

#### Challenge of Commercialization

Presentation to
Boston Entrepreneurs Network Meeting
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## Four Fuel Cell Start-ups

1997



First gasoline fuel processor financed by a major DOE contract

2000



First gasoline fuel processor financed by a major DOE contract

2003



Fuel Cell test equipment Venture financed

2006



Direct Carbon Fuel Cell Angel/Gov't financed

All companies are still active or merged

## A Technology "Breakthrough"

October 1997 Announcement is Reported Around the Globe

1997:

Electric car refueling innovation reported

Method uses regular gasoline

Fuel-cell 'breakthrough' for cars, and it's a real gas

Around the corner: the 80mpg clean car

U.S. firm claims 'breakthrough' for electric car

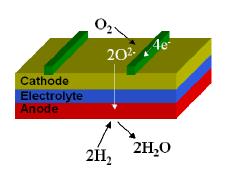
Designed to lower emissions

Tech breakthrough offers electric car that uses gas

Honda to mass produce fuel cell vehicles 'within next 10 years'

#### Fuel Cell: An electrochemical generator

- + Power from fuel + air
- + More efficient than an engine
- + Extremely low emissions
- + Solid state
  - Requires hydrogen or methane as fuel
  - Expensive (in space since Apollo)
  - Unproven durability
- Complex











#### Fuel Cells Haven't Delivered Yet

- Critical Factors Slowing Adoption
  - Efficiency
  - Lifetime
  - Cost



Impacted by Fuel Issues

- Existing Fuels are Problematic
  - Gaseous fuels hard to transport
  - Lower cost fuels contaminate fuel cells
  - Pure fuels are expensive
  - Economics driving use of fossil fuel precursors

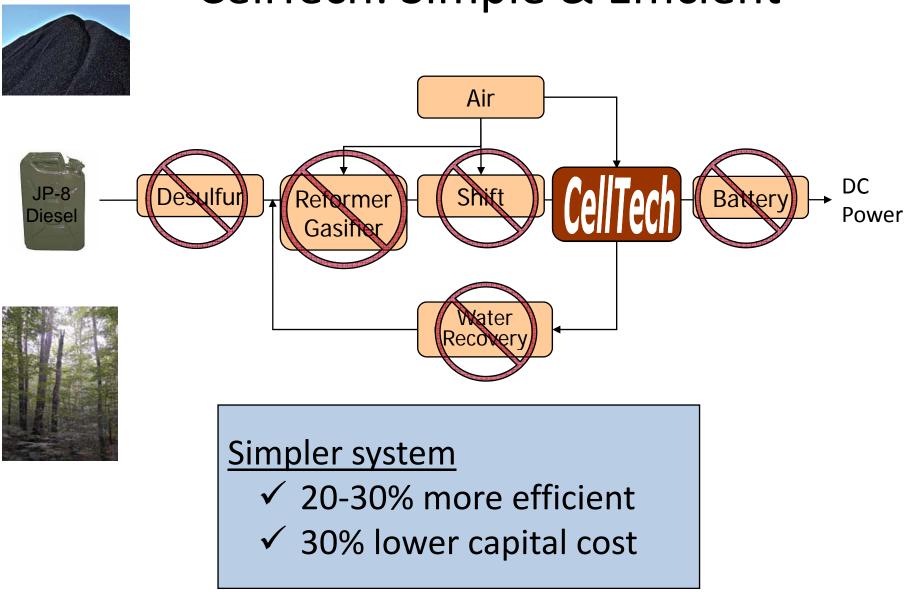


### CellTech Power's Solution

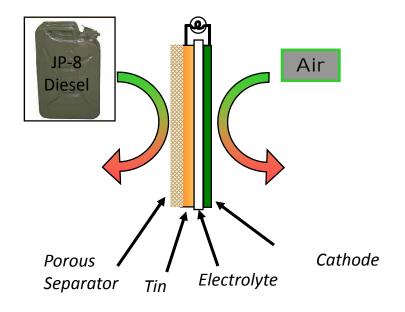
- Tin Anode for Solid Oxide Fuel Cell
  - Any hydrocarbon fuel
  - Resists key contaminants
  - Simpler design
  - Low Cost
- Proven and Economical
  - 6,000 cells built and tested
  - 1 kW system tested
  - Liquid Tin used for 34 Million tons/year float glass
- Intellectual Property
  - 2 Patents 8 Applications



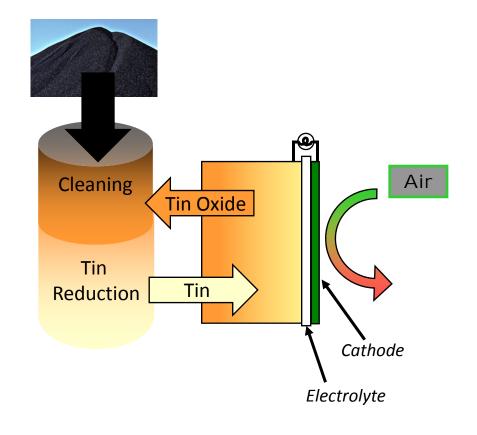
## CellTech: Simple & Efficient



#### Scalable Architecture



30 W - 30 kW "In-Situ Gasifier" Tubular Thin static tin layer Contained by separator 100 kW – 300 MW "Direct Fuel" Tubular cathode/electrolyte Separate tin bath No gasifier or O<sub>2</sub> plant



