

Powerhouse Founder and CEO Emily Kirsch asked the entrepreneurs in Powerhouse what they think UNC students and faculty should know about starting a cleantech company and entrepreneurship. Here are their top 10 words of advice....

- 1) Swing for the fences on impact and not on money. If you're motivated by impact, the money will follow but not the other way around.
- 2) Clean energy is broad, there are opportunities for every major, every skill set and every interest.
- 3) Don't get jaded. You're young. Things can and will change in unexpected ways and it's your generation that will define the future of energy so roll with it and adapt.
- 4) As an entrepreneur you will have to want this thing you're building so bad that you are willing to tell thousands of people about it because most people won't care.
- 5) Work where you can see the difference you're making every day.
- 6) Seek genuine understanding before creating something. If you want to build a startup, work for one or two or three before you start your own. Work where you will have the opportunity to learn and do the most. And then move on.
- 7) Don't expect your career to be an awesome linear line. It's typically all over the place. Try to break the millennial expectation that it's going to be totally fulfilling 100% of the time. There are going to be hard days. Success takes grit.
- 8) Be self-aware, know your strengths, find co-founders who make up for your weaknesses.
- 9) We don't need another selfie app.
- 10) You don't have to come to Silicon Valley to be an entrepreneur, think beyond that bubble, but if you're going to build a clean energy software company, you might want to consider doing it at Powerhouse.