**2018 TransTech Energy (TTE) Business**

**Development Conference**

**Application to Make a Pitch**

**Please read the following Application Guidelines carefully before completing the application.**

* **The applicant is responsible for ensuring that all information provided in the "Application to Make a Pitch" is non-confidential and is not a public disclosure under patent law.**
* **Start-up companies and commercializable projects applying to make a pitch should have some demonstrated commercial potential; e.g., contacts with industry partners, potential customers, patents, prototypes, and a compelling story to tell. Please note - this is not an academic/technical presentation, this is an investor pitch opportunity for emerging companies and projects that could become tomorrow’s exciting success stories!**

1. Two types of applications will be accepted for the 2018 TransTech Energy (TTE) Business Development Conference:
   1. **TTE Start-up Companies** – designated legal entities, such as Corp., LLC, Inc.
   2. **TTE Commercializable Projects** – commercially promising projects for which a legal company status has not yet been established.
2. Start-up companies and commercializable projects pitched at the TTE Conference must satisfy some aspects of the following TTE criteria. They should promote Transitional Technologies (TransTech), strategies, products and processes that:

* move us along the pathway to a lower carbon, industrially vibrant, and sustainable economy for the future;
* lead to development of new companies that create good jobs, prosperous communities, and a healthy environment.

**(Examples of TTE technologies are listed in the Technology Types table on page 2 of this Application and on the TTE website,** [**http://TransTechEnergy.org**](http://TransTechEnergy.org)**, in the document titled “Potential Innovations for TransTech Energy Start-Ups”)**

1. Start-up companies and commercializable projects **from any state are welcome to apply to make a pitch on any TTE-related topic.** Approximately 14-18 TTE start-up companies and 4-6 TTE commercializable projects will be invited to make pitches at the 2018 TTE Business Development Conference.
2. **Applications to Make a Pitch will be scored by investment, business, and technical reviewers.**
3. **Please provide clear and succinct answers.** Each of the ten questions in the Application to Make a Pitch identifies types of information to provide (listed in parenthesis). We understand that you may not have answers to all the questions, but more complete Applications tend to get better evaluations. Be sure to review the pages “**Suggestions and Helpful Hints**” and **“Evaluation Criteria”** (<http://TransTechEnergy.org/> for more guidance on answering questions**.**
4. **Your completed Application must be no more than 5 total pages:** One page forthe Applicant/Company Profile Page and up to 4 pages for your answers to Questions 1 to 10. The space for answers to Questions 1 to 10 is expandable.
5. Complete this entire Application in non-bold Calibri text using a **10-point font size**. Do not change this document’s margins or alter its format.
6. Save your completed Application as a PDF. Please title your file **“your company or project name.pdf”**
7. **To submit:** Visit <http://TransTechEnergy.org/>, and click on the “Submit” link. The link will redirect you to the *YouNoodle* website where you will upload your PDF Application to Make a Pitch.
8. Applications to Make a Pitch are **due by close of business Monday, September 10, 2018.**
9. Practice/Mentoring sessions on “Making an Effective Investor Pitch” will be held prior to the TTE Conference. Participation, and is either in-person or via webinar. Time, date, and location information will be provided to all who apply to make a pitch at the TTE Conference.

