



MARKET ACCESS PROGRAM

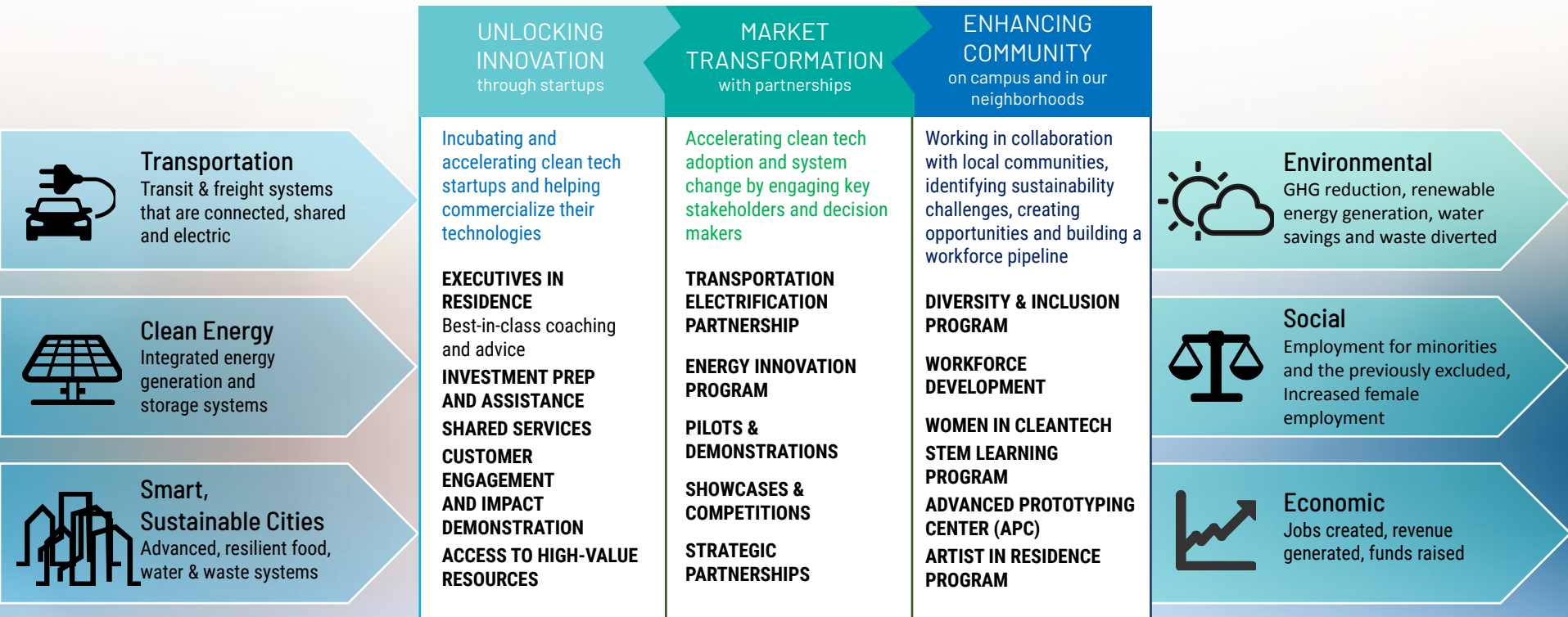


We are building an inclusive green economy

PRIORITIES

STRATEGIES

IMPACT





The Los Angeles Cleantech Incubator mission is to create an inclusive green economy by **unlocking innovation, transforming markets, and enhancing community.**

LACI hosts a suite of programs that benefit startups and small businesses in Southern California
Entry to the Market Access Program Requires Submission of a Pilot Design Proposal

Founders Business Accelerator Impact-focused accelerator for small businesses in Los Angeles	Innovators Program Light-touch network access program for cleantech innovators in Southern California	Incubation Program Hands-on incubation services for supporting cleantech startups in Southern California	Market Access Program Large scale pilot program for scaling cleantech startups in Southern California
<div><div>Market Access Program Designed to Scale startups through transformative energy, transportation and circular economy pilots, and supportive services.</div><div><ul style="list-style-type: none">Funding support for pilot deploymentConnection to government and corporate stakeholdersInvestment services supportPeer-to-Peer engagement</div><div><ul style="list-style-type: none">1-2 year program; contingent on pilot projectSeries A+ startups, with less than \$25M raised, and an LA based pilot designEligible for LACI funding opportunities: Impact & Debt Funds</div></div>			
Participation in the Market Access Program requires a 0.5-1.5% equity stake in the form of a warrant.			

