



Application & Program Information

[LACI.ORG/incubation-services/](http://LACI.ORG/incubation-services/)

**LACI (Los Angeles Cleantech Incubator)** is recruiting a new cohort of innovative cleantech startups to join us in 2020. Here is some information about **what to expect when applying to LACI's Incubation Program**.

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# WHO IS LACI?

LACI's (Los Angeles Cleantech Incubator) mission is to create an inclusive green economy by **unlocking innovation, transforming markets, and enhancing communities**. LACI aims to build a regional innovation ecosystem that supports the discovery and commercialization of clean technologies by creating new companies, derisking the go-to-market process, and helping companies successfully deliver market-ready cleantech solutions along with accompanying jobs in Southern California and beyond.

## Unlocking Innovation

We unlock innovation and spur economic development through our suite of programs:

- For cleantech startups, the **Innovators, Incubation** and **Market Access** programs are designed to meet the unique needs and challenges faced by startups at each stage of commercialization, with a focus on regional tech deployments in **clean energy, zero emissions transportation, and sustainable cities**.
- For small businesses looking to scale impact in Los Angeles, our **Founders Business Accelerator** delivers services not easily accessible to small business founders in underserved areas of our city.

Founders Business Accelerator	Innovators Program	Incubation Program	Market Access Program
Businesses with Impact	Clean Energy & Zero Emissions Mobility	Clean Energy, Zero Emissions Mobility & Sustainable Cities: Circular Economy	Clean Energy & Zero Emissions Mobility
Accelerator for small businesses in the city of LA focused on economic development and impact	Light-touch network access program to plug early-stage energy entrepreneurs into California ecosystem	Hands-on program for support cleantech startups in Southern California through market access and business services	Pilot-centric program to scale cleantech companies in Southern California through large scale pilots & partnerships
10-week	12-month	2-year	1-year

# WHO IS LACI?

## Market Transformation

LACI's Market Transformation team works to accelerate system change on key initiatives across transportation & mobility, energy and sustainable cities such as the **Transportation Electrification Partnership** and the **C40 Cities** partnership. It plays a key role in cultivating partners with public and private stakeholders including **major utilities**, like *LA Department of Water & Power* and *Southern California Edison*, corporates and government agencies.

Market Transformation drives startup technologies into the market as a benefit of the Incubation and Market Access Programs through curated pilot opportunities and introductions to corporate partners to scale solutions.

## Enhancing Community

LACI is creating an inclusive green economy – this means ensuring that everyone can benefit from the green economy, either from green jobs, clean air or accessing new zero emissions mobility or energy solutions. Enhancing Communities leads LACI's diversity, equity and inclusion initiatives through enabling [diverse entrepreneurs](#), infusing DEI into our programming and startups, workforce development, and ensuring our startups reach disadvantaged communities.

This year, LACI launched the **APC Fellowship Program**: a multi-tiered workforce training program to provide promising candidates with technical training, interpersonal skills, and industry-recognized certifications building pipeline of talent for our startups.

