

---

# CalSEED

---

**CONCEPT AWARD  
APPLICATION QUESTIONS  
2019**

## Table of Contents

<b>Introduction</b> .....	<b>1</b>
<b>Eligibility Application Questions</b> .....	<b>2</b>
<b>Full Application Questions</b> .....	<b>7</b>
<b>What Innovation are you proposing?</b> .....	<b>7</b>
<b>Who Benefits from Your Innovation?</b> .....	<b>7</b>
<b>How Would You Use a CalSEED Award?</b> .....	<b>8</b>
<b>Why should you become a CalSEED Awardee?</b> .....	<b>9</b>
<b>Financial and Legal Certifications</b> .....	<b>9</b>

## Introduction

This document contains **ONLY** the applications questions for the 2019 CalSEED Concept Award Applications. For full details about the application process and full instructions, please see the [Application Manual](#).

The 2019 CalSEED Concept Award application will have two parts. The first part is an eligibility screening. This part of the application must be submitted online by **March 11<sup>th</sup> at 11:59 pm PST or be received via registered mail to the CalSEED office by March 11<sup>th</sup>**. For full instructions on submitting an application by mail, please email [info@calSEED.fund](mailto:info@calSEED.fund).

Applications that pass the eligibility screening will be invited later in March to fill out the full application. All questions for both parts of the application are below.

## Eligibility Application Questions

The 2019 Concept Award eligibility application will be open from **March 1<sup>st</sup> through March 11<sup>th</sup> at 11:59 pm PST**. Below you will find the questions contained in the eligibility application.

1. Innovation Name: [10 words]
2. Contact Information:
  - a. Name:
  - b. Position/Title:
  - c. Organization:
  - d. Phone Number:
  - e. Email:
  - f. Website:
3. Address: (Applicants must list the address where the majority of the work will occur)
  - a. Street Address:
  - b. City:
  - c. State:
  - d. Zip Code:
  - e. County:

<input type="radio"/> Los Angeles County	<input type="radio"/> Shasta County
<input type="radio"/> Orange County	<input type="radio"/> Imperial County
<input type="radio"/> San Diego County	<input type="radio"/> Kings County
<input type="radio"/> Riverside County	<input type="radio"/> Madera County
<input type="radio"/> San Bernardino County	<input type="radio"/> Napa County
<input type="radio"/> Santa Clara County	<input type="radio"/> Humboldt County
<input type="radio"/> Alameda County	<input type="radio"/> Nevada County
<input type="radio"/> Sacramento County	<input type="radio"/> Sutter County
<input type="radio"/> Contra Costa County	<input type="radio"/> Mendocino County
<input type="radio"/> Fresno County	<input type="radio"/> Yuba County
<input type="radio"/> Ventura County	<input type="radio"/> Lake County
<input type="radio"/> San Francisco County	<input type="radio"/> Tehama County
<input type="radio"/> Kern County	<input type="radio"/> Tuolumne County
<input type="radio"/> San Mateo County	<input type="radio"/> San Benito County
<input type="radio"/> San Joaquin County	<input type="radio"/> Calaveras County
<input type="radio"/> Stanislaus County	<input type="radio"/> Siskiyou County
<input type="radio"/> Sonoma County	<input type="radio"/> Amador County
<input type="radio"/> Tulare County	<input type="radio"/> Lassen County
<input type="radio"/> Solano County	<input type="radio"/> Del Norte County
<input type="radio"/> Monterey County	<input type="radio"/> Glenn County
<input type="radio"/> Santa Barbara County	<input type="radio"/> Plumas County
<input type="radio"/> Placer County	<input type="radio"/> Colusa County
<input type="radio"/> San Luis Obispo County	<input type="radio"/> Mariposa County
<input type="radio"/> Santa Cruz County	<input type="radio"/> Inyo County
<input type="radio"/> Merced County	<input type="radio"/> Trinity County
<input type="radio"/> Marin County	<input type="radio"/> Mono County
<input type="radio"/> Butte County	<input type="radio"/> Modoc County
<input type="radio"/> Yolo County	<input type="radio"/> Sierra County
<input type="radio"/> El Dorado County	<input type="radio"/> Alpine County
4. Are you or any of your leadership team members located in California? [Yes/No]
5. Will the development of your innovation and/or business occur in California? [Yes/No]
6. Have you or any of your team members received funding from CalSEED in the past? [Yes/No]

