



Frequently Asked Questions and Answers About the Oregon BEST → VertueLab Rebrand

Why did you choose to rebrand?

For 10 years, Oregon BEST was one of the first organizations in the nation to have made direct program-related investments in cleantech startups. We have successfully:

- **Helped Oregon cleantech startups** with acceleration services, direct investments, and assistance in obtaining Federal research funding.
- **Created connections** across regional and national innovation ecosystem
- **Helped Oregon universities** commercialize new clean technologies
- **Catalyzed emerging high-opportunity Oregon industries**
- **Showcased cleantech successes**
- **Focused on triple bottom line impact:** job creation, prosperity, and environmental impact

After 10 years, It was time to step back and assess our successes, strategy, and focus to decide how we can have even greater impact in our second decade.

What does VertueLab mean?

- Green Technologies for Good.
- *Vert* = Green *Virtue* = Good *Lab* = Technology
- We are a “virtual lab” where cleantech startups can obtain support, connections, and access to funding, in order to help them innovate solutions to the impacts of climate change and much more.

How are you different from Oregon BEST?

Our expanded strategy includes Oregon cleantech startups and partnerships, but expands our focus on investors and donors and our impact to include:

- **Broader geography: Accelerate** Cleantech startups throughout the Pacific Northwest, while **catalyzing emerging high-opportunity** Northwest industries and **showcasing** cleantech solutions and benefits throughout the Northwest.
- **Broader Fundraising:** Raise cleantech-focused funds rather than geographically-focused funds.
- **Expanded partnering:** Align with a broader range of impact and mission-based investors, foundations, and other organizations that share a commitment to positive change through technology innovation.
- **Fundraising evangelism:** Educate about and promote the benefits of investing in cleantech solutions with the goal of increasing cleantech investment by others.



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What is the same as Oregon BEST?

- Acceleration programs
- Fostering connections across regional and national innovation ecosystem.
- The same GREAT team of people deeply committed to solving the world's most pressing environmental challenges.
- Convening demonstration projects to feature opportunities with high potential impact.
- Operations still based in Oregon, which remains an important hub from which we're building new programs and outreach.
- Filling the vital capital gaps for cleantech startups.
- Focus on triple bottom line impact: job creation, prosperity, and environmental impact.

Is Oregon still a focus? How broad is your geographic scope?

- Yes! Oregon is still our home and headquarters, and we will continue to generate economic impact for Oregon and reinforce our state's reputation for cleantech leadership and innovation.
- We are northwest oriented and nationally connected, catalyzing regional deployment of high potential technology from anywhere.
- Business Oregon remains a vital partner and significant funder, and funds from the Oregon legislature will NOT be used outside our state.

So, are you now an investor? Do you still fund startups?

- For the past seven years, we have provided very early stage capital to cleantech startups in Oregon, helping these companies overcome technical hurdles that make them more attractive to investors.
- As VertueLab, we are raising a new commercialization fund to expand this program to include startups in the Northwest - not just in Oregon.

Do you still fund university research? How do you support universities?

- We do, although we don't currently have a dedicated source of funds for this.
- We will seek out, assist, and fund cleantech university research that's targeted to solve real-world customer problems and is ready for to be spun out as a commercial venture.
- We still connect startups with university lab equipment and expertise and consider that a good use of the financial resources we will be deploying. We are no longer funding new lab equipment at universities.

What will happen to BEST FEST?

- BEST FEST will now be called **VertueLab Impact Summit**, presented by OEN and VertueLab

How do you define cleantech?

Technologies that contribute meaningfully to climate change reversal, clean air and water, circular economy, and sustainable agriculture.