

## Phase II Expanded CAP Services Menu

DOE FY19 Phase II awardees



### IDEA DEVELOPMENT

Menu Service	Point Value	Description
Customer Value Proposition	11	Identify and profile key customer target(s). Summarize customer needs and projected performance targets/expectations. Highlight unique product features. If applicable, prepare sample economic analysis that includes cost/incremental cost, operating cost savings, safety improvements, etc, of initial/intended commercial product. Compare and contrast to business as usual and/or other competing products, including profiling the next best alternative available for proximate use. Clearly identify why key customers will want to buy this technology/product.
Business Plan Development - Standard	11	Review current business plan. Identify weaknesses/gaps. Suggest ways to strengthen the 'story' where needed. Identify gaps in SWOT analysis. Review IP portfolio/strategy and provide recommendations accordingly. Ensure accurate understanding of market trends and overall market potential including TAM/SAM/SOM analysis. Review financial/revenue model and provide suggestions on how to strengthen the company's financials. Review/validate business proposition. Legal services are not provided in this service.
Business Plan Development - Advanced	10	Provide content for business plan, fill in gaps as required. Review/enhance company vision, mission. Add graphics and/or data analytics as needed. Review and/or enhance customer value proposition and competitive assessment. Strengthen financials/revenue model. Enhance business proposition to increase appeal with potential investors. Evaluate management team/competencies, identify candidates to fill gaps. Awardees interested in this service must also select 'Business Plan Development - Standard' service as a prerequisite. Legal services are not provided in this service.
Technology Assessment	13	Review market trends and customer purchasing criteria as reference points to the proposed technology/product under development. Identify key features and performance metrics (e.g., efficiency, capacity, purchase price, operating costs, emissions, etc...) which are important to customers in the procurement process. Compare with competing products in the market or under development. Identify product strengths and weaknesses, key technology risks/challenges. Provide recommendations on how to strengthen competitive positioning of technology/product.
IP Assessment - Standard	11	Review existing patents and trade secrets. Assess potential liability and risk. Identify gaps and review freedom to operate. Develop pathway to fill gaps. Recommend additional legal support that might be needed. Legal services are not provided in this service.
IP Assessment - Advanced	10	Review all existing IP including patents, trademarks, copyrights, and trade secrets. Assess depth, scope, enforceability, ownership, status and control. Evaluate IP strength and economic value. Recommend a strategy on how to strengthen IP portfolio including global positioning. Evaluate IP management process and recommend opportunities to improve effectiveness and lower costs of protecting IP. Recommend additional legal support that might be needed. Awardees interested in this service must also select 'IP Assessment - Standard' service as a prerequisite. Legal services are not provided in this service.
Licensing Strategy	21	Evaluate potential licensing opportunities in current market sector including competitive analysis with pricing information. Develop scenarios based on current or observed licensing in adjacent or comparable sector. Recommend strategy to achieve a licensing agreement with selected industry partner candidates. Identify and rank potential industry partners. Help draft term sheet. Legal services are not provided in this service.

