

Cost Reduction Lab Application Form

Applicants must complete and submit this form by 11:59pm on May 8, 2026.

[MassCEC](#) seeks proposals for projects that demonstrate solutions to lower the cost of decarbonization in existing small residential buildings (1-4 units) in Massachusetts, with a focus on business models, market approaches, and technologies that can drive cost reductions. The [Cost Reduction Lab](#) aims to identify and publicly disseminate solutions that explicitly reduce the costs of deploying decarbonization measures, with the goal of accelerating market uptake.

There is two million five hundred thousand dollars (\$2,500,000) in funding available through the Cost Reduction Lab for projects that demonstrate a substantial cost reduction to the deployment of building decarbonization in the existing small residential building sector. MassCEC anticipates making multiple awards, subject to proposal quality and available funding. The maximum grant amount per award is five hundred thousand dollars (\$500,000).

Home performance contractors, technology installers, technology providers, academics, consultants, and other entities and individuals are encouraged to apply. MassCEC encourages applicants to develop new partnerships to brainstorm ideas, build industry connections, and eventually collaborate as project partners. MassCEC will help facilitate forming those partnerships by hosting an [online collaboration platform](#) and offering regular Office Hours for introductions and guidance.

Applications that propose substantial cost savings with a high potential to scale in the Massachusetts market will be prioritized. See the [Request for Proposals](#) for more details, and email buildings@masscec.com if you have questions.

Lead Applicant Contact Information

First Name: *

Last Name: *

Pronouns:

Title (if applicable):

Lead Applicant Organization (if applicable):

Lead Applicant Organization Type:

- For profit
- Non-profit
- Municipality
- Not applicable

Street Address: *

City or Town: *

Zip Code: *

County: *

Contact Email: *

Contact Phone: *

Demonstration Partner Contact Information

Number of partners at time of application: *

- 0
- 1
- 2
- 3+

Partner Organization 1

Organization Name:

Organization Type:

Contact Person:

Contact Email:

Partner Organization 2

Organization Name:

Organization Type:

Contact Person:

Contact Email:

Partner Organization 3

Organization Name:

Organization Type:

Contact Person:

Contact Email:

For any additional partners, please list organization name, type, contact person and contact email below:

(Optional) For the Lead Applicant, if you are considered a business enterprise, does your company have any of the following certifications from Massachusetts' Supplier Diversity Office, or else meets the criteria but has not completed certification?

Has SDO
certification

Meets the criteria but has not completed
SDO certification

Minority Business Enterprise

Women Business Enterprise

Service-Disabled Veteran Business
Enterprise

Veteran Business Enterprise

Lesbian, Gay, Bisexual, and Transgender
Business Enterprise

Disability-Owned Business Enterprise

(Optional) Identify any partner organizations that have any certifications from Massachusetts' Supplier Diversity Office, or else meets the criteria but have not completed certification:

DEI Statement

(Optional) For the Lead Applicant, please include a brief summary of you or your organization's Diversity, Equity, and Inclusion personal, mission, or vision statement, or a link to such a statement on your organization's website. Please describe what your organization is proactively doing to promote diversity, equity, and inclusion and what steps you plan to take in the future.

200 word limit0/200

Grant Funding Proposal Overview

Please answer the following questions. Brief responses are encouraged.

Provide a Project/Program title: *

Does your project address a specified Problem Statement or are you proposing a custom Problem Statement? Please refer to the Cost Reduction Lab RFP for descriptions and explanations of Problem Statements? *

Specified Problem Statement

Custom Problem Statement

Which specified Problem Statement does your project address?

Electrical Upgrade Triggers

Geothermal Cost Barriers

High Upfront Costs to Solar

Non-Standardized Heat Pump Installation

Lack of Project Coordination

If custom, please describe your Problem Statement:

In a few sentences, provide a brief summary of your proposed project: *

Max. 200 words0/200

Total dollar amount requested: *

Project Narrative and Application Attachments

Please provide your narrative grant proposal below in a **word document**. Applicants should structure their proposal according to the outline below and must clearly address each of the following components. For required project deliverables and expectations, see Section V of the RFP (Project Scope of Work).

Applications that do not address these elements may be deemed non-responsive.

1. Problem Statement & Proposed Solution (Suggested length: Up to 4 pages)

- Define the cost problem in the context of decarbonizing existing 1-4 unit residential buildings in Massachusetts.
- Describe the proposed solution and how it differs from typical (“business-as-usual”) approaches currently used in the market in terms of deployment costs and greenhouse gas emissions.
- Detail anticipated cost reduction at a per-Project level as well as at scale in the Massachusetts market.
- State key assumptions underlying the proposed approach.
- Identify the TRL and ARL of the proposed solution and briefly justify the stated readiness levels using prior deployments, pilots, or operational experience.

2. Cost Reduction Analysis (Suggested length: Up to 3 pages)

Describe how cost savings will be defined, measured, and attributed. At minimum, include:

- **Reference Case:** What the proposed solution is being compared against (e.g., typical Massachusetts installation, procurement, or project delivery approach for the same scope).
- **Cost Components:** Break out costs at minimum into labor, materials/equipment, and soft costs (e.g., design, permitting, customer acquisition, administrative).
- **Attribution:** What portion of the expected savings is attributable to the proposed approach versus external factors (e.g., incentives, rebates, unrelated scope changes).
- **Evidence Plan:** The data and method that will be used to estimate or validate cost savings during the project period (e.g., before and after comparisons, matched projects, invoicing analysis, third-party estimates).
- **Other Key Metrics (as applicable):** Identify additional metrics the Project will track to evaluate project

success (e.g., energy savings, greenhouse gas emissions reductions, bill impacts, customer outcomes) and briefly describe calculation methods and data sources.