STARTUP PROGRAMS OVERVIEW

LACI	Innovators	Incubation	Market Access
Target	Pre-seed startups headquartered in Los Angeles, Orange, Ventura or Santa Barbara counties	Pre-seed/seed startups in Southern California	Series A+ company with strategic focus in Southern California
Industry	Zero Emission Mobility, Clean Energy, Circular Economy & Sustainable Cities	Zero Emission Mobility, Clean Energy, Circular Economy & Sustainable Cities	Zero Emission Mobility, Clean Energy, Circular Economy & Sustainable Cities
Duration	1 year	2 years	18 months
Cohort Size	10-14	12	3 - 5 based on scale of pilots
Success	Customer Discovery; Ecosystem Connection	Raise first funding; Steady Revenue; Product Commercialization, Job Creation in LA	Raise Series A - Series B; Innovative Pilot Deployment; Job Creation
Benefits & Services	Light touch ecosystem navigation, connection to network opportunities, I-corps course (Cohort 5)	6 month curriculum focused on Market Readiness & Investment Readiness	Pilot Funding, Investment Support Services for Series A+ raise; Advanced Business Services, Industry Connections
Investment Eligibility	None	Eligible for LACI Impact & Debt Funds (after completing 6 month curriculum)	Eligible for LACI Impact & Debt Funds
Pilots	None	Eligible for up to \$20K for pilot (on-campus or on partner site), to be deployed in year 2	\$50K - \$150K for pilot deployment
Equity	Free	1.5% - 3.0% Warrant	0.5% - 1.5% Warrant



Market Access Program Alumni

Automotus



CIRCUIT



URB-E

zoomo



Market Access Program Pilots - Zero Emissions Mobility

Pacoima

EV Car Share



- Revenue share model with CBO partner established program sustainability
- Nissan Leaf S+ model provided long range trip accessibility
- Launched wellness campaign to provide access to drive-thru vaccination efforts
- Proved off grid EV charger viability for EV car shares

San Pedro

EV Car Share



- Built a funding model for EV car shares at subsidized housing communities leading to draft legislation for scaling nationally
- Program exposed need for larger EVs to accommodate households with 4+ family members
- Replaced ICE trips and offered time savings for consolidating errands

Leimert Park

Free Neighborhood Electric Shuttle, Commuter and Courier E- Bikes, and Software Platform for Ghost Kitchens



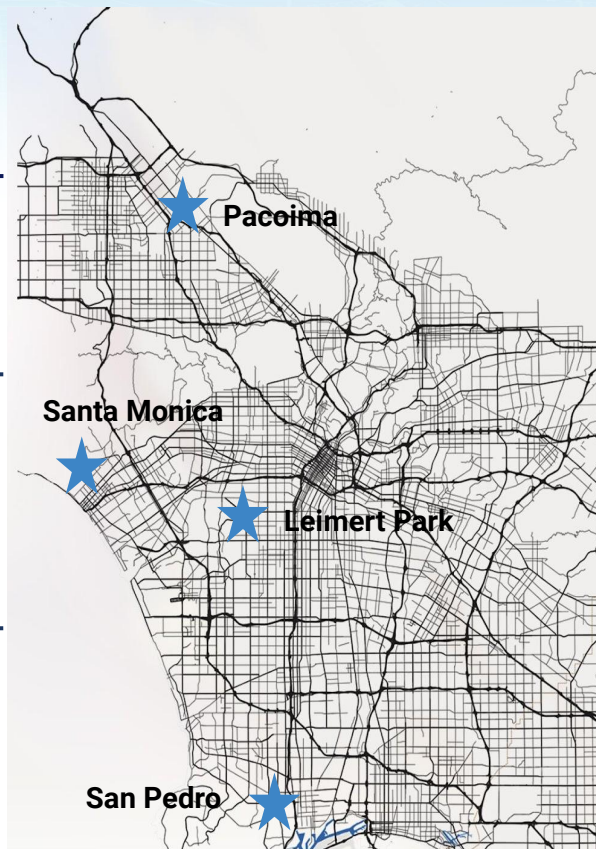
- Increased local business and personal economic growth through first / last mile transportation access
- Addressed traffic congestion and parking constraints
- NEV shuttle often used for as a first / last mile connection to public transit
- Three CBOs lead community outreach and education
- Sponsorship was secured and offset the operations cost allowing for extended service
- Community partners build on pilot success with a CARB funded 5 yr project

Santa Monica

The Nation's First Zero-Emissions Delivery Zone



- Develop a blueprint for cities to adopt zero emissions delivery zones for last mile delivery & best practices for other ZEzs.
- Immediate benefits to the local community – reduced air pollution, GHG emissions, noise and congestion - as well as improved safety
- Provide economic opportunity to small businesses and individuals through access to zone benefits.
- Partners committed include City, CBOs, delivery operators, and tech startups





Request for Pilot Proposals

- **Applicants accepted receive \$50k - \$150k for Pilot design and deployment of solutions for Zero Emissions Mobility, Clean Energy, and Circular Economy**
- **Application Step 1: April 15 - May 31, 2022**
Application & Pilot Concept Proposal Open Enrollment
- **Information Session: May 6, 2022**
- **Applications Step 2: June 2022**

Select applicants are invited to submit a Pilot Design Framework including details of implementation plan and milestone timeline



Pilot Concept Proposal Template

Problem/Solution

- What is the barrier the company is trying to solve to demonstrate their technology/offering?
- What is the scope of the solution to be tested?

Key Items for Consideration

- **Goals:** How does the pilot solution connect to broader technology, business model and policy challenge in scaling cleantech?
- **Timing:** What is the prep time, execution time, and launch timing of the pilot? (6 months? 12 months?)
- **Location(s):** What specific geography and demographics does the pilot target?
- **LACI Role:** What is the desired role LACI will play in the pilot?
 - Connecting pilot results to valuation increase?
 - Bringing the right stakeholders to the table for the pilot?
 - Designing the pilot metrics for success?
 - Advocating for a policy change post pilot, based on outcomes?

Possible Partners

- Who else from the private and / or public sector may be needed at the table to successfully execute this pilot?

Creating 10X Impact

- How does the pilot solution create impact for the company that is at least 10x the \$ amount invested in the pilot?
- What are the KPI(s) needed for this to be the case?

Est. Budget

- What is the proposed budget required to pilot the solution?
- Budget minimum \$50K. Budget maximum \$150K.

\$XXX



Market Access Program Benefits Overview

BUSINESS DEVELOPMENT SERVICES	INVESTMENT SUPPORT	PILOT FUNDING & SUPPORT	MARKET ACCESS	LA KRETZ INNOVATION CAMPUS ACCESS
<ul style="list-style-type: none">• Support for diverse hiring through resources, workshops and access to trained technical talent from Green Jobs Fellowship Program• Workshops by leading industry service providers• Public Relations support for amplifying key milestones• Support for achieving Diversity, Equity & Inclusion goals and initiatives through DEI Learning Community and Women in Cleantech Resources	<ul style="list-style-type: none">• Meetings with relevant investor via 1:1 introductions and roundtables• <i>Eligibility</i> for LACI funding: LACI Impact Fund (ave.\$ 250k)and LACI's Debt Fund (\$10- 50k)• Nominations for pitch opportunities with Investor.• Strategic support from dedicated fundraising advisory team• Grant recommendations and grant writing support	<ul style="list-style-type: none">• Pilot Funding (\$50K - \$150K) for design and deployment of pilot project• Pilot planning support, milestone tracking, and guidance• Visibility and Industry Connections <p>PERKS PLATFORM</p> <ul style="list-style-type: none">• Up to \$160K in value add perks for subscriptions and memberships to industry resources such as: <i>Pitchbook, Brex, E&E News, FounderSuite, Wood Mackenzie Grid Edge Service /GreenTechMedia, Amazon Web Services,, and Autodesk</i> (via APC membership)	<ul style="list-style-type: none">• Industry and customer introductions, corporate customer meetings (Southern California Edison, LADWP, BMW, Itron)• Visibility and interface with local and state agencies (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	<ul style="list-style-type: none">• 50% Discount to La Kretz Innovation Campus Membership with options of Hot Desks, Dedicated Desk or Private Office Space with full campus access including conference rooms• 25% Discount to Advanced Prototyping Center with access to prototyping support in the machine shop, welding lab, electronics lab, and wet lab, and free Autodesk membership. <i>For startups participating in LACI's APC Fellowship Program, APC membership is free</i>• Free event space (for one event per year) and training rooms

