|  |
| --- |
| **Project Identification** |
| **Proposal Title** |  |
| **Lead Applicant Company *Name*** |  |
| **Lead Applicant Company *Address*** |  |
| **Is the Lead Applicant address a Residential Address?** | [ ]  Yes [ ] No |
| **Lead Applicant *Point of Contact* Name, Title, Email** |  |
| **Lead Applicant Employee (FTE) Count** *(should be approximately 10-50)* |  |
| **Funds Raised by Lead Applicant to date ($)***(should be approximately $4M-$25M)* |  |
| **Deployment Project Location**[Must be in MA] |  |
| **Name of Project Partner Company/Organization**[from RFP Appendix]  |  |
| **Bring your own Project Partner?** | [ ]  Yes [ ] NoIf yes, please provide *Project Partner Name, Point of Contact, Email* and *Website*:   |
| **MassCEC Grant Request ($)**[Not more than $1M] |  |
| **Applicant Cost Share ($)**[at least 25% of grant request] |  |
| **Total Project Budget** |  |
| **Climatetech Area** | [ ] Energy & Electricity [ ] Transportation [ ] Manufacturing & Industry[ ] Buildings [ ] Agriculture & Water [ ] Resilience & Adaptation [ ]  Other  |
| **Application Checklist** | [ ]  **Application Form****Attachments**[ ] Attachment A (at the end of this Application Form): Authorized Applicant’s Signature and Acceptance Form[ ] Attachment B: Project Workplan Template (Under Application Materials)[ ] Attachment C: Letter(s) of Commitment from Project Partner(s)[ ]  Attachment D: Completed [TRL Calculator](https://www.masscec.com/sites/default/files/documents/MassCEC%20Readiness%20Calculator.xlsm) [ ]  Attachment E: Completed copy of the [Adoption Readiness Level Assessment](https://www.energy.gov/sites/default/files/2025-04/ARL%20Assessment%204-25-25_0.pdf) [ ]  Resumes of Lead Applicant executive positions (CEO, Co-Founder, etc.)[ ]  1-2 page case studies describing previous pilot projects, and/or a Letter of Confirmation from prior partners or press release about prior pilot/s[ ] Results of the [Supplier Diversity Office Self-Assessment Tool](https://www.mass.gov/forms/take-the-certification-self-assessment) (optional) |
| 1. **Elevator Pitch**
 |
| *Provide a brief overview of the proposed technology and the deployment project, including the goal of the project and how it will help the technology advance its Technology and Commercial Readiness Levels.* ***Limit to 1-3 sentences.*** |
|  |
| 1. **Regional Diversity Statement**
 |
| Headquarters in a Public Benefit Site? (as described in section 2 of the RFP) | [ ] Gateway City [ ] Environmental Justice Community [ ] Underserved Geographic region [ ] N/A |
| Project Site in a Public Benefit Site? (as described in section 2 of the RFP) | [ ] Gateway City [ ] Environmental Justice Community [ ] Underserved Geographic region [ ] N/A |
| 1. **Potential of the Proposed Technology Limit section to 3-pages total**
 |
| **Technology and Project Summary** |
| **Technology Overview**Limit to 1-page | *Context/industry overview:* * *What is the context for this project/technology? Describe the current industry that pertains to the project in question. Include some high-level statistics if available.*
* *Why is this industry important (if no apparent connection to clean energy/climate)?*

*Challenge:* * *What are the pain points of the existing programs/industry solutions addressed by the project?*
* *What are some existing solutions? What are some shortcomings of these solutions?*

 *Solution:* * *How will the proposed technology and project solve the problem(s)?*
* *How will it be better than what currently exists in the market and/or other solutions under development?*
* *A brief description of the technology (details to be described in following section)*
 |
| **Technology Details**Limit to 1 ½ pages | * *A description of the technology, including the current state of development.*
* *Description of how this technology operates*
* *Justify and validate the TRL (must be 8+)*
* *Describe the innovative and novel aspects of the technology*
* *Describe how it is viable and solving an energy & climate challenge*
* *Describe how this technology is ready to scale*
 |
| **TRL/ARL of the technology***(as identified by the* [*MassCEC TRL Calculator*](https://www.masscec.com/sites/default/files/documents/MassCEC%20Readiness%20Calculator.xlsm) *and* [*ARL Assessment*](https://www.energy.gov/technologycommercialization/adoption-readiness-levels-arl-framework)) | TRL: *[must be 8+]* | ARL: |
| Notes: |
| **Technical Risks**Limit to 1/2 page | * *An assessment of the technical risks associated with the technology, including the extent of identified risks and uncertainties, and proposed strategies for risk mitigation.*
 |
| 1. **Commercialization Potential Limit section to 1-page total**
 |
| **Commercialization Potential** | * *Please describe the target market(s) for the technology, with size and growth calculations, proposed business model, and go-to-market strategy. Include any reference information*
* *Describe validation needed to enter the market and the proposed go-to-market plan for the technology/solution. How will the CriticalMass project move potential customers to choose the proposed solution?*
* *What performance data or other validation will the proposed project result in and how will that validation accelerate commercialization of the technology?*
* *What is your business growth strategy and IP strategy going forward. For example, are you planning on licensing the technology, going through an acquisition, selling IP to project partner, working with the project partner long-term?*
 |
| 1. **Installation Limit section to 2-pages total**
 |
| **Description of Deployment Site** |  |
| **Site Selection** | * *Suitability of site for proposed project, perceived project risks, and proposed method for addressing risks.*
* *Include size of the installation/project in relevant key metric(s) (e.g. capacity (kW), throughput, number of devices, area, etc.)*
 |
| **Installation Plan** | * *A description of the installation and testing period of the project, including: installation plan; duration of the installation period; and duration of the testing period.*
 |
| 1. **Project Benefits Limit section to 2-pages total**
 |
| **Benefits** | * *Benefits to the Commonwealth****:*** *Provide a quantification of economic development (e.g. jobs supported, infrastructure developed, etc.) and energy/climate impacts to the Commonwealth. Describe the relevance of the proposed project and technology to Commonwealth energy and climate challenges and priorities. Describe the benefits of the project to* [***Environmental Justice***](https://mass-eoeea.maps.arcgis.com/apps/webappviewer/index.html?id=1d6f63e7762a48e5930de84ed4849212) *communities (if applicable).*
* Lead Applicant Project Benefits**:** *The benefits of the proposed project to the Lead Applicant, including the technology provider and the host site (if applicable). How will successful completion of the proposed CriticalMass project help the Applicant Team achieve technology development and commercialization goals?*
 |
| **Total Addressable Carbon (TAC) Analysis** | * *Provide an analysis of the potential reduction in greenhouse gas emissions or the avoidance of future GHG emissions achievable given widespread use of the technology/innovation* *While addressing the greenhouse gas mitigation potential, it is recommended that applicants* **reference** [***MassCEC’s Total Addressable Carbon (TAC) analysis***](https://www.masscec.com/program/innovatemass) *or other credible public data sources such as the United States Department of Energy’s*[**Energy Information Administration**](https://www.eia.gov/todayinenergy/detail.php?id=30712)*, the U.S. Environmental Protection Agency’s*[**National Emissions Inventory**](https://www.epa.gov/air-emissions-inventories/national-emissions-inventory-nei)**(***especially for greenhouse gases other than carbon dioxide), the*[**EPA's Greenhouse Gases Equivalencies Calculato***r*](https://www.epa.gov/energy/greenhouse-gases-equivalencies-calculator-calculations-and-references)*, and others. You may also use MassCEC’s*[**Emissions Reduction Analysis**](https://www.masscec.com/sites/default/files/documents/ERPGranteeInstructions.pdf)*instructions and the corresponding*[**template**](https://www.masscec.com/sites/default/files/documents/erpcollectiontemplate.xlsx) *as tools, in order to quantify the* ***GHG emissions*** *that can be reduced, avoided, or remediated. Other quantification methods include but are not limited to potential megawatt-hours of clean energy generated, tons of carbon dioxide emissions avoided or captured, energy savings compared to existing or alternative technology(ies), efficiency improvement over existing technology(ies). Applicants are encouraged to quantify and/or describe of the potential to mitigate impacts of climate change through adaptation and resiliency (A&R), and consider environmental sustainability (for example, using indicators across social, economic, and environmental impacts). MassCEC acknowledges that quantifying A&R is an emerging field, and we recommend utilizing the 2023*[**ResilientMass Plan**](https://www.mass.gov/info-details/2023-resilientmass-plan)*, as well as the* [**World Economic Forum**](https://www3.weforum.org/docs/WEF_Innovation_and_Adaptation_in_the_Climate_Crisis_2024.pdf) *and*[**FEMA’s BCA Toolkit**](https://www.fema.gov/grants/tools/benefit-cost-analysis) *etc. for toolkits and guidance."*
* *Describe, to the most detailed extent possible:*
* *The current and future market in which emissions reductions are expected.*
	+ *Please reference the aforementioned potential market size for the technology (Section III)*
* *The emissions currently associated within that sector.*
* *The magnitude of emissions reductions potentially achievable using the technology proposed.*
* *Include a description of how the technology directly or indirectly saves energy, and the magnitude of those energy savings (i.e., “This technology uses (or would use) XX% less energy than the current state-of-the-art.”)*

