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NEXUS-NY Clean Energy Demo Day to feature six upstate New York clean energy startups plus a presentation by world-renowned scientist/best-selling author/PBS NOVA series *The Elegant Universe* host - Dr. Brian Greene

Dr. Greene's talk: *The Drive to Innovate: Stories from the Frontiers of Discovery*

DATE: Tuesday, October 27, 2015 from 4:30 to 8:30 pm

LOCATION: George Eastman House, 900 East Avenue, Rochester, NY 14607
Free parking at GEH

REGISTRATION: \$10 for students, \$25 early-bird registration through October 3rd, \$40 general admission starting October 3rd. Go to www.nexus-ny.org for more information and to register.

FEATURED GUEST: Dr. Brian Greene, Professor of Physics and Math, Columbia University
<http://www.briangreene.org/>

NEXUS-NY, a clean energy seed accelerator that provides educational, financial and business support for university researchers and early-stage companies across New York State, will present six of its most promising clean energy startups in its second annual Demo Day on Tuesday, October 27, 2015 at George Eastman House.

The NEXUS-NY Demo Day provides a platform for participating startups to present in front of potential investors, partners, friends, colleagues, and customers as they wind their way toward commercialization of their clean energy innovations.

The startups have been through a rigorous nine-month program and have had access to various financial and business resources. Each company has received on average more than \$50,000. "Our Demo Day is the startups' opportunity to make a public introduction of their innovations," says NEXUS-NY Executive Director Doug Buerkle. "These six have made tremendous progress over the last nine months and have met very important technical and commercial milestones."

In a new feature for 2015, the NEXUS-NY Demo Day will host a renowned guest, Dr. Brian Greene, Professor of Physics and Math at Columbia University, whose talk on innovation promises to be of great interest to scientists, entrepreneurs and students.

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Widely acknowledged as a fascinating speaker and science communicator, Dr. Greene has a unique gift for describing the complex in simple terms. “It is critical that entrepreneurs are able to quickly and effectively communicate to non-scientists as they seek to acquire resources for their new ventures. Dr. Greene’s books are an incredible example of how to do just that,” says Buerkle. “One might argue that Dr. Greene’s field of astrophysics is one that has produced some of the most interesting innovators and discoveries throughout history, which makes his presentation all the more relevant to the region’s scientists and entrepreneurs.”

Dr. Greene’s Presentation: *The Drive to Innovate: Stories from the Frontiers of Discovery*

Innovation, exploration, and discovery are deeply ingrained in human nature, and the keys to their success transcend disciplines. Professor Greene uses three stories from the frontiers of science to examine how essential features — staying the course while shedding expectations, maintaining individuality while working collaboratively, accepting failure while pushing for success — can coalesce into breathtaking results. Sparking new insights, this presentation explores how we can unleash our innate drive to innovate.

More about Dr. Brian Greene www.briangreene.org

Physicist, string theorist and author of *The Elegant Universe* Brian Greene is one of the world’s leading theoretical physicists and a brilliant, entertaining communicator of cutting-edge scientific concepts. *The Washington Post* described him as “the single best explainer of abstruse concepts in the world today.”

In *The Elegant Universe*, Greene recounted how the theories of general relativity and quantum mechanics transformed our understanding of the universe, and introduced us to string theory, a concept that might be the key to a unified theory of the universe. The book sold more than a million copies and became an Emmy and Peabody Award-winning NOVA special that Greene hosted.

His second book, *The Fabric of the Cosmos*, spent six months on *The New York Times* bestseller list and was adapted into a 4-part NOVA miniseries for broadcast in 2011. His third book, *Icarus at the Edge of Time*, is a futuristic retelling of the Icarus myth, in which a boy travels not to the Sun but to a black hole. This visually stunning fable for children has recently been adapted for stage presentation with an orchestral score by Philip Glass and premiered Lincoln Center’s Alice Tully Hall.

Greene's latest book, *Hidden Reality: Parallel Universes and The Deep Laws of the Cosmos* (Jan. 2011), explores the strange and exciting possibility that our universe may be one of many populating a grand “multiverse”.

Greene has had many media appearances, from *Nightline* and *Charlie Rose* to *The Late Show with David Letterman*, and has made cameo appearances in the films *Frequency*, *Maze*, and *The Last Mimzy* and the television show *The Big Bang Theory*.

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A graduate of Harvard and a Rhodes Scholar at Oxford, Greene is a professor in both Physics and Mathematics at Columbia University. The World Science Festival, co-founded by Greene, premiered in New York City in the spring of 2008 as an annual celebration of science that brings together great minds in science, business, government, and the arts.

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Reporters: To schedule an advance interview with Dr. Greene, please contact Allison Yacci at 585.214.2403 or Bob Loeb 585.586.8840, who will help make arrangements.

For comments from NEXUS-NY Executive Director Doug Buerkle, please call him at 585.214.2417.

NEXUS-NY is a clean energy start-up accelerator chartered with catalyzing the commercialization of technologies discovered by New York researchers. NEXUS-NY is funded largely by the New York State Energy Research & Development Authority (NYSERDA) and is meant to increase the number of scalable clean energy start-up companies within the region. NEXUS-NY is succeeding in its mission by providing financial, educational and business support to early-stage technology teams. High Tech Rochester and NEXUS-NY have partnered with a number of Western and Central NY universities and other industry partners to create this exciting initiative.

NEXUS-NY provides financial, business and educational support to approximately 10 entrepreneurial teams each year, selected through a competitive application process. Program participants are eligible to receive approximately \$50,000 of equity-free direct financial support. Our entrepreneurs come from research universities and the general community and share several common traits:

- They are passionate about their technology and want to start a great company.
- They want to solve big problems for real customers.
- They recognize the need to demonstrate their technology and business model through meaningful proof-of-concept prototypes and customer interaction.

NEXUS-NY nexus-ny.org is a program of High Tech Rochester ([HTR](#)) and is supported by New York State Energy Research and Development Authority ([NYSERDA](#))