**Applicant/Company Profile Page:** Provide requested information and check appropriate boxes.

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| |  |  | | --- | --- | | **Application Type** ( select one) | | |  | This application is submitted as a **TTE start-up company** | |  | This application is submitted as a **TTE commercializable project** *(Commercializable projects may have only partial answers to Questions 5–6–8–10 on the Application Form)* |  |  |  |  | | --- | --- | --- | | **Basic Information** | | | | Company/Project Name |  | | | Mailing Address |  | | | City, State, Zip |  | | | Presenter’s Name |  | | | Title |  | | | Email |  | | | Business Phone/Cell Phone | ( ) | ( ) | | Company/Project Website |  | |  |  |  | | --- | --- | | **Funding history** (All numbers in U.S. dollars.) | | | Grant funding to date (DOE, NSF, other agencies) | $ | | Founders, Friends, Family (cash investments only) | $ | | Non-equity investment (loans, crowdfunding, etc.) | $ | | Professional investor equity (angel, venture, etc.) | $ | | Strategic industry partner investment | $ | |  |  | | **Total cash funding to date** | **$** |  |  |  |  | | --- | --- | --- | | **Technology/Commercialization Status** | | | |  | **Yes** | **No** | | Have you demonstrated lab feasibility of your technology/product(s)/service(s)? |  |  | | Do you have patent(s) granted/pending – please specify: |  |  | | Have you created and tested prototypes? |  |  | | Have you done preliminary customer and market analysis? |  |  | | Have your product(s)/service(s) been evaluated by potential customers? |  |  | | Have you achieved some sales, but no profits? |  |  | | Are your sales growing and you have recently become profitable? |  |  |  |  | | --- | | **What are your current investment needs and for what purpose(s)?** | |  | | |  |  | | --- | --- | | **Technology Types** (check all that apply) | | |  | Advanced manufacturing | |  | Bio-energy, bio-feedstocks | |  | Buildings/Industrial energy management | |  | Downstream processing/utilization of shale gas | |  | Energy efficiency technologies | |  | Energy storage | |  | Hybrid fossil/renewable systems | |  | Low carbon power generation/manufacturing | |  | Materials innovations | |  | Productive use of CO2 | |  | Renewable energy | |  | Security/identification technology | |  | Sensors and controls | |  | Smart grid/electrical systems | |  | Waste energy recovery and use | |  | Water treatment | |  | Other TTE innovations\*\* | |  |  |  |  | | --- | | **\*\*Please identify** | |  | |  |  |  |  | | --- | --- | | **Venture/Funding Stage** | | |  | Pre-commercial, pre-seed, project stage | |  | Seed stage, product/market development | |  | Early stage, prototypes, potential customers | |  | Later stage, production, sales, revenues | |  | Growth stage, 2nd or 3rd funding round |  |  | | --- | | **Provide 5-Slide PowerPoint Deck** | | Your deck may include text, diagrams, or pictures and should address:   * Basic technology, product, problem solved * Competitors, your competitive advantages * Industry partners, customer research * Commercialization/go-to-market plan * A VISION STATEMENT (unique outcomes, values for customers/society - aspirational and realistically ambitious, e.g. “In 2024 my company will…”)   MUST BE LIMITED TO 5 SLIDES. Minimum font size 16 point.  Please save as a PDF and upload with your completed application. | |

**Questions 1 -10. Four pages max, please provide clear and succinct answers. Quantify answers when possible. Answers must be in non-bold Calibri text 10-point Font size. See the document “Suggestions and Helpful Hints” for more guidance on answering these questions. Commercializable projects may have only partial answers for Questions 5 – 6 – 8 – 10.**

**1. Introduction (6-12 line compelling elevator pitch, etc.)**

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**2. Value Proposition (strong statement of need/rationale, pain alleviated, and societal value created, etc.)**

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**3. Technology – Product – Process – Service (underlying technical innovations, prototype status, feasibility/validation status, future development milestones, etc.)**

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**4. Customers (customer identification, contacts, engagement, and alignment with potential customer inputs, etc.)**

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**5. Market Analysis (identify core markets, size, projected growth rate, potential to scale, etc.)**

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**6. Marketing & Sales (go-to-market strategy, customer acquisition, sales and marketing milestones, etc.)**

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**Questions 1 -10. Four pages max, please provide clear and succinct answers. Quantify answers when possible. Answers must be in non-bold Calibri text 10-point Font size. See the document “Suggestions and Helpful Hints” for more guidance on answering these questions. Commercializable projects may have only partial answers for Questions 5 – 6 – 8 – 10.**

**7. Competitive Advantages (identify and characterize competitors, your competitive advantages, IP status, etc.)**

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**8. Business Model (itemized costs/expenses, price point/sales projections, external funding required, government/industry business partners/potential customers, etc.)**

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| **Complete the following financial model summary. You may not be able to fill in every box – this is OK.**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **2018** | **2019** | **2020** | **2021** | **2022** | | **Number of sales/transactions** |  |  |  |  |  | | **Total projected revenues** |  |  |  |  |  | | **Total projected expenses** |  |  |  |  |  | | **Cash flow (EBITDA)** |  |  |  |  |  | | **Total external funding required** |  |  |  |  |  | |
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**9. Risks (major risks to achieving technical, sales/marketing, business development goals, etc.)**

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**10. Team (who is responsible for innovation, technology, management, sales, business development, etc.? who are current investors, strategic partners, board of advisors? how will you handle gaps in leadership team?**

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