

GreenMomentum
Cleantech for Latin America



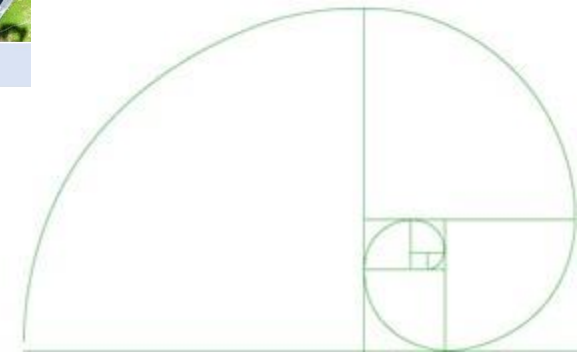
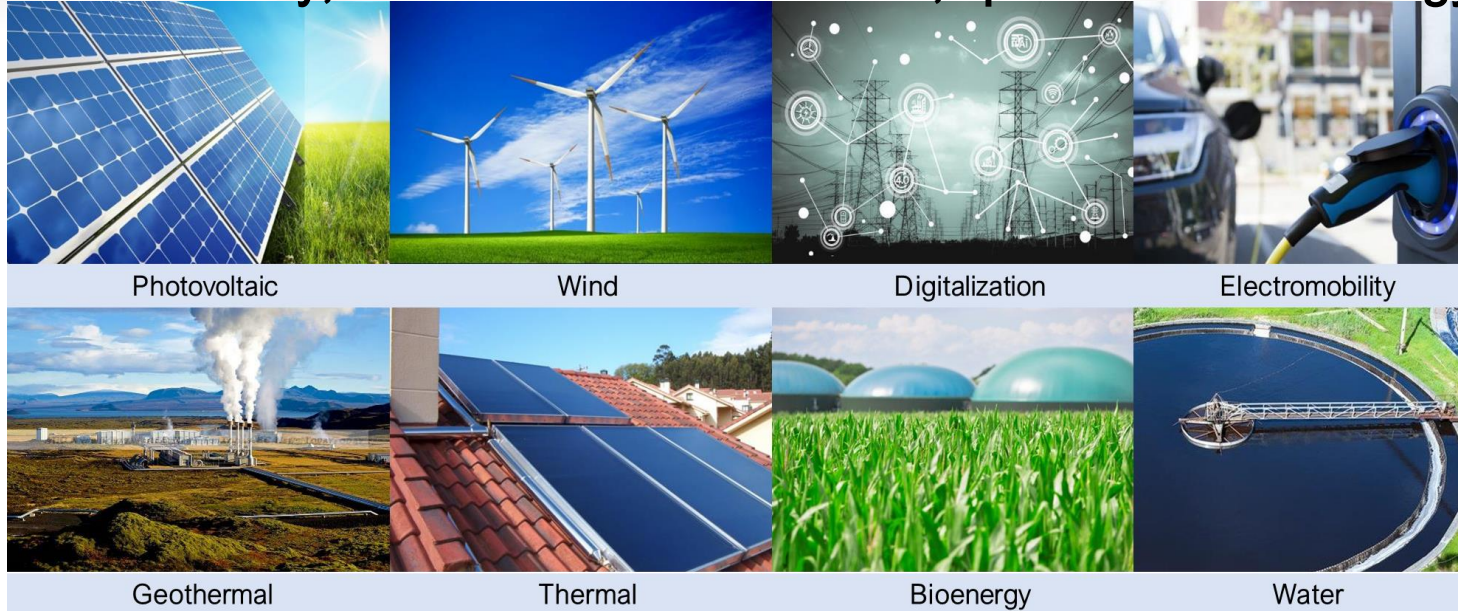
The Role of IP in the Field of Green Technologies