7. I understand that if I plan to conduct business in California, I must be registered with the appropriate county in California and/or in good standing with the California Secretary of State in order to win an award. [Mandatory Checkbox]
8. What is the status of development? [100 words] INSTRUCTION BOX: Please answer in the present tense and use consistent grammar in your response.
9. Which of the following technology types apply to your proposed innovation? [Select one]
  - a. Hardware (physical component/s that require(s) design and testing):
    - i. Choose the answer that best describes your current state of development:
      1. Performing basic scientific research based on observed principles.
      2. Inventing practical applications. Basic principles have been observed.
      3. Analyzing, modelling and/or experimenting with innovation components.
      4. Basic functionality of components is being validated in a lab environment.
      5. Validating the technology in relevant (or simulated / non-laboratory) environment.
      6. Validating the technology at >50% scale in a relevant or simulated environment.
      7. Technology works smoothly and is considered operational.
  - b. Software (programs or applications direct system function):
    - i. Choose the answer that best describes your current state of development:
      1. Concept mapped out to address known issues. Yet to begin developing code.
      2. First set of requirements gathered and analyzed with little to no proof of detailed analysis to support assumptions.
      3. Implementation, algorithm development, and/or coding at limited functionality. Preliminary requirements defined based on analysis.
      4. Alpha version of software solution in preliminary test with fewer than 100 users. Critical software components integrated.
      5. Limited release versions of software with improved reliability.
      6. Technology works smoothly and is considered operational.
  - c. Integrated Solutions (innovative combination of existing or new software and hardware):
    - i. Choose the answer that best describes your current state of development:
      1. Developing a novel idea to integrate existing solutions.
      2. Building/coding the integrative hardware or software piece(s).
      3. Analyzing and experimenting the effectiveness of the integrated solution.
      4. Hardware components of integrated solution identified. Early integration software or application beta developed.
      5. <50% scale demonstration developed.
      6. 50% to full scale demonstration developed.
      7. Commercialization of solution in progress or complete
10. Which category most applies to your proposed innovation? [Select one]
  - a. Energy efficiency
    - i. Is your innovation for:
      1. Solid-state lighting
      2. Electric heat pumps
      3. Non-vapor compression cooling
      4. Advanced materials and coatings for the following applications:
        - a. Windows
        - b. Building Envelope
        - c. Water and waste water treatment
      5. Other
  - b. Energy generation
    - i. Is your innovation for:

1. Solar photovoltaic systems
2. Solid-state energy harvesting:
  - a. Thermoelectrics
  - b. Thermionics
  - c. Piezoelectrics
3. Other
- c. Energy storage
  - i. Is your innovation for:
    1. Battery Storage
    2. Flywheels
    3. Thermal storage
    4. Other
  - d. Grid technology
  - e. EV/transport
  - f. Internet of Things
  - g. Data Analytics
  - h. Other [10 words]:
11. In one paragraph, describe your innovation. [100 words] INSTRUCTION BOX: Please answer in the future tense and use consistent grammar in your response. For example: This innovation will...
12. Do you have paying customers for this specific innovation? [Yes/No]
13. Have you raised funding for this technology in the past? [Yes/No]

(CalSEED Concept Awards are targeted at early stage startups for whom \$150,000 in grant funding will have a large, meaningful impact. This includes companies that have received very little to no funding to date, have limited access to outside capital, or are not candidates for traditional forms of investor financing. To align with this objective, only companies who have received less than \$1,000,000 in private, outside funding at the time of application are eligible for a Concept Award. This includes private funding and investment capital. Funds raised after submitting this eligibility application are not counted against the \$1,000,000 cap, and Concept Awardees are encouraged to continue raising funds to supplement and build upon their Concept Awards.

The California Energy Commission retains the right to audit any awardees to verify the \$1,000,000 application cap has not been violated.)

- a. How much public funding have you received to date? [10 words]
- b. How much private funding have you received to date?

