

# Grid Catalyst Cohort Application Instructions

## Updated October 3, 2021



**Please note that applications are due by 10:00 PM CST on November 5, 2021.**

**Applications can be saved and do not need to be completed during a single session.**

### Qualifications

Grid Catalyst is recruiting late-stage startup businesses that can offer an emerging technology ready to be implemented as part of a demonstration project in 2022. These questions will be used to determine program eligibility.

**1. What year was your enterprise incorporated?**

Enter the year the applicant business was incorporated.

This question is used to determine eligibility in the program. Applicants must be an incorporated entity to participate.

**2. Is your company prepared to demonstrate your technology or solution in Minnesota in 2022?**

Select yes or no.

This question must be answered yes or no. To be considered demonstration-ready, a solution must have a working prototype and have a planning and implementation process that can be completed within 12 months.

Future programming will offer opportunities for earlier stage businesses and solutions that require a longer development timeline.

**3. Is your technology patented or have patents pending?**

There are three options for answering this question. Please choose the answer that best represents the status of any applicable patents.

We understand that not all applicants or solutions require patents.

**4. Company Name**

The company name should be listed as the applicant business that was previously noted as incorporated. If more than one business is involved, you should only list one lead business that will be signatory to any applicable program agreements.

**5. Company Website**

List your company website. If your company does not have a website, you may list a LinkedIn URL for the company or for the company's founder.

**6. Applicant Name**

List the name of the individual completing this application. This individual should have the authority to complete this application and represent the company in decision-making and agreements.

**7. Personal Pronouns**

List the preferred pronouns for the individual applicant.

For help considering this question, here is a resource - <https://www.mypronouns.org/sharing>

What are personal pronouns and why do they matter -

<https://www.mypronouns.org/what-and-why>

**8. Title (Or Role with Company)**

List your title or role with the company.

**9. Email**

List the email address for the applicant. Follow up on the application will be sent to this email address.

**10. Phone**

List a phone number for the applicant.

**11. Company Address**

List the address for the business. If the business does not have a bricks and mortar location, make sure the address is what is listed on the articles of incorporation.

**12. Provide a short description of your company**

Provide a short description of the company. The word limit was established to keep these descriptions brief and succinct. Keep in mind that there is a place in the application to describe your product or service, as well as upload an executive summary and pitch deck.

**13. How many employees or contractors work for your company?**

List the number of full-time or part-time employees or contractors. There is not a need to differentiate between contractors and employees in this question.

To differentiate between full-time and part-time, please use this guideline from the IRS - "A full-time employee is, for a calendar month, an employee employed on average at least 30 hours of service per week, or 130 hours of service per month." Any employee or contractor working fewer hours than this threshold should be listed as part-time.

**14. Attach an executive summary**

Attach a word or PDF document that outlines your business, brief explanation of the solution, it's market value proposition, and success from prototypes or current demonstration projects.

**15. Attach your pitch deck**

Attach an applicable presentation document. PPT or PDF are preferred. If you do not already have a pitch deck in use, please submit a 10-15 slide summary of your company and your product/solution, including milestones planned or achieved.

Here's an introductory article for those still developing their deck.

<https://www.forbes.com/sites/allbusiness/2020/06/20/guide-to-investor-pitch-decks-for-startup-fundraising/?sh=77de60fc5a5a>

**16. Provide a short description of the product or service you are looking to demonstrate with Grid Catalyst and how its value proposition is unique in this market.**

Provide a description with fewer than 300 words describing what will be demonstrated and why it can be considered an emerging technology or solution. It is acceptable for this language to be duplicative to information in the executive summary and pitch deck, but encourage applicants to use these entries to emphasize the specific information being requested. In this case, the response should focus on the solution description.

**17. Which of the following categories best describes your technology?**

Select the technologies that best align with your proposed solution. If the most applicable description is not noted, please enter your own.

**18. Is your technology or solution already available/operating in the marketplace?**

Select yes or no to this question.

If you have an operating demonstration project with a partner or client, please select yes.

If your product is already in use by a customer or client, please select yes.

If you have a working prototype that is not operating with an external partner, please select no.

**Please describe current installations or operations.**

If applicable, provide a succinct summary of any current installations or operations.

**19. Are you aware of any competitors with a similar product or service already operating in the Minnesota market?**

Select yes or no to this question. Answer to the best of your ability with current market knowledge.

**20. Founder Demographics**

This section was intentionally included to support Grid Catalyst's commitment to prioritize diverse leadership in our startup business selection. For the purposes of this section, founder is defined as the individual(s) who formed and established this business or company.

