CalSEED

Investing in clean technology entrepreneurs

Apply February 15th for $150,000
CalSEED will grant $24MM to ~100 entrepreneurs over 5 years
Funded by California ratepayers through the Electric Program Investment Charge (EPIC)
Made possible by the California Energy Commission (CEC)
The California Sustainable Energy Entrepreneur Development Initiative grants up to $600,000 to early stage clean energy concepts and provides professional development resources.

**Concept Award Solicitation**

Eligibility Applications open from February 15 – 28
Visit [www.calseed.fund](http://www.calseed.fund) to apply!
Program Partners

Our unique program represents an innovative public-private partnership between the State of California and a diverse group of organizations leading California’s energy transformation.
Regional Cluster Partners

Bay Area Regional Innovation Cluster
Activation Energy assist hard technology innovators bridge the science-to-product gap to develop groundbreaking energy products.
http://www.activationenergy.org/

Los Angeles Regional Innovation Cluster
LACI is located in the Cleantech Corridor, Los Angeles’ cornerstone of the green economy strategy.
https://laincubator.org/

Central Valley Regional Innovation Cluster
The Bluetech Valley Innovation Cluster is located in the heart of the San Joaquin Valley, a unique water-scarce ecosystem.
http://bluetechvalley.org/

San Diego Regional Innovation Cluster
Cleantech San Diego works directly with cleantech entrepreneurs to develop a customized plan that includes access to advisory support, technology commercialization services, and proof-of-concept and pilot testing.
http://cleantechsandiego.org/sdrein/
Entrepreneur Journey
Entrepreneur Journey

Orientation
- Webinar
- Intro to CEC

National Academy
- Cohort building
- Bootcamp
- Meet mentors

Regional Business Clinics (2)
- July: Sustainability/Impact
- August: Funding

Regular Check-ins
- Weekly check ins
- Monthly core webinars
- Optional webinars

Showcases
- Core showcase w/ practice pitches
- Regional / Industry Specific

Concierge Model
Awardee/Partner connections

Summer
Ongoing

Bold = in person
Cleantech Open Accelerator Program

TRAINING
National Academies, National Webinars and Regional Training
Practice Judging and Business Clinics

MENTORING
Local and international mentors (generalists and specialists)
Business Clinics

ACCESS TO CAPITAL
Relationship with Strategic Investors, Angel Groups and VC firms
Pitch Panels, Networking, Investor Connect

SHOWCASING
Regional events and showcases
National Conference and Global Forum
Press exposure
CalSEED Awardees will access benefits to develop a concept and prepare for the Prototype Award Business Plan Competition.

**Program Benefits**

- Grant dollars
- A powerful network
- Mentorship
- Operational and technical resources
- Online training
- Legal counsel
- Regional Innovation Clusters
- Cleantech Open Accelerator
- Community
CalSEED 2017 Awardees

Saratoga Energy

BK LITEC

POWERFLEX SYSTEMS

MoV

Lucent optics

Arctica Solar

www.arcticasolar.com

CUBERG

THE FUTURE OF BATTERIES IS HERE

Sustainable Economies Law Center

MORE

Mango Renewables.Com

PARC

A Xerox Company

GLINT Photonics

South 8 Technologies

Next Generation Energy Storage Devices

GENERAL ENGINEERING AND RESEARCH

SEPION Technologies

ENERDAPT

ENERGY SAVINGS, SIMPLIFIED.

SUNSWARM

SOLAR FOR EVERYONE

NATIVUS

Opus 12
Who can apply?

CalSEED is open to applicants working on early stage innovations—from concept to basic prototype.

**You must meet a few basic requirements:**
- The proposed innovation should benefit California ratepayers
- The concept should be pre-demonstration scale (Technology Readiness Level 2-4)
- You must be located in California and provide your California address

**The application is open to:**
- Individuals/Teams
- Businesses
- Nonprofit Organizations
- Academic Institutions
What will CalSEED fund?