## Our Partners

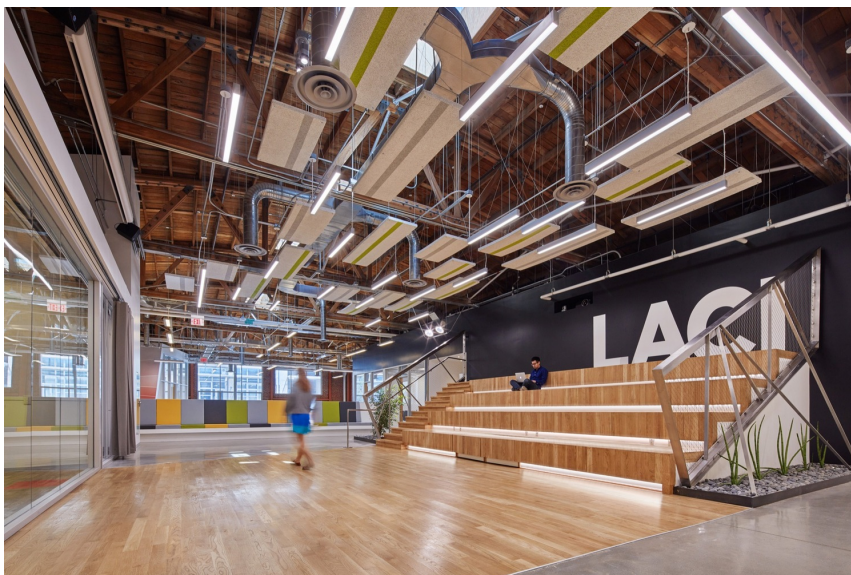


## La Kretz Innovation Campus

LACI is the steward of the four-year-old, state-of-the-art La Kretz Innovation Campus (LKIC), which provides a critical hub for cleantech innovation in Los Angeles and the LACI startup programs.

### The Campus features:

9 Conference Rooms  
3 Classrooms  
1 Amphitheatre  
120 desks (22 hot desks)  
Individual Offices



The Campus features the **Advanced Prototyping Center (APC)**, a collaborative makerspace where entrepreneurs, artists, inventors and startups can design, build, test and certify innovative products, all under one roof. The APC features more than \$11M worth of tools, labs and shops, including an electronics lab, biochemistry lab, cell lab, CNC machine, water jet, 3D printing, welding equipment, use of premium CAD software, laser cutters, a training center, and more.

Through the Incubation and Market Access Programs, **startups have discounted access to the facility (desk and prototyping space)**. Included is access to conference rooms, training rooms, and event space.

		(per month)	Regular Price	Program Price
Hot Desk	Regular: 1 authorized member per desk		\$275	\$137.50
	Corporate: 3 authorized members per desk		\$550	\$275
Dedicated Desk	Regular: 1 authorized member per desk		\$550	\$275
	Corporate: 3 authorized members per desk		\$1,100	\$550
Private Office	Private Office (2-6 desks)		\$1,650 - \$4,125	\$825 - \$2,062.50
Advanced Prototyping Center			\$250	\$187.50

# 2020 VISION

LACI is searching for startups that address solutions in our three priority areas: **clean energy**, **zero emissions transportation**, and **sustainable cities**. Although we look forward to learning about all types of innovation, here is a sample of technologies we are excited about in 2020:

## Clean Energy

- Technologies that support **building efficiency & electrification**. Examples include: passive and active energy load reducing technologies, smart building energy management platforms, electric heat pump water heating and HVAC, induction cook stoves; fuel switching from gas to electric.
- Software and hardware solutions for **vehicle to grid integration** for managed charging of fleets and non-fleets and support load growth from millions of EVs hitting the California market in the next decade.
- Resiliency** solutions for disaster prevention and response. Examples include: long-duration storage solutions, support for microgrids, multi-day energy storage for brown-out ride through, "fuel" reserves and depots for EV fleets, wildfire prevention and response.
- Innovations building an **Internet of Energy** to seamlessly and cohesively tie together all grid assets. Examples include: intelligent controls for demand response, distributed energy resource management systems, transactive energy platforms.

## Zero Emissions Mobility

- Innovative **electric vehicle charging solutions** enabling rapid EV adoption in multi-unit dwellings (apartments, condominiums, commercial offices) and medium-duty and heavy-duty vehicles.
- Electric, zero emissions **medium-duty and heavy-duty goods movement** solutions. Examples include electric heavy-duty trucks.
- Solutions for zero emissions **first-mile and last-mile goods movement**. Examples include electric cargo bikes.
- Models or solutions that integrate, manage, and/or improve the accessibility of **shared mobility options**. Examples include physical "mobility hubs" for micromobility assets, digital platforms showing availability options to go car free, and autonomous vehicle solutions furthering shared/public transit.
- Sophisticated **real-time tracking of transportation and mobility data**. Examples include real-time data collection, management and/or visualization of street curbs, micromobility assets, and local public transit.