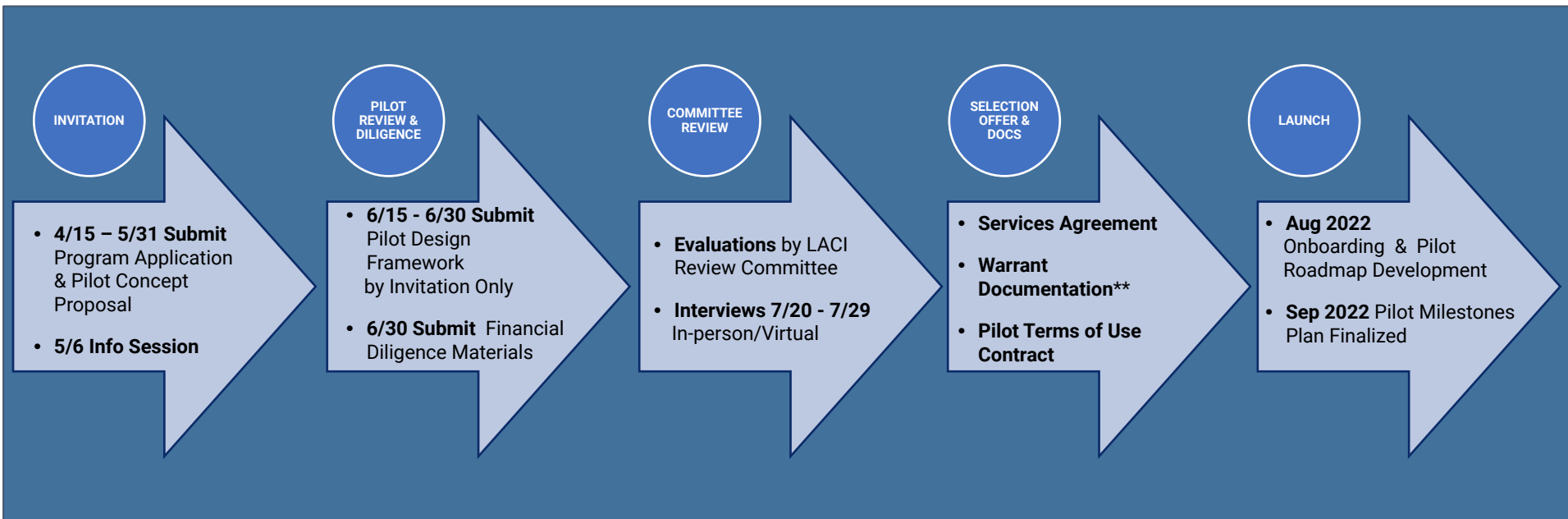


Market Access Program Advanced Advisory Services

Advisory Service	Key Benefits	Structure & Timeline
Executive in Residence (EIR)	<ul style="list-style-type: none">• Consistent business mentor & coach• Help defining business milestones & roadmap	<ul style="list-style-type: none">• 1:1 session 2 hours per month• Quarterly founders peer-to-peer roundtables
Industry Mentorship	<ul style="list-style-type: none">• Volunteer subject matter experts who meet with startups to share knowledge and workshop solutions	<ul style="list-style-type: none">• Ad hoc sessions to advise startups on specific challenges
Business Support Services	<ul style="list-style-type: none">• Tier 1: Paid Services: Offers startups access to free Legal and Accounting services• Tier 2: Several providers offering office hours	<ul style="list-style-type: none">• Office Hours - hours per startup vary by provider (Legal, Accounting, Grants, Public Sector)• Credits (e.g., \$5,000 per startup) for Legal & Accounting
Industry Connections	<ul style="list-style-type: none">• Visibility and interface with local partners and state agencies• Regular industry introductions via roundtables, and inbound corporate customer meetings	<ul style="list-style-type: none">• Four roundtable & workshop events with key corporate partners: “How to do business with...” key partners such as, Itron, SCE, Edison International, LADWP, BMW, etc.• Long term access



Application Process





Applicant Selection

Startups Must:

- Have an in-market deployment of their primary technology product.
- Own or hold license to a novel proprietary technology.
- Have a significant presence, or operations or sales plans in Los Angeles.
- Raised under \$25MM or in Series A+.
- Be in business for less than 10 years.
- Need funding assistance for pilot execution, beyond sole purchase of technology or product.
- Have a pilot concept that considers budget, potential partnerships, and timeline.

Evaluation Criteria:

- Startup technology type, innovation, and credibility
- Pilot design, implementation plan, and risk assessment
- Environmental and community impact of the solution
- Potential for job creation in Los Angeles area
- Potential to scale solution through LACI channels (i.e partnerships, customers, LA market generally)
- Founder and team's coachability, experience, and commitment
- Startup's commitment to Diversity, Equity and Inclusion
- Overall fit of startup and team within the LACI community





Join us!

For more information, please contact LACI's
Market Access Program Manager, *Leilani Vella*

