| Speakers:         | <a href="#">Chad Hayden</a> , <i>CEO, Galatea</i>   |
|                   | <a href="#">Mike Tourigny</a> , <i>COO, Acceleware</i>  |
| Panel Discussion: | What did you learn about selling into the oil and gas industry? Tell us your do's and don'ts  |
|                   | Differences in communication between a startup vs corporate                                   |
|                   | Understanding the hierarchy of corporate decision making                                      |
|                   | What's the number one thing you wished you'd done earlier or better?                          |
|                   | What is something that a startup company might overlook early that turns out to be important? |



## Part 2 — Pitch Training

Executed by [Cycle Momentum](#), Morgan Guitton: [mgutton@cyclemomentum.com](mailto:mgutton@cyclemomentum.com)

Tuesdays & Thursdays

|   |   |
|---|---|
| May 19<br>9 am MT                       | 1 hour group session on how to make a perfect pitch<br><b>Patrick Préfontaine</b> , CEO, Propel Management Ventures<br>How to Successfully Pitch Your Business Idea to Investors – 1.5 hour session |
| May 24 <b>or</b> 26<br>7 am – 12 pm MT  | Each day, 1 hour individual pitch prep for 5 startups – 10 sessions total   |
| June 2<br>9 am MT <b>or</b><br>12 pm MT | Morning and midday<br>2 – 1.5 half-group session  |
| June 7 <b>or</b> 9<br>7 am – 12 pm MT   | 1 hour individual pitch fine tuning for 5 startups  |
| June 16                                 | Pitch Session   |

## Part 3 — Mentorship Program

Executed by [Foresight](#), Amanda Lo: [alo@foresightcac.com](mailto:alo@foresightcac.com)

Details will be provided soon. The objective of the mentorship program is to open up doors and help you succeed with advice and action.

May – July 2022

Executing partners:

