MOVING INNOVATION FORWARD

We partner with innovators and forward-thinking organizations working to commercialize advanced energy, transportation, and manufacturing solutions.

Momentum effects high-value trajectory changes for its partners through unique ecosystem design and the rapid organization of resources.
Since 2005, our team has successfully developed more than $5+ billion in funded projects in collaboration with 1,000 clients, collaborators and partners.

Our 350+ projects have also deployed 5,000 zero-emission vehicles, engaged 1,000 cleantech startups, inspired 32+ patents and created 20,000 jobs.
Executive Summary

Project Description

Rationale for funding/Problem Statement

Scope of Work

Quantifiable Goals and Objectives

Schedule

Resumes, Bios, and Partner Descriptions

Discussion of Environmental Compliance and Benefits

Letters of Intent and Commitment from Partners

Documentation of Matching Funds, etc
TEN STEPS TO SUCCESSFUL GRANT SUBMISSION

1. Understand your Funding Partner
2. Communicate a Powerful Story
3. Always Write For (Extra) Points
4. Build a Robust Team and Collaboration
5. Develop Project Awareness
6. Ensure Project Readiness
7. Invest in Disadvantaged Communities
8. Create an Executable Scope and Budget
9. Execute with Integrity
10. Ensure Ongoing Success
UNDERSTAND YOUR FUNDING PARTNER

Review the agency strategic plan.

Request prior successful proposals.

Build a relationship with the funding partner in any way possible.

Participate in workshops.
Funders are seeking powerful success stories that justify the program and their jobs.

Address the reporter's five w's!

Speak their language!

Ensure the project supports your organizational strategic plan!

Build phased projects!
Follow The Score Sheet.
Follow The Score Scale.
Find The Extra Points.

Disadvantaged Communities Match Partnerships with Economic Development and Job Training Organizations

Direct vs Indirect Budgets.
### WRITE FOR EXTRA POINTS

<table>
<thead>
<tr>
<th>% of Possible Points</th>
<th>Interpretation</th>
<th>Explanation for Percentage Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>Not Responsive</td>
<td>Response does not include or fails to address the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.</td>
</tr>
<tr>
<td>10-30%</td>
<td>Minimally Responsive</td>
<td>Response minimally addresses the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.</td>
</tr>
<tr>
<td>40-60%</td>
<td>Inadequate</td>
<td>Response addresses the requirements being scored, but there are one or more omissions, flaws, or defects or the requirements are addressed in such a limited way that it results in a low degree of confidence in the proposed solution.</td>
</tr>
<tr>
<td>70%</td>
<td>Adequate</td>
<td>Response adequately addresses the requirements being scored. Any omission(s), flaw(s), or defect(s) are inconsequential and acceptable.</td>
</tr>
<tr>
<td>80%</td>
<td>Good</td>
<td>Response fully addresses the requirements being scored with a good degree of confidence in the applicant’s response or proposed solution. No identified omission(s), flaw(s), or defect(s). Any identified weaknesses are minimal, inconsequential, and acceptable.</td>
</tr>
<tr>
<td>90%</td>
<td>Excellent</td>
<td>Response fully addresses the requirements being scored with a high degree of confidence in the applicant’s response or proposed solution. Applicant offers one or more enhancing features, methods or approaches exceeding basic expectations.</td>
</tr>
<tr>
<td>100%</td>
<td>Exceptional</td>
<td>All requirements are addressed with the highest degree of confidence in the applicant’s response or proposed solution. The response exceeds the requirements in providing multiple enhancing features, a creative approach, or an exceptional solution.</td>
</tr>
</tbody>
</table>

Follow The Score Sheet.
<table>
<thead>
<tr>
<th>Scoring Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Applicant Qualifications</td>
<td>5</td>
</tr>
<tr>
<td>2 Project Team Capabilities and Degree of Industry Collaboration</td>
<td>10</td>
</tr>
<tr>
<td>3 Project Objectives and Work Plan</td>
<td>15</td>
</tr>
<tr>
<td>4 Budget, Match Funding, and Financial Capabilities</td>
<td>10</td>
</tr>
<tr>
<td>5 Potential Emission Reduction Benefits</td>
<td>10</td>
</tr>
<tr>
<td>6 Cost-Effectiveness</td>
<td>5</td>
</tr>
<tr>
<td>7 Vehicle Daily Range</td>
<td>10</td>
</tr>
<tr>
<td>8 Technology and Innovation</td>
<td>10</td>
</tr>
<tr>
<td>9 Potential for Market Penetration and Commercialization of the Technology</td>
<td>15</td>
</tr>
<tr>
<td>10 Application Completeness</td>
<td>5</td>
</tr>
<tr>
<td>11 Timeline for Project Completion</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
BUILD A ROBUST TEAM

COLLABORATE
DEVELOP PROJECT AWARENESS

Socialize your project to the important stakeholders.

- Create presentations for perspective funding partners.
- Develop presentations for Elected Officials and Legislators.
- Develop presentations for NGO’s, trade associations and business allies.
- Momentum Media
ENSURE PROJECT READINESS

CEQA

Permitting from construction through operation.

Financial Commitments & Leveraged Funds

Site Control

Fully Vetted Team

01 02 03 04 05
INVEST IN DISADVANTAGED COMMUNITIES

- Equitable Distribution of Benefits to California Ratepayers
- Locate projects within DACs
- Commit to hiring employees from DACs
- Partner with WIB and Job Training Programs
- Evaluate your supply chain for DAC
- Count Indirect benefits to DACs
- Be innovative. Think beyond empty outreach.
In most cases, the Scope of Work and Budget become the basis for the contract with the agency.

3-Task Rule: Minimize the number of tasks (Use sub-tasks instead)

Be aware of Funding Restrictions

Always Phase your projects.

CREATE AN EXECUTABLE SCOPE AND BUDGET

Scope and Budget your project PRIOR TO the release of an RFP.
Timely Monthly Reports and Deliverables

Assume an Audit

Professional Project Management

Stay in Communication with the Contract Manager

Celebrate Success

Highlight your funding partner
ENSURE ONGOING SUCCESS

- Structure Your Organization For Success
- Always Recycle
- Don't Be A Grant Junkie
- Request A Debrief
- Build Additional Phases from Successful Proposals
WHAT YOU CAN DO NOW

1. Registrations (DUNS, SAM etc.)
2. Build your Team/Partners
3. Descriptions of Project Partners
4. Contact Agencies
5. Matching Funds
6. Research -- e.g. agency strategic plans, DACs
7. Permits
8. Scope of Work, Budget

Build your Team/Partners
- Resumes and Bios, Letters of Support
- Descriptions of Project Partners
- Contact Agencies
- Matching Funds
- Research -- e.g. agency strategic plans, DACs
- Permits
- Scope of Work, Budget
- Registrations (DUNS, SAM etc.)
MOVEMENT TAKES MOMENTUM

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