



— Centerprising Journey —

Live Guided Experiences Online

Ahead of the Curve:  
Investment Approaches in Green Tech

## Ahead of the Curve: Investment Approaches in Green Tech

This journey will help you develop your custom-tailored strategic approach to capitalize on emerging opportunities in green technologies.

Through this journey, you will learn to create a systematic process to understand green technologies and continuously stay ahead of the curve by developing targeted BrainTrusts to help you spot opportunities and anticipate challenges.

6 or 12-week expert-guided journey online

US\$ 3,800 per participant for 6-week journey with weekly dialogue  
US\$ 4,800 for 12-week journey with dialogue every other week



## Who is this journey for?

- **Rising Generation** who want to create an effective framework to study opportunities in green tech and translate their interest into strategic investment choices that have the potential to yield significant return
- **Skippers** who have experience in a variety of areas, some of them could include green tech, but want to expand and utilize their network in a more effective and strategic way. It is a journey for those who want to be at the forefront and have exposure to what experienced investors in this sector + other families are doing



## What is the journey experience?

Our philosophy is to provide bite size, guided, practical learning in a directed way that leads to developing concrete, implementable action plans.

Initial articulation of goals. At launch, we hold a 1-on-1 session with you to help you articulate your challenges and turn them into a list of solvable, prioritized problems. You select one problem to address. Then focus on developing an action plan for that problem thru the journey.

Insights into Green Tech Investing. We send you weekly learning materials. They provide frameworks and case samples to direct your data gathering, analysis, and action plan design. We hold weekly 1-hour dialogues in small groups to review learning highlights, discuss your reflections, guide your action planning, and for the group to share experiences.\*

Customized creation of personal action plans. At the end of the journey, we hold a 1-on-1 session with you to polish your action plan and ensure that it can help you achieve concrete goals.

\* We would answer any questions on learning materials and provide feedback on self-reflections + action plans in between dialogues

# Curriculum for Journey

## Ahead of the Curve: Investment Approaches in Green Tech

### 1 WEEK 01

#### *Evaluation of opportunities in Green Tech*

- a. A primer on how to think about Green Tech
- b. Evaluate Green Tech areas: energy, circular economy, decarbonization, waste management, manufacturing, greening legacy industries

### 2 WEEK 02

#### *Develop your approach to finding opportunities to invest*

- a. Identify if you have a passion for an area of Green Tech, already have expert knowledge, or a passing interest, or just seeking projects with high investment returns
- b. Evaluate the needs of your family business and if investments would be a strategic addition in value or fill a business gap

### 3 WEEK 03

#### *Scattershot approach*

- a. In this strategy, scan for opportunities by taking an antifragility approach (i.e., cast a wide net to attract incoming opportunities)
- b. Make small bets and weather small losses while positioning for big gains

### 4 WEEK 04

#### *Gain mastery approach*

- a. Start with an area or issue you are passionate about
- b. Set-up BrainTrusts to help you gain insights in your areas of interest. Then create a plan to gain mastery
- c. Identify experts and cultivate ecosystem of connections

### 5 WEEK 05

#### *Build your network approach*

- a. Identify experts in target Green Tech areas + hold conversation to distill your focus into two or three areas
- b. Set-up BrainTrusts to help you get access to latest opportunities in each area

### 6 WEEK 06

#### *Create and deploy your approach*

- a. Now that you've identified which approach to pursue and how you will scan for opportunities, create an investment strategy with a timeline
- b. Develop an implementation and course correction strategy

# Sample Case for Ahead of the Curve: Investment Approaches in Green Tech

## BACKGROUND

- ❖ Next generation member of business family had a passing interest in Green Tech
- ❖ After a degree from Georgetown in economics, he pursued a masters in environmental design from the University of Colorado

## DEVELOPING HIS OWN APPROACH

- ❖ He looked at how his parents developed their own investment and philanthropic profiles
- ❖ He determined to sharpen his focus on geography and areas within green tech that resonated with him

## LAUNCH ZOMALAB

- ❖ He and his wife founded ZomaLab to invest in green tech and establish a family foundation
- ❖ ZomaLab focuses on energy, water, and economic resiliency

How Ben and Lucy Walton identified key areas of passion and combined them in investment + philanthropic opportunities?



# How to join:

- ❖ If you are interested in registering for this journey, please visit our website at [www.centerprising.io](http://www.centerprising.io)
- ❖ Journeys start monthly
- ❖ Journey Fees Per Participant:
  - US\$ 3,800 for 6-week journey with weekly dialogue
  - US\$ 4,800 for 12-week journey with dialogue every other week
- ❖ For inquiry, please click on the button below or send us an email:

[INFO REQUEST](#)

[ProgramDirector@Centerprising.io](mailto:ProgramDirector@Centerprising.io)

