

MassCEC CriticalMass Program

For questions, contact CriticalMass@masscec.com

Please delete all guiding prompts before submission.

Project Identification	
Proposal Title	
Lead Applicant Company	
Name	
Lead Applicant Company	
Address	
Is the Lead Applicant address	□ Yes □No
a Residential Address?	
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	∐ Yes ∐No
Partner?	If yes, please provide <i>Project Partner Name, Point of Contact, Email</i> and <i>Website</i> :
Magacco Crant Degradet (ć)	
MassCEC Grant Request (\$)	
[Not more than \$1M]	
Applicant Cost Share (\$)	
[at least 25% of grant request]	
lotal 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)



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	Attachment D: Completed <u>TRL Calculator</u>			
	Resumes of Lead Applicant executive positions (CEO, Co-Founder, etc.)			
	\Box 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 <u>Supplier Diversity Office Self-Assessment Tool</u> (optional)			
I. Elevator Pitch				
Provide a brief overview of the p how it will help the technology of	proposed technology and the deployment project, including the goal of the project and advance its Technology and Commercial Readiness Levels. Limit to 1-3 sentences.			
II. 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	□Gateway City □Environmental Justice Community □Underserved Geographic region □N/A			
in section 2 of the RFP)				
in section 2 of the RFP) III. Potential of the P	roposed Technology Limit section to 3-pages total			
in section 2 of the RFP) III. Potential of the P Technology and Project Summa	roposed Technology Limit section to 3-pages total			
in section 2 of the RFP) III. Potential of the P Technology and Project Summa Technology Overview Limit to 1-page	roposed Technology Limit section to 3-pages total ry			
in section 2 of the RFP) III. Potential of the P Technology and Project Summa Technology Overview Limit to 1-page	roposed Technology Limit section to 3-pages total ry 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?			



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	• A description of the technology, including the current state of development.		
Technology Details	Description of how this technology operates		
Limit to 1-page	• Justify and validate the TRL (must be	? <i>8+)</i>	
	• Describe the innovative and novel as	pects of the technology	
	• Describe how it is viable and solving	an energy & climate challenge	
	 Describe how this technology is read 	ly to scale	
TRL/CRL of the technology	TRI · [must be 8+]		
(as identified by the MassCEC	Netec		
TRL/CRL Calculator)	NOTES:		
	• An assessment of the technical risks	associated with the technology, including	
Technical and Market Risks	the extent of identified risks and und	ertainties, and proposed strategies for risk	
Limit to 1 page	mitigation.		
	• Identify any market, regulatory or p	plicy drivers that will enable (or inhibit)	
	adoption of the technology.		
IV. Commercializatio	n Potential	Limit section to 1-page total	
	 Please describe the target market(s) 	for the technology, with size and growth	
Commercialization Potential	calculations, proposed business mod	el, and go-to-market strategy. Include any	
	reference information	the month of the many of the month of the month of	
	Describe validation needed to enter	the market and the proposed go-to-market	
	plui jor the technology/solution. He	w will the criticaliviass project move	
	What performance data or other va	idation will the proposed project result in	
	and how will that validation acceler	ate commercialization of the technology?	
	 What is your business arowth strate 	av and IP strategy going forward. For	
	example, are vou planning on licens	na the technoloay, aoina through an	
	acquisition, selling IP to project part	ner, working with the project partner long-	
	term?		
V. Installation		Limit section to 2-pages total	
Description of Deployment			
Site			
	Suitability of site for proposed proje	ct, perceived project risks, and proposed	
Site Selection	method for addressing risks.		
	 Include size of the installation/proje (INA) threadband much size of device 	ct in relevant key metric(s) (e.g. capacity	
	(KW), throughput, number of device	5, dred, etc.)	
Installation Plan	• A description of the installation and installation plan: duration of the ins	tallation period: and duration of the testing	
	neriod.	unation period, and duration of the testing	
VI. Project Benefits		Limit section to 2-pages total	
	Benefits to the Commonwealth: Pro	vide a quantification of economic	
Benefits	development (e.g. jobs supported, ir	frastructure developed, etc.) and	
	energy/climate impacts to the Comr	nonwealth. Describe the relevance of the	
	proposed project and technology to	Commonwealth energy and climate	



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	challenges and priorities. Describe the benefits of the project to <u>Environmental</u>
	Justice communities (if applicable).
	• <u>Lead Applicant Project Benefits</u> : <i>The benefits of the proposed project to the Lead</i>
	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?
	• Provide an analysis of the potential reduction in greenhouse gas emissions or
Total Addressable Carbon	the avoidance of future GHG emissions achievable given widespread use of the
(TAC) Analysis	technology/innovation While addressing the greenhouse gas mitigation
	potential, it is recommended that applicants reference MassCEC's Total
	Addressable Carbon (TAC) analysis or other credible public data sources such as
	the United States Department of Energy's Energy Information Administration,
	the U.S. Environmental Protection Agency's National Emissions
	Inventory (especially for greenhouse gases other than carbon dioxide),
	the EPA's Greenhouse Gases Equivalencies Calculator, and others. You may
	also use MassCEC's Emissions Reduction Analysis instructions and the
	corresponding template 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, as well as the World Economic Forum
	and FEMA's BCA Toolkit etc. for toolkits and guidance."
	Describe, to the most detailed extent possible:
	• The current and future market in which emissions reductions are expected.
	\circ 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:



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Applications should NOT exceed 11 pages. Reviewers will not review application text that exceeds 11 pages. Please do NOT change the template of the application.

	Describe assumptions and calculations:		
	List any references used in your estimations and analysis:		
VII. 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)

Ву: _____

(Signature of Applicant or Authorized Representative)

Title: _____

Date: _____