*Energy efficiency technologies may calculate energy savings rather than carbon avoidance.* |
|  | *MMT CO2-e reduced per year, assuming optimistic adoption:* |
| *Describe assumptions and calculations:* |
| *List any references used in your estimations and analysis:* |
| 1. **Applicant Team Limit section to 1-page total**
 |
| **MassCEC and Ecosystem Interactions** | * *Identify any previous applications to or awards from MassCEC. Explain the role*

*of the proposed CriticalMass project versus other pending applications or ongoing or completed projects.** *Identify membership in any Massachusetts incubators or participation in accelerators.*
 |

*Provide a brief description of the key team members. Please add additional rows where necessary. Please also provide 1-page resumes for executive roles in the Appendix.*

| **Role** | **Name and Title** | **Company** | **Experience/Qualifications** |
| --- | --- | --- | --- |
| Project Lead |  |  | briefly describe primary role on project and relevant background |
| Project Partner |  |  | If applicable, describe form of contribution (cost-share, adder, etc.), how partners will contribute (in-kind, cash, etc.), and any other sources of support (monetized and non-monetized) |
| Other Project Staff |  |  |  |
| External Advisors and Consultants |  |  |  |
| Other |  |  |  |
| Other |  |  |  |

Attachment A: authorized applicant’s signature and acceptance form

**CriticalMass**

The undersigned is a duly authorized representative of the Applicant named below. The undersigned has read and understands the RFP requirements and acknowledges and confirms that the Applicant and each member of its team has read and understands the RFP Requirements. The undersigned acknowledges and agrees that all of the terms and conditions of the RFP are mandatory.

The undersigned and each Applicant and each member of its team acknowledges and agrees that (i) all materials submitted as part of the application are subject to disclosure under the Massachusetts Public Records Law, as explained in the RFP; (ii) that MassCEC has no obligation, and retains the sole discretion to fund or choose not to fund the application set forth herein; and (iii) that MassCEC’s receipt of the application does not imply any promise of funding at any time.

The undersigned and each member of the Applicant’s team understands that, if the Application is selected by MassCEC pursuant to this RFP, the Applicant will execute and deliver an agreement to be provided by MassCEC that shall set forth the terms and conditions, together the respective roles and responsibilities of the Applicant, and each member of its team, and MassCEC, with respect to the project described in the RFP. The undersigned and each member of the Applicant’s team acknowledges that they have reviewed the example grant agreement terms provided with the RFP.

I certify that the statements made in this Application, including all attachments and exhibits, are true and correct.

Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Printed Name of Applicant)

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of Applicant or Authorized Representative)

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_