CalSEED

Apply March 1st – 11th for $150,000
Agenda

1. Overview of CalSEED Program
2. Entrepreneur Journey
3. Eligibility
4. How it works
5. Review process
6. Application timeframe
CalSEED

• Funded by California ratepayers through the Electric Program Investment Charge (EPIC)

• Made possible by the California Energy Commission (CEC)
Concept Award Solicitation

The California Sustainable Energy Entrepreneur Development Initiative grants up to $600,000 to early stage clean energy concepts and provides professional development resources.

Eligibility
Applications open from March 1 - 11, 2019
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.

[Logos of various partner organizations]
Regional Cluster Partners

Activation Energy

LACI

BluTech Valley

Southern California Energy Innovation Network

Imperial | Riverside | San Bernardino | San Diego
Entrepreneur Journey

Professional Development
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
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
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
Eligibility

Who can apply and what kinds of projects are funded
Who can apply?

- Individuals/Teams
- Businesses
- Nonprofit Organizations
- Independent labs, community groups, and other collectives
What are the basic requirements?

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

- The proposed innovation should benefit California ratepayers
- You must be located in California, provide your California address, and be in good standing with the California Secretary of State
- Be under the $1 Million private funding cap
- The concept should be pre-demonstration scale (Technology Readiness Level 2-4)
- Be within for one of the specified technology areas
- Must be able to answer “Yes” to at least three impact questions
What will CalSEED fund?

Applications are being accepted specifically for the following technology areas:

<table>
<thead>
<tr>
<th>Technology Area</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Energy Efficiency</strong></td>
<td>Solid-state lighting, electric heat pumps, non-vapor compression cooling, advanced materials and coatings for windows, building envelope, or water/waste water treatment or industrial electrification</td>
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<tr>
<td><strong>Renewable Generation</strong></td>
<td>Solar PV systems or solid-state energy harvesting using thermoelectrics, thermionics, or piezoelectrics</td>
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<tr>
<td><strong>Energy Storage</strong></td>
<td>Battery storage, flywheels or thermal storage</td>
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# Hardware, Software, & Integrated Solutions

<table>
<thead>
<tr>
<th>Description</th>
<th>Hardware</th>
<th>Software</th>
<th>Integrated Solutions</th>
</tr>
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<tbody>
<tr>
<td><strong>In Scope Examples</strong></td>
<td>Physical components that require design and testing</td>
<td>Programs/applications that advance new science</td>
<td>Innovative combinations of software and hardware</td>
</tr>
<tr>
<td></td>
<td>• Manufacturing equipment</td>
<td>• Algorithms for grid reliability/control</td>
<td>• Microgrid solutions</td>
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<td></td>
<td>• Sensors</td>
<td>• Internet of Things applications</td>
<td>• Building efficiency optimization</td>
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<tr>
<td></td>
<td>• Transmission &amp; Distribution infrastructure improvements</td>
<td>• Demand response solutions</td>
<td>• Community access to clean energy</td>
</tr>
<tr>
<td><strong>Out of Scope Examples</strong></td>
<td>• Project financing for existing technologies</td>
<td>• Customer acquisition</td>
<td>• Single non-replicable solutions</td>
</tr>
<tr>
<td></td>
<td>• Manufacturing scale up</td>
<td>• Games</td>
<td>• Concepts that are not novel in application</td>
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<tr>
<td></td>
<td>• Commercial scale prototype</td>
<td>• Website development for an existing company</td>
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<td>• Training/workforce development platforms</td>
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What is “early stage”?  

<table>
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</table>
| • Analytic studies / modeling  
• Proof of concept  
• Basic functionality validated in laboratory | • Alpha versions  
• Preliminary requirements defined  
• Basic principles coded | • Preliminary mapping or combining  
• Minimal integration  
• Early testing  
• Identification of system components |
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
Additional Requirements

Social equity and community impact are a core component of CalSEED
What does social equity mean?

*Social Equity* refers to the fair and just distribution of societal benefits and burdens.
Why is social equity part of CalSEED?

The lowest segment of earners pays considerably more of their income for electricity than higher earners. // Groundswell
Impact questions on application

To be selected for a CalSEED award, applicants will need to prove that their innovation could meet at least three of the following impact criteria:

1. Economic opportunities
2. Increasing access
3. Decreasing pollution burden
4. Project siting
5. Community partnerships
How it works

Application process
Two Rounds of Applications

Eligibility Application (open to all)
- Open Mar 1 - 11
- ~ 1 hour to complete

Eligibility Screening
- Determine if applications are eligible for full application submission
- Notifications in March

Full Application (by invitation only)
- Open March 20 - 31
- ~ 6-10 hours to complete
Application Process

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

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

- Answer multiple choice questions about their innovation and stage of development
- Describe their clean energy concept
- Disclose the amount of funding raised to date
- Identify the potential for community impact
As part of the **full application**, applicants will be asked to

- Provide additional information about their clean energy concept and its potential benefits
- Provide information about their team, entity, or organization (if applicable)
- Attach supporting documentation
- (Optionally) Attach Letters of Support

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

Technical Advisory Committee
Review Process

Innovation  Impact  Readiness  Team
Review Process

Innovation

- Is the project goal achievable?
- Do you understand the key technical and commercial challenges?
- How would the project improve upon existing products or solutions?
Review Process

Impact

How will the innovation benefit CA ratepayers?

What communities would benefit from your innovation?

How would the project increase access to clean energy within disadvantaged communities?

What economic development opportunities will the innovation create?
Review Process

How would the team use the Concept Award funds?

What would be the project milestones and deliverables?

How feasible is the plan?
Review Process

Team

Who is on the project team?

Why is the team the right team?

What have the team members done before that would contribute to the success of this project?
Application Timeframe

- **March 1 – March 11**: Eligibility Applications Open
- **March 12 – March 19**: Eligibility Review & Notification
- **March 20 – 31**: Full Applications Open
- **April 5 – 19**: Technical Advisory Committee Review
- **Summer**: CEC Approval

* Review and award timing are subject to change based on approval processes
Q&A
Contact Us

info@calseed.fund
Impact questions on application

**Economic opportunities**
- Positive economic impact in low-income and/or disadvantaged communities in terms of job creation, micro- and small-business partnerships and economic development

**Increasing access**
- To clean energy, energy efficiency technologies, energy storage, or energy cost reduction within disadvantaged communities and/or low-income communities

**Decreasing pollution burden**
- Address pollution burdens that disproportionately impact disadvantaged and/or low-income communities

**Project siting**
- The innovation could be deployed in a disadvantaged community and/or low-income community (e.g. empowerment zone)

**Community partnerships**
- Existing or planned partnerships with local community-based organizations or other local officials to help demonstrate stakeholder support for the innovation at the community level