### The Ideal Power Generation Technology...

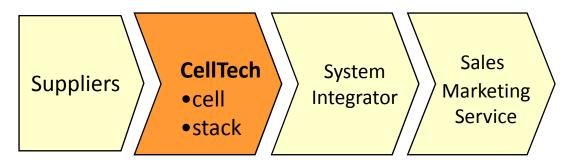
- ✓ Uses Existing Fuels More Efficiently
- ✓ Uses Environmentally Responsible Fuels
- ✓ Scalable
- ✓ Modular
- ✓ Low Cost

# CellTech's Value Proposition: Simple, Efficient Power from <u>Real</u> Fuels

- Crawl, Walk, Run market strategy -- not a "moon shot"
- Unique Chemistry- efficient and simple
- Military markets are early, disciplined, hungry, funded
- Utility opportunities enhanced by carbon pressures
- Strong IP position
- Development assets in place (staff, facility, contracts...)

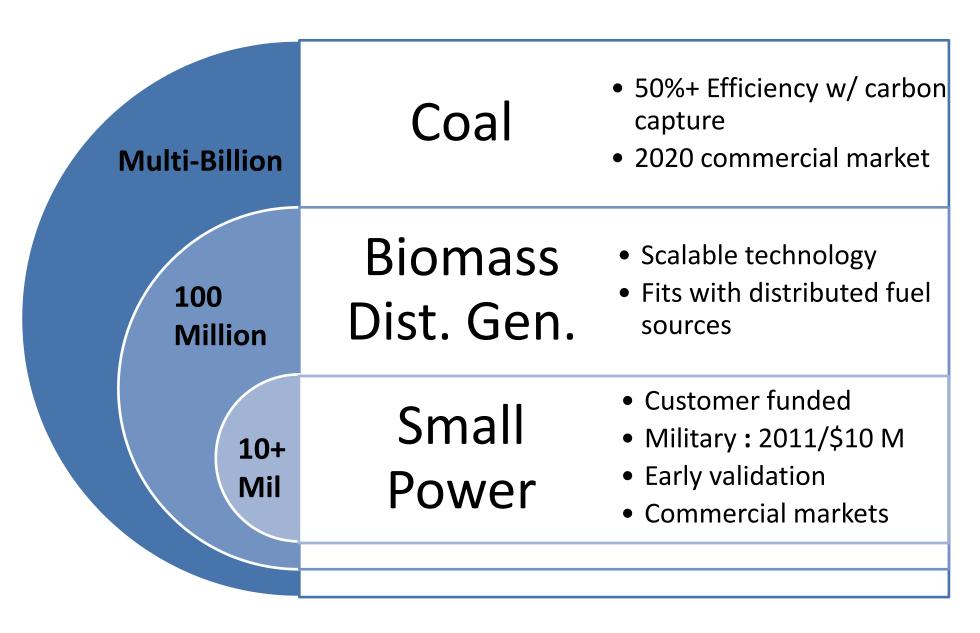
#### **Business Model**

- Development Strategy:
  - Use funded R&D to demonstrate cell technology
    - Increase valuation, develop value chain
  - Focus on core tech: Cell & Stack
  - Partner for Markets

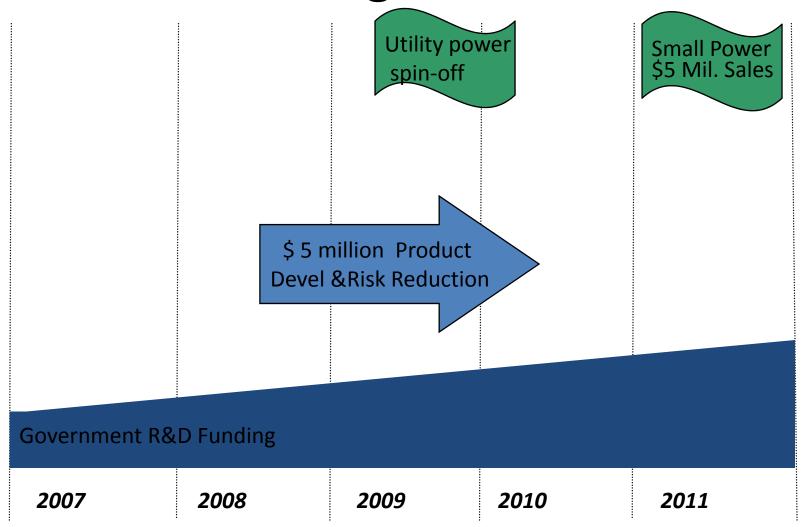


 First Niche: Military ~1 kW: NO JP-8 SOLUTION EXISTS

## CellTech Market Development Strategy



# **Funding Milestones**



## Partnerships















+ Integrators and Marketers in the Commercial Sector



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