



*Hardware is Hard – How do we commercialize ‘hard tech’ building innovations faster?*

# Alex Fitzsimmons

Deputy Assistant Secretary  
for Energy Efficiency  
U.S. Department of Energy



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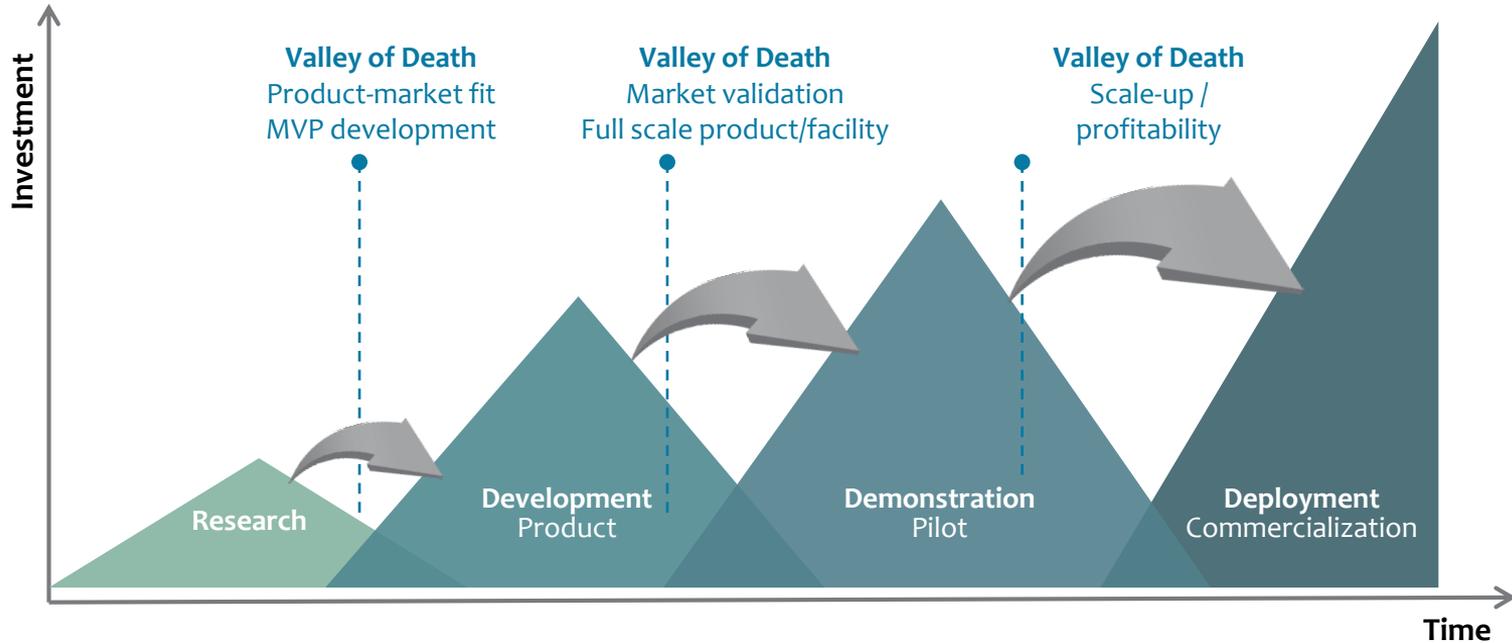
# Ilan Gur

Chief Executive Officer  
Activate

Moderator



## *Crossing the chasms and why we must build a bridge*



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# Speaker Panel



**Orin Hoffman**  
The Engine  
Venture  
Partner



**Edmund Pendleton**  
University of Maryland  
Lead Instructor and Faculty Director NSF  
and regional mid-Atlantic I-Corps program



**Kipp Bradford**  
Treau  
CTO



**Ramsay Huntley**  
Wells Fargo  
Sustainable Finance Strategist



**Alexandria Lafci**  
New Story  
Co-Founder and COO

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