FLoW 2.0, 2014 - 2015

Ten Slide Presentation Template – Transformational Idea Award

This presentation should summarize your answers to the ten questions posted on the iStart Transformational Idea Award website. http://flowdoe2015tia.istart.org/. Use graphics where it will clarify, e.g. technology descriptors. You can add any further notes or references in the "Notes" section attached to each slide.

Slide #1: Technology Innovation

Describe your core innovation and how it advances your area.

Slide #2: Transformative Potential

Describe briefly what you think could be the transformational potential of this innovation if developed and applied commercially.

Slide #3: IP Status

Describe whether your technology is patentable and the current status of IP protection. Detail who “owns” the technology. List any patents that cover this technology and indicate any third party verification of the claims. Also, include any non-disclosure agreements in place covering this technology. PLEASE NOTE THAT YOU WILL NEED TO SIGN THE IP DISCLOSURE AND IP DECLARATION FORMS AS PART OF YOUR APPLICATION. They can be found at the FLoW website http://flow.caltech.edu/apply .

Slide #4: Market, Customers and Potential Benefit

Answer the following questions: What is the customer problem that you think your technology might solve? Please imagine its scope as large as possible as it eventually must be of sufficient importance that somebody would pay to have it eliminated. How many people feel this pain? What is your solution to this problem, the key benefit for your potential customers? Who might eventually buy your product? This analysis helps define your market niche. It is also important to identify potential customers who may form valuable partners for you as you move your technology forward. Extra consideration will be given to those who have already interacted with these businesses. Try to be as specific as possible.

Slide #5: Funding to Date

How much money has your project received to fund this advancement; please include all sources: government grants, corporate funding, family and friends, or early investment dollars?
Slide #6: Team Members

List the members of your team, and briefly describe their background. Please indicate where you are currently studying. If you plan to incorporate or already have a company, include members of the Board of Directors and Board of Advisors. Give brief bios. (100 wds./team member)

Slide #7: Business Vision and Plan

If you are thinking of establishing a business, how will you go about taking the first steps? What resources will you need and what do you think will be the biggest challenges you will face: Identifying a market? Building the business model? Finding a team? Financing?

Slide #8: Partners Sought, Resources Needed

Please list the likely partners or resources you would need to take your innovation to the next stage along the road to commercialization and a short phrase about the purpose e.g. legal help for incorporation, IP filings; corporate partner for technology testing; DOE government labs for technology development; accelerator/incubators for space after leaving the academic setting.

Slide #9: How do you intend to use the Transformational Idea Award, if you win?

Some suggestions:

- Form a company?
- File patents?
- Purchase equipment or supplies for further technology development?
- Fund some advice on potential markets, customers? Customer interaction?
- Travel to attend business conferences in your technology area?
- Participate in further entrepreneurial training boot camps e.g. the Cleantech Open

Slide #10: Impact on EERE mission

Please summarize the relevance and significance, of your technology, your eventual company and its innovative products on the mission of the Department of Energy’s Office of Energy Efficiency and Renewable Energy (EERE). The EERE works to strengthen the United States’ energy security, environmental quality, and economic vitality in public-private partnerships. It supports this goal through (1) enhancing energy efficiency and productivity; and (2) bringing clean, reliable and affordable energy technologies to the marketplace.” (http://www.eere.energy.gov) ; The EERE technology areas of focus for this competition include: building technologies; advanced manufacturing; vehicle technologies; biomass, geothermal, fuel cell, solar energy, wind and hydropower technologies; and technologies covered by the EERE’s Divisions of Federal Energy Management Program and Weatherization and Intergovernmental.

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