[FILLABLE FORM "Private Funding"]

Name / issuing agency	Date of Award	Amount

14. In one paragraph, how does your innovation benefit California electricity ratepayers? [100 words] INSTRUCTION BOX: please answer in future tense and use consistent grammar in your response.
15. Impact questions, please check all that apply. Please note that you will be asked to elaborate on your answers to these questions if you are asked to submit a full application. INSTRUCTION BOX: If 3 or more of the following five impact questions are answered "no" then the application will be screened out.
  - o Does the proposed innovation demonstrate potential to create positive economic impact in low-income and/or disadvantaged communities in terms of job creation,

micro-and small-business partnerships and economic development? (e.g. Will the company hire or utilize vendors in disadvantaged/low income communities?) [Yes/No]

- Will the proposed innovation increase access to clean energy, energy efficiency technologies, energy storage, or energy cost reduction within disadvantaged communities and/or low-income communities? (i.e. Will it make clean energy more affordable?) [Yes/No]
- Will the proposed innovation address pollution burdens that disproportionately impact disadvantaged and/or low-income communities? (for example: air pollution/air quality, traffic congestion, low-cost/retrofit applications) [Yes/No]
- Can the proposed innovation be deployed in a disadvantaged community and/or low-income community? [Yes/No]
- Does the applicant have partnerships or plans to build partnerships with local community-based organizations or other local officials to help demonstrate stakeholder support for the innovation at the community level? [Yes/No]

**The following questions are optional and will not be used to evaluate applicant eligibility for CalSEED.**

16. Please choose the selection that best describes how you are applying:

- a. As an individual or team of individuals
- b. As a sole proprietorship
- c. As a university researcher
- d. As a National Lab researcher
- e. As a nonprofit organization
- f. As a for-profit corporation, LLC, LP, or LLP
- g. Community group or collective

17. If you own a business, does it have any classifications or certifications from the State?

- a. Small Business
- b. Micro-Business
- c. Disabled Veteran Business Enterprise
- d. Other (10 words):

18. Which of the following services would be of use to you and your team?

- a. Additional Public Funding Resources
- b. Technical Assistance
- c. Mentorship
- d. Business Plan Development
- e. Development and Commercialization Partnership Development
- f. Customer Network Development
- g. Investment Opportunities
- h. Intellectual Property and Legal Assistance

19. How did you hear about the CalSEED Initiative? [Dropdown]

- a. Referral
- b. Event
- c. Webinar
- d. News article
- e. Blog article
- f. Social Media
- g. Regional Innovation Cluster
  - i. Los Angeles Cleantech Incubator
  - ii. Bluetech Valley
  - iii. Cyclotron Road
  - iv. Southern California Energy Innovation Cluster
- h. Incubator (please specify: \_\_\_\_\_)
- i. Other

20. I guarantee that, to the best of my knowledge, all eligibility questions have been answered accurately. If selected to complete the full application, applicants will be asked to confirm pre-application answers. [Mandatory checkbox]
21. The CalSEED team would like to share funding, acceleration, and professional development opportunities with you. Please opt-in if you would like to receive occasional emails about funding and programs from CalSEED and our partner organizations. [checkbox]
22. The CalSEED team collaborates with Regional Innovation Clusters around the state of California. Can we share your contact information, project name, and project description with partners within the California Energy Innovation Ecosystem? [checkbox]

## Full Application Questions

Those who pass the eligibility screening will be invited to fill out a full application. Below you will find the questions for the full application.

### What Innovation are you proposing?

Please use consistent grammar in your responses and review your responses before submitting.

1. What is the goal of your innovation? [100 words] INSTRUCTION BOX: Please answer in future tense. For example: Our innovation will...).
2. What problem are you trying to solve and how? [200 words]
3. Are there existing alternatives or competitors that attempt to address the same problem? If possible, provide a comparison of two or three existing products, processes, and/or services that meet the same or similar functions as your concept. Include comparison data if available. [200 words]
4. What is preventing or has prevented the current market from solving this problem? [200 words]
5. What specific innovation or idea will be explored or tested with this innovation? Provide enough detail for the review team to understand the nature of the innovation or idea you propose. [1000 words].
6. Please describe any obstacles that you currently face and how this innovation seeks to overcome those obstacles. (200 words)
7. What is unique about your innovation or approach that may not be immediately obvious? (200 words)
8. What is the status of development? (200 words) INSTRUCTION BOX: Please answer in present tense. For example: Our innovation is....
9. In one sentence, describe your proposed innovation for a member of the general public. (50 words)

### Who Benefits from Your Innovation?

The following questions ask about the benefits of your innovation globally, in the state of California, and locally. We want to understand your innovation's impacts on the electricity system, the environment, as well as on the economy. As California continues to promote clean energy and sustainable innovations, we must ensure that clean energy solutions address the interests and needs of underrepresented populations, and that these communities can fully participate in the benefits and opportunities of a clean energy economy.

To this end, CalSEED is committed to increasing access to clean energy, energy efficiency, and energy storage technologies, reducing pollution burdens, providing economic opportunities, and building community partnerships within disadvantaged communities. Social equity a key component of this program. This includes job development, training, contracting, supplier diversity and economic development. To find out more about how California defines disadvantage communities, [click here](#).

While answering the following questions in this section think about how your innovation will positively impact disadvantaged communities through economic opportunities and social benefits. If a question does apply to your proposed innovation, please answer "NA".

Please use consistent grammar (verb tense, use of pronouns, etc.) in your responses and review your responses before submitting.

10. What are your target markets? (i.e. who is your intended end user?) (200 words)

11. What are the economic opportunities that your successful innovation could bring in terms of job creation, partnering and contracting with micro- and small-businesses, and economic development? Please address the local and statewide economic benefits and the economic opportunities for low-income or disadvantaged communities. (200 words)
12. When deployed, how will your innovation increase access to clean energy, energy efficiency, or energy storage within disadvantaged or low-income communities? (200 words)
13. How will your proposed innovation address pollution burdens that disproportionately impact disadvantaged and/or low-income communities? (for example: air pollution/air quality, traffic congestion, low-cost/retrofit applications) (200 words)
14. Please describe current relationships or plans you have to build partnerships with local community-based organizations or other local officials to help demonstrate stakeholder support for the innovation at the community level. (200 words)
15. Other than economic opportunities, increasing access, reducing pollution burdens, and community partnerships, how can the development of your proposed innovation benefit communities?
16. If you are successful in commercializing this innovation, how do you intend to integrate it into the California market? (100 words)
17. Applicants have the option to provide up to two letters of support. Letters from technology partners, environmental justice organizations, and other partners that demonstrate equity, feasibility, and commercial viability are most helpful. Letters of support are not required.  
[UPLOAD] [INSTRUCTIONS]

Name	Organization	Role
[Name 1]		
[Name 2]		

## How Would You Use a CalSEED Award?

Please use consistent grammar in your responses and review your responses before submitting.

18. Tell us what you plan to do with a CalSEED award and define what you expect to have accomplished at the end of your CalSEED award. (500 words)
19. Applicants are expected to present a simple Scope of Work that will be accomplished within the project duration if they receive a CalSEED award. (If you are selected for an award, you will not be contractually bound to the Scope of Work you provide in this application.)

[THIS IS A FILLABLE FORM SCOPE]

Milestones	Tasks	Deliverables

20. In one sentence, please state the goal of your project for a member of the general public. (50 words)
21. If you have received outside funding, what is the source? Be specific and describe how the funds were used. You may be asked to provide supporting documentation to validate the information you provide. Be specific. Example: ARPA-E GRIDS program provided \$250,000 to fund prototype in 2012. Jack Jackson (angel investor) invested \$100,000 in 2013. Raised \$15,000 via Kickstarter for pre-sold subscriptions. Founders contributed \$35,000 of seed capital. Total raised to date: \$400,000. (100 words)

## Why should you become a CalSEED Awardee?

Please use consistent grammar (verb tense, use of pronouns, etc.) in your responses and review your responses before submitting.

22. Why are you or your team the right team to advance this innovation? (200 words)
23. How many team members are working on developing this concept?
  - a. 1-2
  - b. 3-5
  - c. 6-10
  - d. More than 10
24. Please provide a summary of qualifications for up to five team members. Describe what contribution each team member will make to the project.

[THIS IS A FILLABLE FORM ADD TEAM DETAILS]

Name	Role	Why are they right for this role?

25. What have you or your team done before that will help make this concept a success? (1000 words)
26. In one sentence, describe your organization for a member of the general public. (50 words)

## Financial and Legal Certifications

The grant applicant acknowledges that all costs associated with proposal preparation are borne by the applicant and that receipt of a proposal by the CalSEED Initiative does not constitute a contractual relationship with the grant applicant. (Mandatory Checkbox)

The applicant has performed a thorough search of existing published literature and patents and determined that the proposed concept is original. (Mandatory Checkbox)

The applicant has disclosed if it has any past or current funding received from any private, state, or federal agencies for work that is similar or related to the innovations proposed in this grant application. (Mandatory Checkbox)

The applicant owns all proprietary ideas, concepts, patents, branding and intellectual property detailed within this application. (Mandatory Checkbox)

The applicant understands that submitted applications are subject to public records required and has not disclosed confidential information in this application. (Mandatory Checkbox)

[Review button]

[Submit]