

# Grid Catalyst Demonstration Cohort Application Instructions

Applications are due by 10:00 PM CST on August 2, 2024.

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 in a demonstration project in 2025. These questions will be used to determine program eligibility.

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

Enter the year the applicant's business was incorporated. This question is used to determine eligibility for the program. Applicants must be an incorporated entity to participate.

**2. Is your company prepared to demonstrate your technology or solution in Minnesota in 2025?**

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 a planning and implementation process that can be completed within 12 months.

**3. Is your technology patented or do you 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 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. Title (Or Role with Company)**

List your title or role with the company.

**8. Email**

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

**9. Phone**

List a phone number for the applicant.

**10. Company Address**

List the address for the business. If the business does not have a brick-and-mortar location, ensure the address is listed in the articles of incorporation.

**11. 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 and upload an executive summary and pitch deck.

**12. 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 IRS guideline: "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.

**13. Attach an executive summary**

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

**14. Attach your pitch deck**

Attach an applicable presentation document. PPT or PDF are preferred. If you do not already have a pitch deck, 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>

**15. Provide a short description of the product or service you want to demonstrate with Grid Catalyst and its unique value proposition in this market.**

Describe 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 requested information. In this case, the response should focus on the solution description.

**16. 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.

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

Select yes or no to this question.

Please select yes if you have an operating demonstration project with a partner or client.

If a customer or client is already using your product, please select yes.

Please select no if you have a working prototype that is not operating with an external partner.

**Please describe current installations or operations.**

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

**18. Are you aware of competitors with similar products or services already operating in the Minnesota market?**

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

**19. 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, the founder is defined as the individual(s) who formed and established this business or company.

The tally approach will 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 <span>^</span>			
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"/>

## 20. 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, the leadership team includes all persons in the business responsible for setting strategy and annual goals and supervising teams. They must have decision-making authority. Applicants may be asked to provide greater detail on who was considered for their leadership team and their roles.

The tally approach will 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.

<b>Hispanic or Latino *</b> <input type="text" value="1"/>	<b>Black or African American *</b> <input type="text" value="1"/>	<b>Native American or American Indian *</b> <input type="text" value="0"/>	<b>Asian/Pacific Islander *</b> <input type="text" value="0"/>
<b>White *</b> <input type="text" value="2"/>	<b>Multiple Racial/Ethnic Backgrounds *</b> <input type="text" value="1"/>	<b>Prefer Not To Say (or Unknown) *</b> <input type="text" value="0"/>	<b>Option Not Listed *</b> <input type="text" value="0"/>

## 21. 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 commitments. Participation in other programs, including concurrent accelerators, will not disqualify applicants.

## **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.

### **22. 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.

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

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

### **24. 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**

Visit our main [Demonstration Cohort page](#) for more program information and timeline information.