## Smart & Sustainable Cities: Circular Economy

- Digital solutions for monitoring resource use**. Examples include: "digital twin" modeling tools, data analytics and software
- Software and hardware innovations for **reducing and tracking waste streams**. Examples include: solutions for tracking and analyzing food waste, smart robots for recycling and waste management.
- Innovative new materials for textiles, plastics and built environment utilizing post-consumer products and produce zero-waste. Examples include: new textiles and fibers, sustainable housing materials, consumer products made from post consumer waste.
- Technologies for **cradle-to-cradle materials management** and accountability. Examples include: battery (lithium and non-lithium) supply chain, data and analytics support for product longevity.

# INCUBATION PROGRAM

Our goal is to help early-stage startups raise outside funding and bring their solution to market through hands-on mentorship, curriculum, and access to investors, partners and customers.

## The program's goal is to help you:

- ✓ Raise outside capital
- ✓ Capitalize on a partnership with corporate partner or LACI stakeholder
- ✓ Commercialize your product with pilot traction
- ✓ Expand team in Los Angeles and established office/operations

## Program Structure

- The first six months of the Incubation Program are dedicated to hands-on development for *Market* and *Investor Readiness* as well as *Piloting Preparedness*. Curriculum is delivered in workshops and 1-on-1 sessions with experts at LACI's campus.
- After the six-month period, the program focuses on supporting startups to achieve their Market, Investor and Product milestones through mentorship, introductions, visibility and business support services.
- The majority of the program is delivered through workshops, clinics and introductory meetings at LACI's office on campus.

## Cost

The cost to participate in the Incubation Program is **1.5-3% equity in the form of a warrant**. LACI is a nonprofit organization and impact is at the heart of what we do. We base the equity percent in the offer not only on the company's traction, but its commitment to impact. Baked into the offer is the **opportunity to earn back up to 25-50% of the warrant by achieving predetermined impact milestones** during the program. Additionally, as a nonprofit, if LACI were to ever benefit from our portfolio profits are reinvested back into the program to continue building an inclusive green economy.

### We define impact in terms of the following:

- **Diversity:** Leadership (founding team, management and board) from underrepresented groups (ie. gender, race/ethnicity, veteran status, LGBTQ+)
- **Social Impact:** Commitments to company giveback and socially conscious practices (eg. B-Corp certification, 1% for the Planet)
- **Economic:** Economic impact via job creation in Disadvantaged Communities (defined by the [CalEnviro Screen 3.0](#))
- **Environmental:** Impact on greenhouse gas reduction, water savings, waste diversion, or kWh generated from renewable source

### Lifecycle of LACI Warrant

- First 3-months act as a Risk Free period where none of the warrant is vested.
- After the Risk Free period, warrant vests 25% every quarter.
- After 12-months, the warrant is 100% vested.
- The warrant converts only after a major liquidity event via a cashless exchange.



## Program Roadmap

2020				2021				2022
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Onboarding	Curriculum		Program Objectives & Benefits					
Advisory Services								
EIR Intro		Roadmap	EIR coaching / mentorship					
			Access to industry mentors					
Market Access								
	Market Access		Round Tables & Clinic Events with Corporate Partners					
			Industry & Customer Introductions					
			Round Tables, Introductions & Tours with Public Stakeholders/Partners					
Investor Access								
		Investor Access	Introductions, Office Hours & Round Tables with Investors					
			Pitch Showcase			Pitch Showcase		
			Strategy sessions & support					
Product & Pilot								
	Pilot Project Preparation		Opportunity for small-scale pilot & funding					
General Programming								
Onboarding activities		Marketing Needs Assessment						
	Continuous support through business services, marketing & pr, perks access, and facilities access							
	Visibility in LACI ecosystem, invitations to LACI founder events, engagement in LACI startup community							
			Access to LACI Investment Fund & other funding opportunities					



# BENEFITS

## Mentorship & Advisory Services

- Dedicated Executive in Residence (EIR) to serve as business mentor and coach, helping define business milestones and engagement roadmap.
- Access to Industry Advisors program for additional industry-specific mentorship.

