



Launch Meeting

August 13 – 15, 2012

The John Ryan Campus
459 W. Dakota Avenue
Telluride, Colorado

Sunday, August 12

6:00 pm **Informal group dinner** (Rustico Restaurante, 114 East Colorado Ave, Telluride: outdoor patio; drop-in-drop-out, individual checks)

Monday, August 13

8:00 am **Breakfast at the meeting site** (Host: Nana Naisbitt, Telluride Science Research Center)

9:00 am **Welcome and Why SOFI?** (SOFI Team: Michael Wasielewski; Sam Bulow; Bridget Calendo; Dick Co; Meg McDonald; Jon Schneider; Kimberly Williams)
A. SOFI Value Proposition
B. Challenges and Trailblazing

9:30 am **Core Science Summaries** (15 min each, Leif Hammarström, Uppsala Univ.)
A. Photoconversion (Devens Gust, ASU)
B. Water splitting (Charles Dismukes, Rutgers Univ.)
C. Hydrogen formation (Wolfgang Lubitz, Max Planck Institute for Chemical Energy Conversion)
D. Carbon dioxide reduction (Etsuko Fujita, Brookhaven National Lab)

10:45 am **Coffee Break and Discussion**

11:15 am **SOFI Science Focus Discussion** (Michael Wasielewski, Vincent Artero, CEA-Grenoble; John Papanikolas, UNC Chapel Hill)
A. What are the technical goals?
B. Are the needed sub-fields and PIs captured?
C. How to use SOFI resources to achieve impactful results?

1:00 pm **Group lunch at the meeting site**, compliments of TSRC

2:00 pm **Pathways to Collaboration, Tools and Techniques** (Dick Co; Will Royea, Joint Center for Artificial Photosynthesis; Nana Naisbitt)
A. Web-based collaborative tools
B. Knowledge Map
C. Team Science: Geographically distributed teams
D. "SOFI Fellows Program"

- 3:30 pm **Coffee Break and Discussion**
- 4:00 pm **Pathways to Collaboration, Industry Perspective**
(Mike Decelle, Sun Catalytix; Ellen Stechel, Arizona State Univ.; B. Ray Stults, National Renewable Energy Laboratory; Jon Schneider, SOFI)
A. Models for engaging industry
B. Best practices
- 5:30 pm **Economics and Social Policy** (Jon Schneider; Tom Faunce, Australian National Univ.)
A. To what extent should SOFI engage policy?
B. How to shape policy?
- 6:00 pm **Happy Hour on the Deck (“TEX Talk”)**
- 7:00 pm **Informal Dinner Event**

Tuesday, August 14

- 9:00 am **Group Hike up Bear Creek**
- 11:30 am **Group lunch at the meeting site**, compliments of the Office for Research and the Initiative for Sustainability and Energy at Northwestern University
- 1:00 pm **SOFI Organization** (Meg McDonald; Bridget Calendo; Jon Schneider)
A. Governance Board
B. Science Board
C. Advisory Board
D. Management Structure
- 2:30 pm **Coffee Break and Discussion**
- 3:00 pm **Funding Models** (Kimberly Williams; Sam Bulow; Dick Co, Jon Schneider)
A. Science Consortium Funding Models
B. Diversified Revenue Options – Membership
C. SOFI Funding Model
- 5:00 pm **Happy Hour on the Deck (“TEX Talk”)**
- 7:00 pm **Informal Dinner Event**

Wednesday, August 15

8:00 am **Breakfast at the meeting site**

9:00 am **Funding Strategies** (Kimberly Williams; Sam Bulow; Dick Co; Jon Schneider)
A. Leveraging current investments
B. Bootstrapping
C. Cost of Projects/Prizes & Fellows Program – SOFI Budget

10:00 am **Coffee Break and Discussion**

10:30 am **Dealing with IP Issues** (Jim Trainham, Research Triangle Solar Fuels Institute)
A. Best Practices
B. IP Guidelines
C. Framework for dealing with IP at early stages

12:00 pm **Group lunch at the meeting site**, compliments of TSRC

1:00 pm **SOFI Business Plan Results** (Sam Bulow, Bridget Calendo, Dick Co, Meg McDonald, Jon Schneider, Michael Wasielewski, Kimberly Williams)
A. Market, Competition/Risks, Governance, Financials
B. Knowledge Map and Collaboration

4:00 pm **Adjourn**

5:30 pm **Dinner at the New Sheridan Chop House** (\$58 per person, includes three course meal, tip, tax free)

