

WHO ARE WE?

The Larta Institute has more than 15 years of experience accelerating innovation and launching impactful technologies. Larta is the DOE's preferred vendor for both Phase I and Phase II CAP services. Our goal is to clarify your tech-to-market road-map and assist you in your business goals, whether that be to win Phase II funding, approach investors, or further develop your technology.



1200+
DOE SBIR/STTR
engagements



3200+
menu items
delivered



65+
Principal Advisors
with 25+ average years
of commercialization
experience

ABOUT THE DOE CAP PROGRAM



- CAP is provided at no cost to you
- Larta utilizes a network-centric approach, providing companies with access to our network of industry experts.
- Your company will be matched with a hand-selected PA with subject matter expertise specifically relevant to your technology.
- You will have access to experienced staff, menu services, webinars, CP modules, networking with industry experts, and more

**TRACK
A**

STANDARDIZED SERVICES

- Focuses on preparing the Commercialization Plan (CP) necessary to apply for Phase II SBIR funding
- Utilizes modules on the Larta Portal that provide guidance on writing the CP. Principal Advisors provide feedback directly in the modules
- Includes 90 points to use on Menu Services:

Menu Service	Point Value
Competitor Analysis	30
Intellectual Property (IP) Positioning	40
1 Business Mentoring Hour	10
2 Business Mentoring Hours	20
List of Relevant Points of Contact	10
Primary Market Research	35
High Level Market Research Reports	20
Customized Market Research	40
Market Sizing	15

- Best for: Companies with less time to interact with Principal Advisor or prefer a methodical approach to writing a Commercialization Plan

**TRACK
B**

SPECIALIZED SERVICES

- Focuses on mentorship and addressing individualized requests
- Utilizes CAP Outcome form on the Larta Portal to complete a SWOT Analysis and create a Customized Work Plan for your engagement with the Principal Advisor
- Includes 40 points to use on Menu Services:

Menu Service	Point Value
Secondary Market Research	20
Tailored Market Research	40
Key Competitor Assessment	30
Stakeholder Connection Strategy	30
1 Business Mentoring Hour	10
2 Business Mentoring Hours	20
3 Business Mentoring Hours	30
4 Business Mentoring Hours	40

- Best for: companies that prefer a customized engagement and more mentorship

TESTIMONIALS



“Larta was instrumental in preparing the commercialization plans for SBIR proposals by using data/figures from market reports you provided. Also reviewing of our plans and making suggestions which we believe led to higher scoring for the commercialization aspect of our proposals, was very important.”

- Daniel Yohannes, Seeqc

“We really enjoyed working with (our PA) through Larta. He gave valuable insight into our commercialization plan and was instrumental in us winning our Phase II award with the Department of Energy.”

- Lauren Terris, Quest Renewables



Larta Institute is a non-profit organization accelerating innovation & entrepreneurship. Our mission is to foster science & technology innovation for a sustainable planet. Larta was founded in 1993, in Los Angeles, as California’s regional technology alliance to stimulate the economic development of technology-based enterprises. Larta quickly became the national partner for numerous federal government agencies to commercialize novel research & innovation - including DARPA, NIH, DOE, NSF, NIST, NOAA, and USDA. Learn more at www.larta.org

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