

# APPLICATION

# Clean Energy Competition



76West

Answer all questions to the best of your knowledge. You can update your responses until April 16, 2018 at 5 p.m. EST by emailing updates to [76west@ststartup.com](mailto:76west@ststartup.com). **(\*Indicates a mandatory question)**

I have read and agree to the Terms and Conditions and Location Requirement (refer to [nysenda.ny.gov/All-Programs/Programs/76west/Competition-Details](http://nysenda.ny.gov/All-Programs/Programs/76west/Competition-Details)).

## APPLICANT INFORMATION

\*First Name \_\_\_\_\_ \*Last Name \_\_\_\_\_ \*Email Address \_\_\_\_\_

\*Name of Company \_\_\_\_\_ \*Phone (Include area code) \_\_\_\_\_

\*Mailing Address \_\_\_\_\_ \*City \_\_\_\_\_ \*State or Province \_\_\_\_\_ \*ZIP or Postal Code \_\_\_\_\_ \*Country \_\_\_\_\_

\*Physical Address \_\_\_\_\_ \*City \_\_\_\_\_ \*State or Province \_\_\_\_\_ \*ZIP or Postal Code \_\_\_\_\_ \*Country \_\_\_\_\_

Year Company Formed: \_\_\_\_\_ Company Website: \_\_\_\_\_

Company Logo – Email a PNG, JPEG or vector file to [76West@ststartup.com](mailto:76West@ststartup.com)

\*What type of innovation do you have? (Select all that apply)

- Manufactured product       Software       Manufacturing process  
 Advanced material       Business model

## BUSINESS INFORMATION

\*1. Provide a brief overview of your company. (100 words or less)

\*2. What is the specific innovation for the product or service you are pitching? (100 words or less)

\*3. Do you have a prototype, sample, or beta version of your product/service, or is your product/service commercially available? Please describe the stage of development of the primary product or service that you are applying to fund with 76West. Is your prototype on paper, in the lab, in testing in the field, or have you sold working versions of your product to customers who are using it today? (150 words or less)

\*4. Has your product or service been tested or validated to confirm your claims? By whom? What were the results? What further testing or demonstration are you planning? (100 words or less)

\*5. What is the clean energy impact of your product or service? How much energy is saved, generated, or fossil fuel displaced? How do you help the adoption or expansion of renewable energy? Quantify how greenhouse gases are reduced, captured, or mitigated? Explain the ones that apply. Refer to the website Competition Details, Defining Clean Energy for details. [nyseda.ny.gov/All-Programs/Programs/76West/Competition-Details](http://nyseda.ny.gov/All-Programs/Programs/76West/Competition-Details) (150 words or less)

\*6. Tell us what makes your team qualified and special (100 words or less).

\*7. Describe your target customers. Have you talked to them? How do you plan on reaching them? (150 words or less)

\*8. What are the specific customer needs or problems you are working to address? How are these needs currently being addressed? How is your approach better than others? (150 words or less)

\*9. Tell us about your target market, its size and growth. Have you validated your market with customer research? Please describe your method and results. (150 words or less)

\*10. In words, how does your company plan on making money? (i.e. selling a product or service, licensing, subscription model, etc.) (150 words or less)

\*11. Do you have sales of your product or service?  Yes  No If yes, please describe below. If no, when is your target date?

\*12. What are your initial thoughts on how your business will positively affect the economy of the Southern Tier of New York State? Provide an estimate of the kinds of jobs and the rough numbers that could be created with the growth of your company in the region. NOTE: to be successful in 76West, you need to pitch how winning 76West will have an economic impact on the Southern Tier. Job creation is a key objective of 76West. We will help you further develop this plan if you advance to the Finals. (150 words or less)

\*13. Has your company raised any funding to date?  Yes  No NOTE: You do not need to have raised funds to be eligible for 76West. If yes, please name the source of funding and total funds raised to date. NOTE: ex. Grants such as from NYSERDA, SBIR, NSF, DOE, DOD or equity investments such as venture capital, private equity, angel, or self-funded through founders, friends and family.

14. List any intellectual property relevant to your innovation owned by your company, including patents, trademarks, and copyrights. If you license a technology, please list what and with whom you are sharing rights with. If you have a patent, please list the status (ex. In process, pending, issued), type, number, and what it covers.

15. If you have a patent, please include the abstract with your application.

16. If you have a video demonstrating your product or service, please include a URL.

- Video should be no longer than 2 minutes.
- Keep file names under 30 characters.
- Do not include special characters in file names.

\*17. Bios of all core team members and founders. For each person whom you are including a bio for, please state their name, title, e-mail, cell phone, and if they are a company founder. Combine all bios into one document and include with your application.