**PRODUCT DEVELOPMENT**

Menu Service	Point Value	Description
Product and Market Roadmap - Standard	11	Review prototype features, identify potential technical issues. Highlight performance/features which are critical to customers and the marketplace. Develop a commercialization roadmap for the proposed technology/product, highlighting unique product features, competition, customer needs and market trends.
Product and Market Roadmap - Advanced	10	Review technical feasibility of prototype, identify potential technology risks and/or integration challenges. Provide recommendations on how to optimize system integration to better meet customer and market needs. Determine overall technical feasibility. Develop product development roadmap that addresses key technical challenges and upgrades needed to maximize product performance and competitiveness in the marketplace. Awardees interested in this service must also select 'Product and Market Roadmap - Standard' service as a prerequisite.
Testing & Validation Plan Assessment	16	Review/update prototype testing protocols, performance metrics based on state of the art knowledge, industry standards, regulatory compliance and comparative studies. Review/evaluate technical concepts. Review and assess initial test results, compare with performance claims, efficiencies, viability, durability, reliability, etc. Provide recommendations on what can be done to improve the performance and/or reliability of various components and/or the proposed product.
Prototype Refinement and Optimization	16	Prepare an iterative, industry-grade testing plan. Evaluate prototype test results and recommend how to optimize system design and/or performance. Provide recommendations on iterative testing based upon baseline analysis (e.g. atomic level scrutiny of material characteristics and scale-up processes, functional test results of computational simulations, and customer-specific calculation, design, planning and integration of prototypes).
System Integration Assessment	16	Assess how to optimize the integration of a proposed technology into a system, product or framework based on available test results, engineering reports, technical feasibility studies, best practices, etc. Develop roadmap to streamline and control the manufacturing process as technology progresses. This includes analyzing client needs, reviewing the technical design, ensuring adequate resources have been assigned to optimize results, and providing guidance and input along the way as required.
Field Demonstration Support - Standard	11	Provide assistance with product field test planning. Establish field test goals and objectives. Develop test plan and schedule. Help identify and screen potential customer host sites, review test protocols, data measurement and validation plan. Develop contractor support plan (e.g., design engineer, installation contractor, start-up and commissioning support, maintenance, site restoration, etc..).
Field Demonstration Support - Advanced	10	Provide project management support for field test logistics. Help with final selection of customer host site(s). Develop scope of work and help manage RFP process, selection and execution of contractor agreements. Assist with design, permitting, construction and commissioning work. Compare results to predicted metrics and provide recommendations accordingly. Awardees interested in this service must also select 'Field Demonstration Support - Standard' service as a prerequisite.
Manufacturing Feasibility Assessment	16	Review manufacturing plans, evaluate manufacturing feasibility of a proposed technology/product. Identify production challenges at laboratory, pilot plant and industrial scales. Identify and help assess prospective supply chain and manufacturing partners. Recommend improvements to manufacturing plan as appropriate.

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### MARKET INSIGHTS

Menu Service	Point Value	Description
Go-To-Market Strategy	13	Develop an effective market entry/product launch strategy, identify prospective strategic partners, determine post launch scale-up based on business plan and technology assessment; evaluate partnership prospects and product distribution channels with recommendations.
Customer Discovery - Standard	10	Develop a plan to obtain feedback from prospective customers regarding their need and potential interest in the proposed technology/product. Highlight the value proposition hypothesis (target audience, urgent need, ease of setup) and process. Develop survey/list of questions.
Customer Discovery - Advanced	10	Identify up to 50 prospective key customers for primary market research in the target market sector. Awardees interested in this service must also select 'Customer Discovery - Standard' service as a prerequisite.
Primary Market Research - Standard	16	Survey up to 25 potential customers. Test assumptions and objectives related to the proposed product or service primarily by phone or on-line survey tool. Summarize findings, conclusions and recommendations.
Primary Market Research - Advanced	14	Survey up to 50 (total) potential customers. Test assumptions and objectives related to the proposed product or service primarily by phone or on-line survey tool. Test assumptions and objectives for the proposed product or service. Summarize findings, conclusions and recommendations. Awardees interested in this service must also select 'Primary Market Research - Standard' service as a prerequisite.
Customized Market Research	9	Customize data gathered from secondary market research reports, but tailored to company's product or service; consider market structure, market size, possible competitors, key market trends, industry awards and recognitions, recent deals, acquisitions and market activities, customer segmentation, relevant regulations, and regulatory activities, prominent industry thought and key opinion leaders who can influence adoption.
Secondary Market Research	6	Provide access to full market research reports; company to provide key words relevant to product or service for database search. Awardees will be able to search and choose reports from two subscription services: BCC Research and Frost and Sullivan.
Pricing Strategy	11	Evaluate price sensitivity in the target market(s) for short-term (launch) and long-term objectives; provide expert advice on setting profitability goals and assessing pricing strategies; perform competitor pricing analysis and determine an appropriate pricing structure (e.g. additional support services, installation).
Key Industry Points of Contact	4	Provide a list of prospective contacts relevant to product/business needs; consider potential partnerships, customers, or contacts for 'Primary Market Research'.

