



# MassCEC InnovateMass Program

For questions, contact [innovate@masscec.com](mailto:innovate@masscec.com)

Please delete all guiding prompts before submission.

Applications should NOT exceed 10 pages. Reviewers will not review application text that exceeds 10 pages.

<b>Proposal Title:</b>	
<b>Lead Applicant Organization Name</b>	
<b>Lead Applicant Organization Address</b>	
<b>Lead Contact Name, Title, Email</b>	
<b>Project Partner/s (List Company and Primary Point of Contact for each)</b>	
<b>Project Identification</b>	
<b>Project Location</b>	
<b>MassCEC Grant Request (\$)</b>	
<b>Applicant Cost Share (\$)</b>	
<b>Total Project Budget</b>	
<b>Focus Area</b>	<input type="checkbox"/> Net Zero Grid <input type="checkbox"/> Transportation <input type="checkbox"/> Offshore Wind <input type="checkbox"/> Buildings <input type="checkbox"/> Other
<b>Application Checklist</b>	<input type="checkbox"/> <b>Application Form</b>  <b>Attachments</b> <input type="checkbox"/> Attachment A (in the RFP): Authorized Applicant’s Signature and Acceptance Form <input type="checkbox"/> Attachment B: Project Workplan Template <input type="checkbox"/> Letter(s) of Commitment from all Applicant Team members (including Demonstration Partner/s and Project Site) <input type="checkbox"/> Public Benefit Project Site verification, if applicable (see Section VI in RFP) <input type="checkbox"/> Results of the <a href="#">Supplier Diversity Office Self-Assessment Tool</a> (optional) <input type="checkbox"/> Resumes of key team members (optional)
<b>I. Elevator Pitch</b>	
<i>Provide a brief overview of the proposed technology and the demonstration project, including the goal of the project and how it will help the technology advance its Technology and Commercial Readiness Levels. <b>Limit to 1-3 sentences.</b></i>	

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II. Potential of the Proposed Technology		Limit section to 3-pages total
<b>Technology and Project Summary</b>		
<b>Technology Overview</b> Limit to 1-page	<p><u>Context/industry overview:</u></p> <ul style="list-style-type: none"> <li>What is the context for this project/technology? Describe the current industry that pertains to the project in question. Include some high-level statistics if available.</li> <li>Why is this industry important (if no apparent connection to clean energy)?</li> </ul> <p><u>Challenge:</u></p> <ul style="list-style-type: none"> <li>What are the pain points of the existing programs/industry solutions addressed by the project?</li> <li>What are some existing solutions? What are some shortcomings of these solutions?</li> </ul> <p><u>Solution:</u></p> <ul style="list-style-type: none"> <li>How will the proposed technology and project solve the problem(s)?</li> <li>How will it be better than what currently exists in the market and/or other solutions under development?</li> <li>A brief description of the technology (details to be described in following section)</li> </ul>	
<b>Technology Details</b> Limit to 1-page	<ul style="list-style-type: none"> <li>A description of the technology, including the current state of development.</li> <li>Description of how this technology operates.</li> <li>Justify and validate the TRL (must be between 5-8).</li> <li>Describe the innovative and novel aspects of the technology</li> <li>Describe how it is viable and solving an energy challenge.</li> </ul>	
<b>TRL/CRL of the technology</b> (as identified by the <a href="#">NYSERDA TRL/CRL Calculator</a> )	TRL:	CRL:
	Notes:	
<b>Technical and Market Risks</b> Limit to 1-page	<ul style="list-style-type: none"> <li>An assessment of the technical risks associated with the technology, including the extent of identified risks and uncertainties, and proposed strategies for risk mitigation.</li> <li>Identify any market, regulatory or policy drivers that will enable (or inhibit) adoption of the technology.</li> </ul>	
III. Commercialization Potential		Limit section to 1-page total
<b>Commercialization Potential</b>	<ul style="list-style-type: none"> <li>Please describe the target market(s) for the technology, with size and growth calculations, proposed business model, and go-to-market strategy. Include any reference information</li> <li>Describe validation needed to enter the market and the proposed go-to-market plan for the technology/solution. How will the InnovateMass project move potential customers to choose the proposed solution?</li> <li>What performance data or other validation will the proposed project result in and how will that validation accelerate commercialization of the technology?</li> </ul>	