## Investor Connections & Support

- Regular opportunities to meet investors via 1:1 introductions and roundtables on campus
- Pitch opportunities at annual showcase event in front of 100+ angel, venture capital, corporate strategic, and family office investors.
- Strategic support from dedicated fundraising advisory team, including Senior Director of Investment and other advisors
- Select opportunities to join roadshow to Bay Area during active raise
- Office hours and 1:1 sessions with angel investors and other investor mentors/partners

## LACI Funding Opportunities

- Eligibility for the **LACI Impact Fund**, LACI's sidecar follow-on fund for companies in its programs. The fund, which is an independent entity, makes investments that follow on to terms set by a lead investor with an average investment size of \$250,000.
- Eligibility for loan consideration from **LACI's Debt Fund**.



- Roundtable/clinic events with key corporate partners — for example, “How to do Business with...” e.g **Southern California Edison, LADWP, BMW, Itron**
- Regular industry and customer introductions via roundtables, inbound corporate customer meetings
- Visibility and interface with various local and state agencies through local and statewide events and meetings; agencies may include: **California Energy Commission, California Air Resources Board, California Public Utility Commission, City of Los Angeles, County of Los Angeles**
- Visibility to publicly funded innovation grants and programs including: **Caltech FLOW Rocket Fund, CalSEED, CalTestBed**

## Pilot Funding & Preparation

- Access to LA DOT test bench procurement mechanism
- **Eligible up to \$20,000 in pilot project funding for small scale deployment**
- Project support for pilot deployment and promotion

## Government Relations Support

- Monthly office hour and regular access to Mike Swords, VP of Government Relations, to discuss public affairs and government relations priorities as well as quarterly roundtable meetings with elected city, state, and federal officials.
- Annual Sacramento Tour every spring: LACI hosted tour for startups to meet and present to key state legislators and policy makers
- “How to do business” with the city and public sector roundtable as part of program curriculum e.g **County of Los Angeles, City of Los Angeles, California Air Resources Board**

## Marketing & Communications Support

- Public Relations support for key milestones such as product launch, investment milestones, and other high profile thought leadership “wins” [estimated two roll-out supports per year]
- Consultation on “thought leadership” during Quarterly Business Review meetings
- Marketing guidance on Unique Selling Points, key messages, collateral and branding

## Business Services

- **Up to \$10,000/year in business support services** from LACI’s vetted suite of startup-friendly service providers, including legal, accounting, and creative
- Functional workshops by leading industry service providers, on topics such as business formation, corporate governance, customer discovery, investment readiness, grant writing

## Additional Perks: ~\$150,000+ in value

- Free access to Pitchbook subscription
- Free access to Wood Mackenzie Grid Edge Service (formerly Greentech Media)
- Free access to all five E&E News publications
- Autodesk subscription
- Amazon Web Services: \$15,000 in AWS Promotional Credit valid for 2 years; 1 year of AWS Business Support; 80 credits for Self-Paced Labs
- BREX Corporate Credit Card for Startups: waived fees for LACI startups



# SELECTION

## Basic Criteria

To be considered for the program, **a startup must meet the following criteria:**

- Cleantech solution in one of our technology verticals.
- Own/license a novel *proprietary technology*.
- Have a significant presence (operations or sales) in *Southern California* with founder or key executive who can attend meetings, workshops and events on campus at short notice.
- Have at least 2 *full-time employees*.
- Have a *working prototype* (TRL 4+).
- Commit to attend *curriculum opportunities* in *first 6 months*.

## Documents Needed For Submission

### Application Stage

- Complete investor facing **pitch deck**
- Technical summary document(s) (i.e white paper, technical overview, roadmap)
- Team bios

### Diligence Stage

- **Legal Documents** (*full list upon request*)
  - Current capitalization table
  - Corporation & governing documents
- **Financial Documents**
  - Monthly historical summaries
  - Pro forma model

*Information and documents submitted during Application are kept confidential; and during evaluation the full application is shared with our Review Committee, who is protected under LACI disclosures.*

*Financial and legal information submitted during Diligence is reviewed internally by LACI staff.*

## Evaluation Criteria

If a startup meets the above criteria, we **evaluate their application based on the following:**