Geneve, November 22, 2021

www.greenmomentum.com

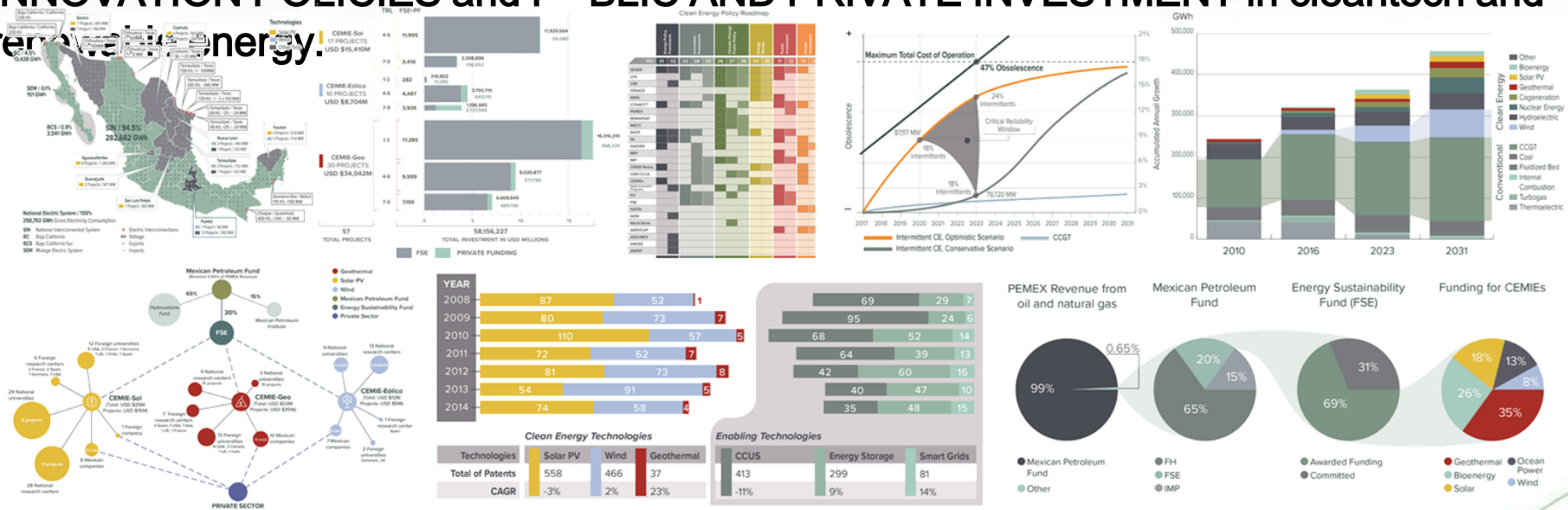
A cleantech market Intelligence and Innovation Company.

Focus on Public Policy, Innovation and Investment, specific to 8 technology areas.



A cleantech market Intelligence and Innovation Company.

We produce MARKET INTELLIGENCE reports on the STATE OF THE ART, INNOVATION POLICIES and PUBLIC AND PRIVATE INVESTMENT in cleantech and renewable energy.



- **Founded in 2008 in Silicon Valley, California.** Headquarters in Mexico City, with subsidiaries.



- **Cleantech Challenge México, founded in 2010 .**
 - Award-winning cleantech business incubator.
- **Cleantech Labs CDMX, founded in 2015.**
 - Public-Private Partnership, hard-tech development center.
- **P Cleantech Center, founded in 2017.**
 - First privately-funded clean technology cluster in Mexico.

