

MARKETS

THURSDAY, NOVEMBER 7 - ROOM 102-A/B, 4:00 PM - 5:30 PM

- **Stationary Fuel Cell Companies & Recent Market Progress** - *Dr. Jacob Brouwer, University of California, Irvine*
 - An overview of the current status of commercial stationary fuel cell product installations and their emerging markets.
- **The Fuel Cell Industry Review 2019 - Entering Sustainable Growth?** - *Dr. David Hart, E4Tech*
 - This presentation will include not only freshly-assembled fuel cell shipment numbers, but also reflections on trends, strengths, weaknesses and things to watch for.
- **Expert Assessments of Fuel Cell Cost, Durability, and Market Viability** - *Michael Whiston, Carnegie Mellon University*
 - This presentation includes an expert elicitation assessment of the current and anticipated future costs, durability, and market viability of automotive proton exchange membrane fuel cells and stationary solid oxide fuel cells.
- **The Hydrogen Economy and Jobs of the Future** - *Roger Bezdek, Cavendish Energy*
 - This presentation identifies by occupational titles the new jobs that will be created in the expanding hydrogen/fuel cell economy, estimates the average U.S. salary for each job, identifies the minimum educational attainment required to gain entry into that occupation, and specifies the recommended university degree for the advanced educational requirements.
- **Impact of Hydrogen for Rail Applications**- *Brian Ehrhart, Sandia National Laboratories*
 - This framework considers five overall topic areas of economic, performance, environmental, safety, and acceptance impacts.
- **Valuing Your Intellectual Property** - *Maximillienne Giannelli, Finnegan*
 - What do investors analyze when evaluating your intellectual property? From experience, the factors that often inform investment and valuation decisions include the strength of the patent portfolio, overall patenting strategy, ownership rights, freedom-to-operate, and third-party challenges. This presentation will explore these factors in regards to fuel cells.