BRITE ENERGY INNOVATORS · STRATEGIC VISION · 2026

BRITE 3.0

From a regional startup incubator to the Midwest's platform for energy innovation, commercialization, and deployment.

NORTH STAR

Accelerate the technologies, capital, partnerships, and infrastructure projects that make the Midwest the nation's leading region for energy innovation, commercialization, and deployment.

Commercialization | Deployment | Corporate partnerships | Capital formation | Regional ecosystem leadership

WHY BRITE MUST EVOLVE

- **Energy demand growth**
- **Manufacturing and industrial transformation**
- **Energy security and resilience**
- **Capital and funding opportunities**
- **Community and workforce transition**

FIVE STRATEGIC PILLARS · 2027–2032

1

Commercialization Infrastructure

Expand CXO into a multi-state platform that unifies accelerator, lab, pilots, deployment services, and corporate innovation.

2

BRITE Network

A paid membership community for corporations, utilities, investors, universities, startups, and economic developers.

3

Corporate Partnerships

Shift from annual sponsorships to multi-year strategic memberships with tiered benefits and recurring unrestricted revenue.

4

Policy and Market Leadership

The trusted Midwest convener on AI infrastructure, grid modernization, advanced manufacturing, data centers, and resilience.

5

Midwest Platform

Warren stays operational HQ, Cleveland becomes the commercial gateway, and formal partnerships extend across the region.

Not a larger incubator, but indispensable infrastructure for the Midwest energy economy.