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IV. Installation		Limit section to 2-pages total
Description of Demonstration Site		
Site Selection	<ul style="list-style-type: none"> <li>Suitability of site for proposed project, perceived project risks, and proposed method for addressing risks.</li> <li>Include size of the installation/project in relevant key metric(s) (e.g. capacity (kW), throughput, number of devices, area, etc.)</li> </ul>	
Installation Plan	<ul style="list-style-type: none"> <li>A description of the installation and testing period of the project, including: installation plan; duration of the installation period; and duration of the testing period.</li> </ul>	
V. Clean Energy Benefits		Limit section to 2-pages total
Benefits	<ul style="list-style-type: none"> <li><u>Benefits to the Commonwealth</u>: Provide a quantification of economic development (e.g. jobs supported, infrastructure developed, etc.) and energy/climate impacts to the Commonwealth. Describe the relevance of the proposed project and technology to Commonwealth energy challenges and priorities.</li> <li><u>Lead Applicant Project Benefits</u>: The benefits of the proposed project to the Lead Applicant, including the technology provider and the host site (if applicable). How will successful completion of the proposed InnovateMass project help the Applicant Team achieve technology development and commercialization goals?</li> </ul>	
Total Addressable Carbon (TAC) Analysis	<ul style="list-style-type: none"> <li>Provide an analysis of the potential reduction in greenhouse gas emissions or the avoidance of future GHG emissions achievable given widespread use of the technology/innovation. Applicants are encouraged to use tools such as <a href="#">the CRANE tool</a>, or other credible public data sources such as the United States Department of Energy’s <a href="#">Energy Information Administration</a>, the U.S. Environmental Protection Agency’s <a href="#">National Emissions Inventory</a> (especially for greenhouse gases other than carbon dioxide), the <a href="#">EPA’s Greenhouse Gases Equivalencies Calculator</a>, and others</li> <li>Describe, to the most detailed extent possible: <ul style="list-style-type: none"> <li>The current and future market in which emissions reductions are expected. <ul style="list-style-type: none"> <li>Please reference the aforementioned potential market size for the technology (Section III)</li> </ul> </li> <li>The emissions currently associated within that sector.</li> <li>The magnitude of emissions reductions potentially achievable using the technology proposed.</li> </ul> </li> <li>Include a description of how the technology directly or indirectly saves energy, and the magnitude of those energy savings (i.e., “This technology uses (or would use) XX% less energy than the current state-of-the-art.”)</li> </ul> <p>Energy efficiency technologies may calculate energy savings rather than carbon avoidance.</p>	
	MMT CO <sub>2</sub> -e reduced per year, assuming optimistic adoption:	

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	Describe assumptions and calculations:
	List any references used in your estimations and analysis:
<b>VI. Applicant Team</b>	<b>Limit section to 1-page total</b>
<b>MassCEC and Ecosystem Interactions</b>	<ul style="list-style-type: none"> <li>Identify any previous applications to or awards from MassCEC. Explain the role of the proposed InnovateMass project versus other pending applications or ongoing or completed projects.</li> <li>If you are a previous InnovateMass awardee, please describe in this section how the project and product in this current proposal are meaningfully different than the previous InnovateMass product and project (from a technology and/or market perspective) and how these additional InnovateMass funds will be critical to the company's overall success and the commercialization of the product moving forward.</li> <li>Identify membership in any Massachusetts incubators or participation in accelerators.</li> </ul>

Provide a brief description of the key team members. Please add additional rows where necessary. You may provide 1-page resumes for each team member in the Appendix, if the space below is insufficient

Role	Name and Title	Company	Experience/Qualifications
Project Lead			briefly describe primary role on project and relevant background
Project Partner			If applicable, describe form of contribution (cost-share, adder, etc.), how partners will contribute (in-kind, cash, etc.), and any other sources of support (monetized and non-monetized)
Other Project Staff			
External Advisors and Consultants			
Other			
Other			