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### BRANDING & MARKETING

Menu Service	Point Value	Description
Marketing and Promotional Strategy Assessment	6	Review current messaging-in-place, identify gaps and/or weaknesses, provide high level guidance on best practices/ways to refine story, recommend strategic improvements given prioritization of audience (investors, customers, technical peers, public at large launch, etc).
Branding Strategy	16	Develop strategic framework for the brand, according to best practices. Review competitive messaging and clear positioning of company strengths for each target customer/market sector. Prioritize development of marketing assets such as website, brochures, presentations, trade show display and other marketing assets. Consult on design and layout of re-branded website homepage that could bring story to life creatively in words and pictures, to serve as basis for website development work in terms of positioning, content, look and feel.
Website Development Strategy	16	Review and compare existing website and content with branding strategy. Provide recommendations on how to enhance website for consistency with branding and messaging.
Sales/Marketing Strategy	13	Review sales and marketing strategy. Identify gaps and weaknesses. Recommend enhancements to improve company messaging and positioning (e.g., target specific market sectors/customers, create brochures and other marketing materials, refresh website, adopt Customer Relationship Management CRM tool, identify potential sales and product distribution channels, etc..)
Sales/Marketing Materials	13	Review existing sales/marketing materials. Compare to industry best practices. Recommend enhancements and animation techniques which result in a more visually engaging and focused experienced for investor pitches, sales and marketing activities.

### CAPITAL

Fundraising Strategy - Standard	10	Develop an appropriate funding strategy. Identify potential dilutive and non-dilutive funding options. Develop contact list of potential investors/foundations/government grant opportunities.
Fundraising Strategy - Advanced	10	Facilitate introductions with investors, foundations, government grant opportunities. Provide guidance on grant writing. Assist with investor negotiations and support due diligence process. Awardees interested in this service must also select 'Fundraising Strategy - Standard' service as a prerequisite.
Pitch Deck	11	Review and enhance an appropriate pitch deck that is suitable to potential investors and key stakeholders. Provide guidance on cover page with compelling headline, inside pages, animation, visuals, etc..
Business and Financial Modeling	15	Provide critique of current Pro-forma financials for completeness and accuracy, address specific areas of interest by company (e.g., how to add royalty stream, account for licensing deals, follow-on investment, etc..)

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**CAPITAL (CONT.)**

Menu Service	Point Value	Description
Licensing Fees Negotiations	11	Develop negotiating strategy with variable options; conduct practice negotiating sessions; identify potential roadblocks and/or pitfalls with mitigation plans.
Investment/ Investor Term Sheet	11	Support development of financing and/or M&A term sheet including terms and conditions, funding, investment type/class, compensation, governance, disclaimers, etc..

**PROFESSIONAL SERVICES**

Back-Office Systems	10	Assess back-office system needs, provide recommendations on accounting practices/standards, software/IT solutions, policies and procedures.
PA Customized Engagement 5	2	Provide 5 hours of customized engagement with an assigned PA to assist with tech-to-market activities. The assigned PA and awardee would set up an initial call to identify needs and establish outcomes/deliverables. Potential topics are: business planning, IP strategy, capital options, connection with key customers/stakeholders, financial pro-forma, competitive assessment, technology assessment, etc..
PA Customized Engagement 10	5	Provide 10 hours of customized engagement with an assigned PA to assist with tech-to-market activities. The assigned PA and awardee would set up an initial call to identify needs and establish outcomes/deliverables. Potential topics are: business planning, IP strategy, capital options, connection with key customers/stakeholders, financial pro-forma, competitive assessment, technology assessment, etc..
PA Customized Engagement 20	10	Provide 20 hours of customized engagement with an assigned PA to assist with tech-to-market activities. The assigned PA and awardee would set up an initial call to identify needs and establish outcomes/deliverables. Potential topics are: business planning, IP strategy, capital options, connection with key customers/stakeholders, financial pro-forma, competitive assessment, technology assessment, etc..
PA Customized Engagement 30	14	Provide 30 hours of customized engagement with an assigned PA to assist with tech-to-market activities. The assigned PA and awardee would set up an initial call to identify needs and establish outcomes/deliverables. Potential topics are: business planning, IP strategy, capital options, connection with key customers/stakeholders, financial pro-forma, competitive assessment, technology assessment, etc..
PA Customized Engagement 40	19	Provide 40 hours of customized engagement with an assigned PA to assist with tech-to-market activities. The assigned PA and awardee would set up an initial call to identify needs and establish outcomes/deliverables. Potential topics are: business planning, IP strategy, capital options, connection with key customers/stakeholders, financial pro-forma, competitive assessment, technology assessment, etc..

TOTAL BUDGET  
POINTS: 105

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