The tally approach is intended to help us understand how many founders are considered in your founder team. At the top of this section, please enter a total for the number of founders involved in your business. In each demographic section, enter a number in each of the fields. If there is not an individual in your founder team that matches a particular field, enter 0. The total for each demographic section should always equal the founder total listed at the beginning of the section.

The application program will alert you if your numbers do not match. Please answer to the best of your knowledge. Please complete each of the demographic sections.

***Example***

# of founders - 3

### Founder LGBTQIA+ Demographics

Total must equal the total number of founders you set above.

Identify as LGBTQIA+ *	Do not identify as LGBTQIA+ *	Prefer Not To Say (or Unknown) *	Option Not Included *
<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>

## 21. Leadership Team Demographics

This section was intentionally included to support Grid Catalyst's commitment to prioritize diverse leadership in our startup business selection. For the purposes of this section, leadership team includes all persons in the business responsible for setting strategy, annual goals, and supervising teams. They must have decision-making authority. Applicants may be asked to provide greater detail on who was considered in their leadership team and their roles.

The tally approach is intended to help us understand how many founders are considered in your founder team. At the top of this section, please enter a total for the number of founders involved in your business. In each demographic section, enter a number in each of the fields. If there is not an individual in your founder team that matches a particular field, enter 0. The total for each demographic section should always equal the founder total listed at the beginning of the section.

The application program will alert you if your numbers do not match. Please answer to the best of your knowledge. Please complete each of the demographic sections.

***Example***

# of leadership team members - 5

### Leadership Team Race & Ethnicity Demographics ^

Total must equal the total number of team members you set above.

Hispanic or Latino \*

1

Black or African American \*

1

Native American or

American Indian \*

0

Asian/Pacific

Islander \*

0

White \*

2

Multiple Racial/Ethnic Backgrounds \*

1

Prefer Not To Say  
(or Unknown) \*

0

Option Not Listed \*

0

▲

### 22. Are you currently participating in any accelerator, incubator, or pitch programs?

Select yes or no. If yes, an option will appear to list program names and time commitment.

Participation in other programs, including concurrent accelerators, will not disqualify an applicant.

### Optional Questions

We encourage applicants to complete this information to the best of their knowledge. It will help our program gain better insights into applicant pools and design future programming to be more effective for startups.

### 23. What investment stage is your company?

Select the option from the drop down list that most accurately describes your investment stage.  
Only one selection is allowed.

### 24. What range most accurately describes the amount of funding you have?

Select the option from the drop down list that most accurately describes your investment funding.  
Only one selection is allowed.

### 25. What type of pre-seed funding has been secured.

Check any boxes that apply. It is acceptable to select more than one option.

## **Additional Application and Process Information**

Information Sessions will be hosted throughout October to learn more about the program and application process.

Session #1 (October 8): 1:00 PM – [Register](#)

Session #2 (October 13): 8:30 AM – [Register](#)

Session #3 (October 14): 6:00 PM – [Register](#)

Session #4 (October 19): 2:00 PM – [Register](#)

An [application FAQ is available](#) and will be updated regularly throughout the application process.

Additionally, prospective applicants and founders can reach out to Nina Axelson to schedule a 30-minute informational interview about the program and future plans for developing our clean energy innovation hub. Reach out to [info@gridcatalyst.org](mailto:info@gridcatalyst.org) to schedule and learn more.

### **What Is the Timeline for the Cohort, Including the Application Process?**

- October
    - Applications open - October 4
    - [Grid Catalyst Launch Event](#) - October 12
  - November
    - Applications close - November 5
    - First and second round screening of candidates
  - December
    - Technical and financial review and interviews with screening committees
    - Grid Catalyst program managers will begin the matchmaking discussions between finalists and the Innovators Network to determine fit for demonstration projects.
- \*Final cohort selection is dependent on finding a project host for 2022 implementation. This may require additional due diligence that could affect the program schedule provided here.
- January 2022
    - Cohort members will be notified of their status
    - Public announcement of cohort selection
  - Q1 2022 – Initial planning and development conversations with project host and program partners
  - Q2 2022 – Project implementation initiated, including necessary activities for permitting, regulatory requirements, and detailed engineering
  - Q3 2022 – Project installation and construction, as needed
  - Q4 2022 – Finalize project installation and proceed with commissioning and data collection activities
  - End of 2022 – Startups advance from the cohort program and are asked to consider serving as program mentors for future programs