



# The IoT Inc Business Meetup Silicon Valley

*Inaugural Meeting*

Join us on September 4 at 6PM (PST)

## The Business of

Using IoT to Build Virtual Power Plants at Home

**Curtis Tongue**  
Ohmconnect

September 2014 Bruce Sinclair (Organizer): [bruce@iot-inc.com](mailto:bruce@iot-inc.com)



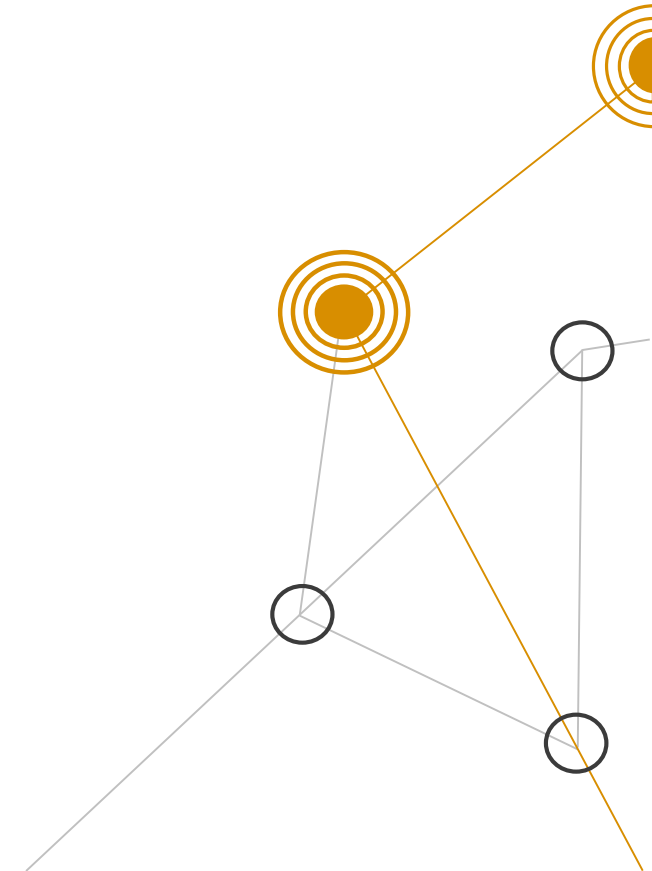
# Why Start Another IoT Meetup?

**There will be as much innovation in IoT business as there will be in IoT tech**

**Silicon Valley / SF will continue to be leaders in IoT tech but to have a real impact...**

**We need to be leaders in IoT business innovation**

**This Meetup is to help us become the leaders in IoT business**





# Solar Business Model – the Right Interface

Tech in photovoltaic panels continues to improve

But the innovation that launched the industry was the

**Solar lease – 20 year contract with no down payment**

Now leases are being packaged into securities which are being packaged into bonds

Morgan Stanley isn't interested in one roof top but thousands of roof tops becomes interesting

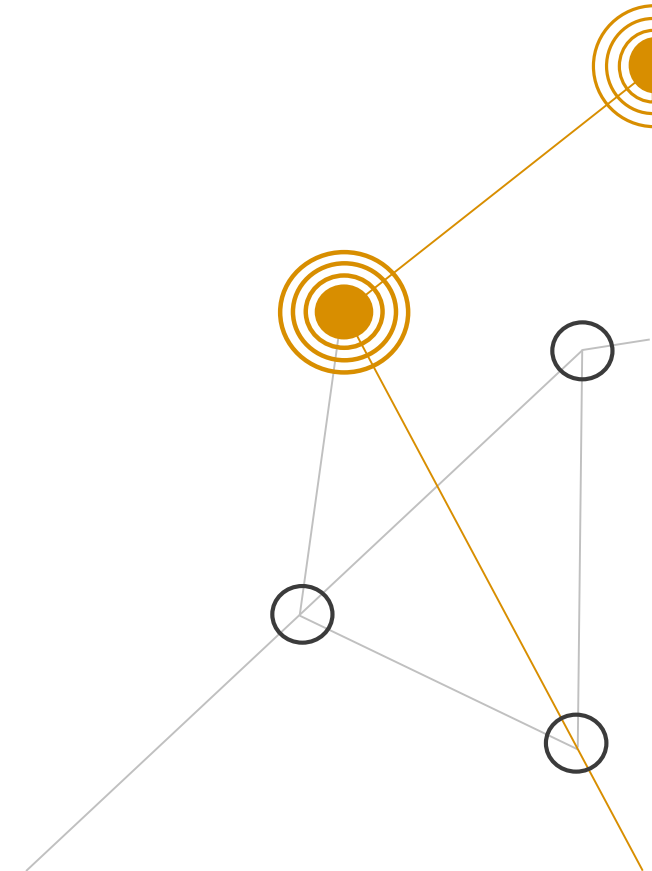


# Target of Meetup

**For business people selling products and services into IoT**  
but of course everyone else is welcome: techies, end-users, ...

**Focus of presentations and discussions:**

**Business Models**  
**Support**  
**Marketing**  
**Sales**  
**Distribution**  
**Finance**  
**Post Sales**  
**Pre Sales**



# Raison d'être



## Purpose

- Provide a venue for IoT business leaders to meet
- Expose attendees to innovative business ideas
- Galvanize discussion and debate

## Structure

- Food/drink and who-are-you?
- Kick-off
- Room introductions
- Presentation
- Discussion and connections
- Roundtable get-to-know-you



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**IoT-Inc. Meetup**



Check out our sponsors, Plug and Play Tech Center

Fill out quick survey in email

Contact me at [bruce@iot-inc.com](mailto:bruce@iot-inc.com) if you're interested in helping out with Meetup

Let me know if you have an innovative IoT business to present