Sample of Customers/Partners

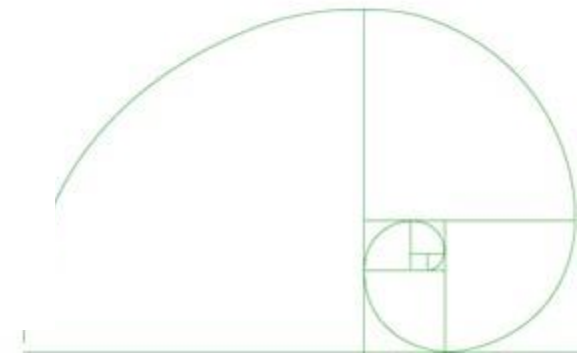
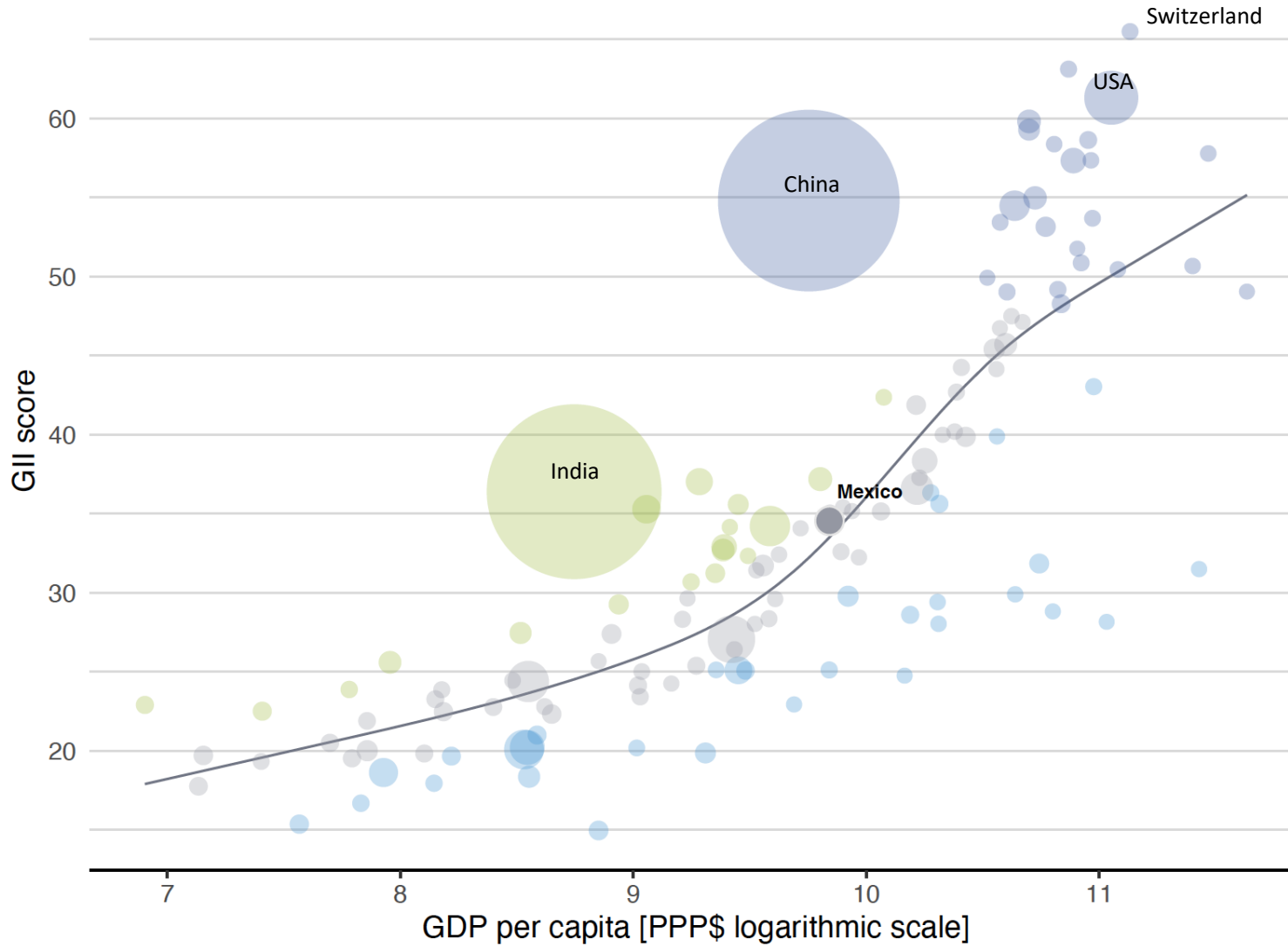


