



Rocket Fund 2023 YouNoodle Application Form

Rocket Fund tip for a successful application: less is more. We especially value entries that are succinct and to the point.

Company Name

Website

Key Contact

Title

Role

Email

Phone

Company: Street Name and Number

State/Province

Postal Code

Country

Academic Affiliation: (leadership qualifications, original source of technology or funding; continued R&D partnership)

Please check how you heard about the Rocket Fund:

- Rocket Fund email
- Rocket Fund Newsletter
- Business email and referrals
- Twitter
- Other Newsletter
- Word of mouth
- Presentation events, conferences

Rocket Fund Tracks: Please indicate your preferred track for Rocket Fund consideration by reading the Guidelines on Rocket Fund Website and checking one of these boxes:

Track 1: Integrated Resilient Grid and Decarbonized Energy Systems

Track 2: Green buildings and Materials

Track 3: Hard to decarbonize

Track 4: Environment

Track 5: Moonshot

Short Pitch: What is the customer problem you are trying to solve, what is your solution, and what benefits will you deliver to the customer and to the environment e.g. return on investment; energy savings; manufacturing efficiencies; greenhouse gas reduction? Please avoid generalities or hype. Word limit: 100 words max.

Technology: In a few sentences describe briefly the technological advance, and how the eventual product will be competitive in the marketplace. Please list/link any third party validation (data, publications, test lab results, patents applied or received, customer letters of intent, MOUs) indicating that your technology could potentially work as claimed. Attach documents, a YouTube or Vimeo link here. Note file limit is 10 Megabytes. Word limit: 150 words max.

Target Market and Customers: Please describe your target customer segments and include a named list where possible. Provide realistic projections of the following: Total Addressable Market, (global and US), Serviceable Addressable Market, and the initial or beachhead market share of early adopters the Rocket Fund will help you reach (particularly important.) Word limit: 200 words max.

Potential impact on sustainability and diversity: In a few sentences describe the expected impact on sustainability once your product has been widely adopted; include metrics such as energy savings (kW hrs.); renewables adoption; greenhouse gas reduction (tons/yr.); CO2 mitigation; and electrification. Describe your company's approach to increasing diversity e.g. in company leadership and recruitment or in broad community impact with a focus on disadvantaged communities; job creation. Word Limit: 100 words max.

Industry, Government, and University Partners: List partners and collaborators, followed by their role: e.g. advanced applied R&D; product design and development; prototype building and lab testing, scaling up and manufacturing; funding, product demonstration site, other.

Customer Sites for Demonstration: In a few sentences, please describe demonstration arrangements, including sites and partners, or your efforts to secure these. If under discussion, please indicate the expected timeframe for closure. Solidifying these agreements by the time of the final awards in June 2023 will be key to serious consideration for a Rocket Fund award. Word Limit: 300 words max.

Corporate Status: Please list the following: year company founded; funding from all sources: e.g. academic, government grants; corporate partnerships; personal, family and friends; investment rounds; accelerator/incubator support; competition prize money; voucher programs (e.g. IN2 Wells Fargo, Shell GameChanger); sales and services. Please note: Ventures must be incorporated by the time Rocket Fund awards are made. Companies raising more than \$3 million in equity financing before submitting an application are ineligible but rounds secured during the Rocket Fund process are acceptable. Word limit: 150 words max.

The Rocket Fund Use of Funds: Summarize your planned use of the Rocket Fund award for designing, building and demonstrating your prototype by checking the boxes: minimum commercial prototype (MCP) design (TRL level 5 - 7); building and iteration of MCP; installation costs; consultation services for product engineering and manufacturing process development and scale up, software engineering; certification and lab validation services; equipment and parts purchase. Note: The Rocket Fund does not cover patent costs or salaries.

Rocket Fund Investor Circle: Early stage investors in Southern California, the Bay area and Mid-West have expressed interest in Rocket Fund applicants. Please click “yes” or “no” about whether you would like to be connected with these organizations.

EPRI Channel Relationship: As Channel Partner of the Rocket Fund, the Electric Power Research Institute <https://www.epri.com/> can offer selected Rocket Fund applicants 1) access to lab testing facilities and technical support; 2) partnering on grant opportunities; and 3) connections to EPRI members. For example: SkyCool Systems, Inc. (Rocket Fund 2018) and Yotta Energy (Rocket Fund 2020) secured \$1.77m and \$1.23m grants respectively from the California Energy Commission, in partnership with EPRI. Please click yes or no whether you will be willing for the Rocket Fund to share your information with EPRI on a confidential basis.

The Rocket Fund Office: November 1, 2022



Fast. Flexible. Cleantech Funding.