Solutions focused on creating greater reliability, lower cost, reducing emissions and/or increased safety for California’s electricity grid. For example:

- Storage solutions
- Energy efficiency
- Lighting
- Power plant improvements
- Increased use or improved applications of smart inverters
- System and/or home modeling tools
- Heating/cooling energy efficiency
- Smart Grid components
- Generation (e.g. solar, bioenergy, wind, and geothermal)
## Hardware, Software, & Integrated Solutions

<table>
<thead>
<tr>
<th>Description</th>
<th>Hardware</th>
<th>Software</th>
<th>Integrated Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Scope Examples</td>
<td>Physical components</td>
<td>Programs / applications that enhance hardware</td>
<td>Innovative combinations of software and hardware</td>
</tr>
<tr>
<td>• Battery chemistry</td>
<td>• Algorithms for grid reliability/control</td>
<td>• Vehicle to grid tech</td>
<td></td>
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<tr>
<td>• PV technology</td>
<td>• Internet of Things applications</td>
<td>• Microgrid solutions</td>
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<tr>
<td>• T&amp;D infrastructure improvements</td>
<td>• Demand response solutions</td>
<td>• Building efficiency optimization</td>
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<tr>
<td>• Electric vehicle technologies</td>
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<td>• Community access to clean energy</td>
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<table>
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<tr>
<th>Out of Scope Examples</th>
<th>Hardware</th>
<th>Software</th>
<th>Integrated Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Project financing for existing technologies</td>
<td>• Customer acquisition</td>
<td>• Single non-replicable solutions</td>
<td></td>
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<tr>
<td>• Manufacturing scale up</td>
<td>• Games</td>
<td>• Concepts that are not novel in application</td>
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<tr>
<td>• Natural gas projects</td>
<td>• Website development for an existing company</td>
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What is “early stage”?

<table>
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<th>Hardware</th>
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<tbody>
<tr>
<td>• Analytic studies / modeling</td>
<td>• Alpha versions</td>
<td>• Preliminary mapping or combining</td>
</tr>
<tr>
<td>• Proof of concept</td>
<td>• Preliminary requirements defined</td>
<td>• Minimal integration</td>
</tr>
<tr>
<td>• Basic functionality validated in laboratory</td>
<td>• Basic principles coded</td>
<td>• Early testing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Identification of system components</td>
</tr>
</tbody>
</table>
You are probably too late stage if your technology...

- works smoothly (considered operational/debugged)
- is beyond a pilot scale prototype
- is currently being manufactured
- is certified/commercialized
- is successfully incorporated in a larger system
- software is classified as ‘beta’
- has a full scale demonstration
- is revenue-generating or profitable
- has existing customers
How does it work?

1. Eligibility Application
2. Notification of Eligible Applicants
3. Full Application
4. Technical Review
5. Concept Award
6. Professional Development
7. Business Plan Competition
8. Prototype Award
Solicitations by Region

- Regional solicitations to achieve greater geographic diversity
- Applicant region is determined based on official business address (or home address if applying as an individual)
- One application per lead applicant
- One application per concept
Two Rounds of Applications

Eligibility Application (open to all)
- Open Feb 15 - 28
- – 30 minutes to complete

Internal Eligibility Review
- Select 25 from each region (based on eligibility + lottery)
- Notifications in March

Full Application (invitation only)
- Open March 7 - 15
- – 3-7 hours to complete
Application Process

Both parts of the application can be completed and submitted entirely online.

As part of the **eligibility application**, you will be asked to:

- Provide basic information about yourself
- Briefly describe your clean energy concept

As part of the **full application**, you will be asked to

- Answer questions in detail about your innovation, its potential impact, your plans with the CalSEED award, and your team
- Provide optional Letters of Support

Refer to the application manual at [www.calseed.fund](http://www.calseed.fund) for more detail, including all application questions
Technical Advisory Committee

Review Process
Review Process

- Innovation
- Impact
- Readiness
- Team
Review Process

Innovation

Is your project goal achievable?

Do you understand the key technical and commercial challenges?

How would your project improve upon existing products or solutions?
Review Process

- Innovation
- Impact
- Readiness
- Team

**Impact**

- How will you benefit CA ratepayers?
- What communities would benefit from your innovation?
- How would your project increase access to clean energy within disadvantaged communities?
- What economic development opportunities will you create?
Review Process

Innovation → Impact → Readiness → Team

Readiness

How would you use your Concept Award funds?

What would be your milestones and deliverables?

How feasible is your plan?
Review Process

Innovation → Impact → Readiness → Team

Who is on your team?
Why is your team the right team?
What have you done before that would contribute to the success of this project?
Contact Us

info@calseed.fund

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