International Participation

- Founding Members of the **Mexico-U.S. Entrepreneurship and Innovation Council (MUSEIC)**
- **BoD, Latin American and Caribbean Renewable Energy Council (LAC-CORE)**
- Founding Members of the **Network for Global Innovation (NGIN)**
- Founding Members of the **World Alliance for Sustainable Development**

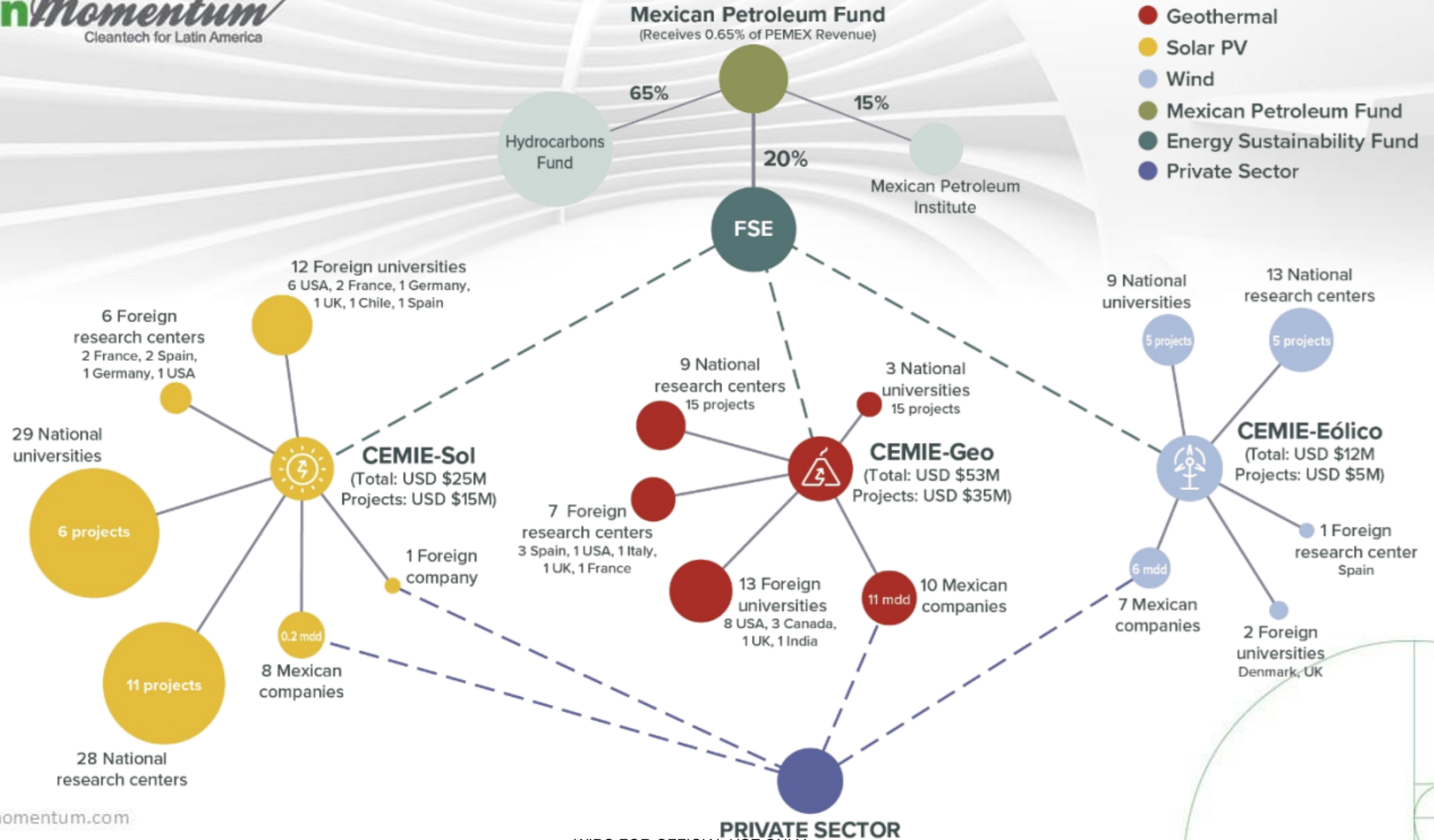


Mexico in context



Energy Sustainability Fund (FSE)





