

FOR IMMEDIATE RELEASE
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CHICOSTART PARTNERS WITH BLUETECH VALLEY TO FOCUS ON WATER, ENERGY, AND AGTECH IN NORTH STATE

May 11, 2023 - Chico, CA: [ChicoSTART](#) is pleased to announce their partnership with [BlueTechValley](#), a California Energy Commission (CEC) initiative awarded to CSU, Fresno. CSU Fresno is deploying this with (6) other partners including Chicostart.

The BlueTechValley Initiative was established in 2011 in Fresno where water-scarce climate fuels the need for extreme water efficiency, making it the ideal place to test, develop, and commercialize new technology. The purpose of the BlueTechValley Initiative is to “spur growth and help turn entrepreneurial visions into real-world solutions for managing our finite resources: water and energy”.

ChicoSTART is one of (6) entities throughout CA working w/ CSU Fresno’s Water, Energy and Technology (WET) Center, with a specific partner focus in identifying service providers, partners and entrepreneurs, to extend their outreach efforts of BlueTech Valley initiatives focused on water, energy and AgTech for the rural North State.

Eva Shepherd-Nicoll, Executive Director of ChicoSTART, “ We, who are involved in rural business development, passionately believe that rural communities can, in fact, become revitalized, creative entrepreneurial centers. But, we cannot do that alone. ChicoSTART is on the forefront of making the connections with universities, research centers, business

development centers, funding sources and in this case aligning with important initiatives, like BlueTech Valley, that mirror our CEDS industry priorities and state priorities around water, energy, cleantech and agtech for our North State region.”

“We are thrilled to announce our partnership with ChicoSTART on this exciting regional innovation initiative. By combining our expertise and resources, we aim to create an ecosystem that fosters innovation. Collaboration, and growth. Our joint effort will provide entrepreneurs, startups, and established businesses with access to the support they need to bring their ideas to life and make a positive impact on the community to build a brighter future.” - stated **Helle Peterson, Director, Water, Energy and Technology Center, California State University, Fresno**

For more more about ChicoSTART and the BlueTech Valley Initiative, contact Eva Shepherd-Nicoll at eva@chicostart.com or visit chicostart.com/programs.

About Chicostart: Chicostart supports and enriches Northern California’s Entrepreneurial Ecosystem by providing small business, entrepreneurs and startups the resources they need to succeed. Our platform includes shared office amenities, mentoring, workshops, internships, tech talks, student to business projects, entrepreneurial events, satellite office programs, and anything else that helps our core mission of helping startups succeed. As a GO-BIZ iHub for the Far North, the Chicostart ecosystem includes but is not limited to investors, technologists, entrepreneurs, students, educators, local businesses, agencies and mentors.

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