- **Investability** of a startup based on: *team & founders, market, business model, technology innovation, and competitive advantage*
- **Pilotability** of a startup based on: *technology credibility, product stage, and product roadmap*
- Potential **Economic Impact** of a startup based on: *location, operational strategy, team*
- Potential **Environmental Impact** of a startup based on: *greenhouse gas reduced, waste diverted, water saved, and energy generated from renewable sources*
- **Diversity, Equity and Inclusion** based on: *team diversity, impact commitments*
- **Program Fit** based on: *corporate progress and goals, location, and team*

### What to include in your pitch deck:

- Problem statement
- Solution statement
- Any proof points and validation
- Market traction
- Market snapshot (size and target customer)
- Revenue plan and business model
- Competitive analysis and value proposition
- Go-to-market strategy
- Team
- Capital requirements and funding
- Company history to date and milestones

## Process

The application process includes a two-part application form. **Access the form [here](#).**

- **STEP 1: Initial Application**

Basic information about the company to assess eligibility for the program. You will be asked to submit a complete Investor Pitch Deck and Team Bios. This form should take 10-15 minutes maximum assuming all the materials are prepared. *We will get in touch after you initial application and schedule a phone call to discuss the program, your startup and your submission.*

- **STEP 2: Long Application**

In-depth questions about product, business model, market, and impact. You will be asked to submit technical summary documents to illustrate your solution. We anticipate this form taking around 1 hour. *Only startups that meet the eligibility requirements are asked to fill out the Long Application form.*

Applications are evaluated by a committee of LACI staff, industry experts and LACI advisors. The committee submits scores each application based on rubric encompassing criteria outlined above. All information submitted in the *Initial* and *Long Application* are protected under LACI disclosures.

Top rated applicants then move on to an *Interview & Diligence* period.

- **STEP 3: Diligence**

We request legal and financial documentation to be reviewed by LACI's internal diligence team.

- **STEP 4: Interview**

Startup teams are invited to an in-person interview on campus with LACI leadership.

We make our final selection decision based on the information collected through the application process and in the interview.

- **Each startup will receive our offer and have 10-days to review and accept before Program Start - March 16, 2020.**

*If you are not selected for the 2020 Cohort, we do our best to refer applicants to partner programs and organizations that might be better suited to support your startup and we hope you keep in touch with through events and other programming.*



## Long Application Questions

Please see below a preview of questions included on the *Long Application*.

### Company

- How are you looking to grow your company in the next 2 years (i.e product development, fundraising, team growth, market penetration)?
- What were your key milestones in 2019? How you were able to accomplish them?

### Product

- If applicable, please describe your scale-up strategy for manufacturing referencing any channel partners.
- Please describe the proprietary elements of your technology and any plans/status for protecting your intellectual property (ie. trade secrets, patents).

### Market

- Please describe your target market and what customer discovery you have conducted. How have validated the hypothesis behind your solution (i.e pilots, partnerships, customer feedback)?

### Business Model

- What is your business model and how will/does your company make money? Please attach or describe any further detail on pricing strategy.
- What is your go-to-market strategy and how do you plan to scale your business?
- If you have customers or users, what form of your product are they currently using?

### Impact

- How does your startup and solution deliver sustainable community/social impact?
- Please describe the environmental benefits of your technology in terms of :
  - GHG avoidance
  - Water savings
  - Waste diversion
  - Renewable energy generated or energy reduced from efficiency (kWh)
- How do you anticipate growing your team and creating jobs in Southern California?



## Important Questions

When	What
Mid November 2019	Applications Open
<b>End of January 2020</b>	<b>Applications Close</b> <i>stay tuned for dates online</i>
February 2020	Review Committee
February 17, 2020 - February 24, 2020	<i>Diligence &amp; Interviews</i> ON CAMPUS
March 2, 2020	Offers Sent
March 16, 2020	Program Start ON CAMPUS
March 16, 2020 - March 27, 2020	Onboarding Activities ON CAMPUS

## Application Platform

Applications are managed through our [portal](#). All applications are processed and progress tracked via your account. After each submission, you will receive a notification in your email outlining next steps.

**Click here to apply**