Solar Air Dehydrator



SE SECRETARÍA DE ECONOMÍA

IMPI INSTITUTO MEXICANO DE LA PROPIEDAD INDUSTRIAL

TÍTULO DE PATENTE No. 359971

Titular(es): UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

Domicilio: 9° Piso de la Torre de Rectoría S/N, Ciudad Universitaria, 04510, Coyoacán, Distrito Federal, MÉXICO

Denominación: CALENTADOR SOLAR DE AIRE TIPO MODULAR.

Clasificación: CIP: F24S10/50; F24S70/60

Inventor(es): OCTAVIO GARCÍA VALLADARES; ISAAC PILATOWSKY FIGUEROA; ROXANA BERENICE RECIO COLMENARES; SERGIO URIEL LUGO UCAN; GIBRÁN RODRIGO MEJÍA TORÍZ

SOLICITUD

Número: MX/a/2015/014113

Fecha de Presentación: 7 de Octubre de 2015

Hora: 11:10

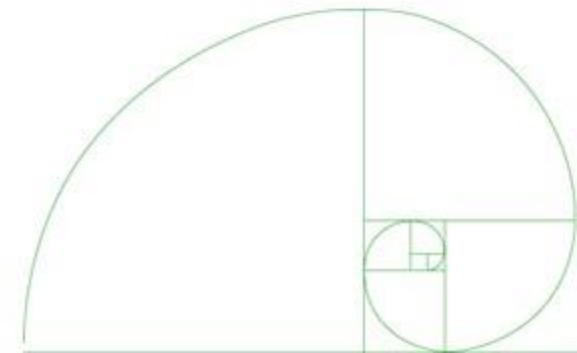
Vigencia: Veinte años

Fecha de Vencimiento: 7 de octubre de 2035

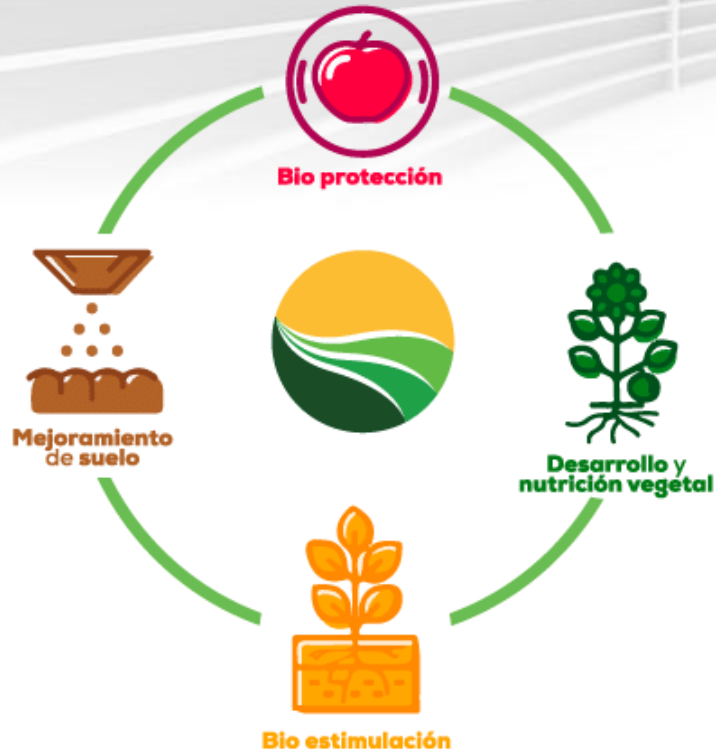
Fecha de Expedición: 5 de octubre de 2018

La patente de referencia contiene como fundamento en los artículos 18, 39 fracción V, 40 fracción III y 45 de la Ley de la Propiedad Industrial

Solar Dehydrator

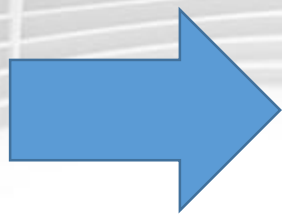


Nutriprotection System

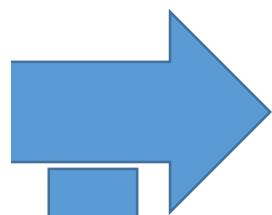


Applied biotechnology to increase crop yield and reduce production costs, promoting sustainable organic agriculture practices, with products based on microorganisms and botanical extracts.

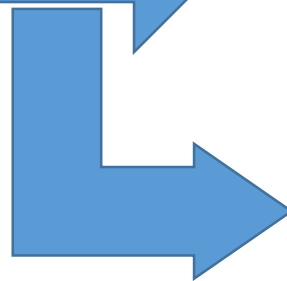




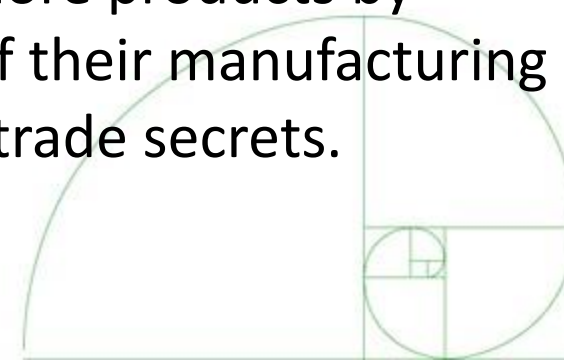
Zero Zika internationally protected (PCT)



35 products protected by trade secrets

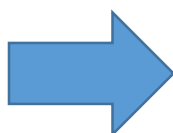


Next steps: protect more products by patenting key parts of their manufacturing process and keeping trade secrets.

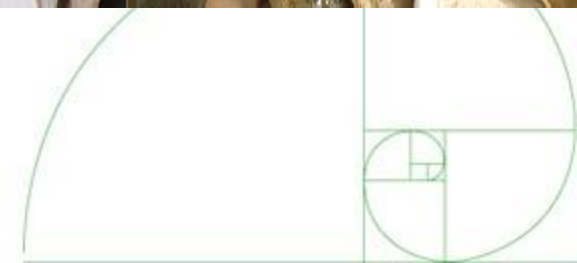




IP Objectives

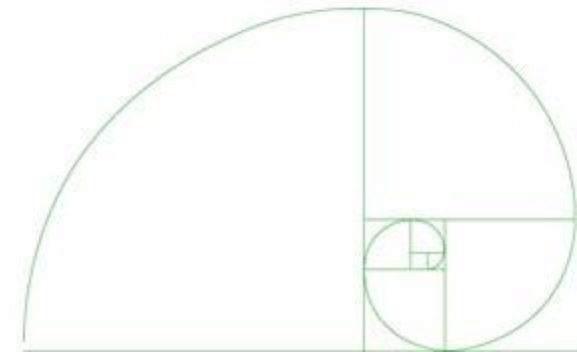


Collective mark
Geographical indications
Appellation of origin



What can be done in Mexico to foster Green Technologies' Innovation?

- Promote an IP culture at an early stage
- Decrease VC's risk aversion for Green Technologies
- Increase the investment level in education
- Strengthen English penetration
- Spread the word about IMPI's Digital Services
- Close the gender gap in STEM
- Shift government priorities to support Green Technologies' R&D+i
- Enhance industry & academia links
- Reduce legal barriers for licensing patents
- Strengthen international cooperation amongst Green Technologies' inventors





Thanks!

Rafael Carmona

CTO

rafael@greenmomentum.com

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