3. Demonstration Plan & Project Site Readiness (Suggested length: Up to 3 pages)

Applicants must describe a demonstration plan that details how the proposed solution will be tested in real-world conditions at Project Sites. Include at least one (1) of the following:

- Identified Project Site(s):
 - Location or general description of the site(s) (as appropriate for confidentiality), and
 - Evidence of site access or permission (e.g., letter or email of commitment),

OR

- Site Recruitment Plan:
 - Target number of Project Sites,
 - Recruitment pipeline and partners,
 - Timeline for securing sites, and
 - Identification of the entity responsible for contracting with participating households.

If applicable, Project Sites should have a variety of characteristics (e.g., typology, size, year built).

4. Adoption Pathway & Scalability (Suggested length: Up to 3 pages)

Applicants must describe a plausible path for replication in Massachusetts beyond the demonstration. This must include the following:

- Identify who would adopt the solution (e.g., contractors, distributors, utilities, municipalities, aggregators).
- Identify who pays for the solution under a scaled scenario.
- Describe key barriers to scaling (e.g., workforce, permitting, customer acquisition, financing, regulatory).
- Detail the extent to which the Project's concept, outcomes, and methods will be open-source and freely accessible for others to use, ensuring that their advantages are not restricted by proprietary rights or intellectual property constraints. If there are any restrictions on sharing these approaches openly, please describe them and clarify how the solution could still scale under those conditions.
- Explain what evidence from the proposed demonstration would enable deployment at a larger scale (e.g., to one hundred (100) homes and then a thousand (1,000)).
- Describe replicability across technical, financial, and administrative dimensions (e.g., required equipment/workflows, unit economics/financing stack, staffing/partners, standard operating procedures).
- Identify regulatory, permitting, interconnection, and other execution risks, and propose feasible mitigation strategies (including who owns each mitigation action).
- Describe the geographic/community context in Massachusetts existing small residential buildings market (e.g., where the demonstration and intended scaling would occur).
- Describe how the proposed approach has the potential to deliver more equitable access to the benefits of clean energy.

5. Dissemination & Public Outputs (Suggested length: Up to 2 pages)

Applicants must describe how results will be documented and shared to support adoption and scalability targets. Include a commitment to produce:

- An **executive summary** describing the approach, baseline, results, and limitations;
- A **replication playbook** (process steps, assumptions, cost drivers, and required conditions); and
- Participation in a **presentation** at a MassCEC-designated forum or conference.

6. Team Qualifications (Suggested length: Up to 3 pages, not including resumes.)

Summarize the Applicant Team's qualifications and capacity to deliver the proposed Project and required public outputs, including relevant project experience (ideally in Massachusetts and/or the small residential sector), key staff/partner roles, and short bios or resumes for key personnel.

7. Budget, Team Structure, and Project Timeline (Suggested length: Up to 4 pages)

Applicants must provide sufficient detail to evaluate team structure, timeline, deliverables, and the relationship between requested funds and expected benefits. At minimum, include:

- **Team structure and roles:** Identify the Lead Applicant and each partner/subcontractor; describe roles and responsibilities, decision-making/governance, and how work will be coordinated.
- **Workplan and timeline:** Provide a high-level schedule for planning, securing Project Sites, implementing

the demonstration, collecting and evaluating data, and producing dissemination deliverables. Identify key risks to the timeline and mitigations.

- **Deliverables structure:** List major deliverables (including executive summary, playbook, and presentation) and when each will be completed.
- **Budget summary and allocation:** Summarize the requested MassCEC funds and any cost share; show how funds will be allocated by major cost category (e.g., labor, equipment/materials, soft costs, participant incentives, measurement and verification) and by partner (if applicable).
- **Benefits to Massachusetts residents:** Describe who benefits (e.g., homeowners, tenants, contractors), anticipated affordability/bill impacts, and any health, comfort, resilience, or other customer outcomes. Identify the communities/regions in Massachusetts where the demonstration will occur.

Application Attachments and Disclosures:

Please complete and submit Attachment A: Signature and Acceptance Form, available for download on the [RFP page](#):

Have you reviewed the Attachment B: Sample Agreement? *

Yes.

Are there any changes to this template contract agreement that would be necessary before the Applicant could sign the contract? (Note: MassCEC has limited ability to change our standard legal contract terms. Please note that reviewing and requesting changes to standard legal contract terms (if selected will impact timelines for contracting). *

No.

Yes.

Please elaborate below and/or provide an annotated version of Attachment B.

Please describe why you are interested in participating in the pilot: *

Suggested length of 150-300 words.

How did you hear about the pilot? Check all that apply. *

MassCEC social media (Facebook, Instagram, or LinkedIn)

Friend or colleague

Other

Generative AI disclosure

Please disclose to MassCEC below any use of, or planned use of, generative AI either in responding to this RFP or in carrying out the scope of work required for the project or services, if awarded. MassCEC reserves the right to review submitted materials to determine whether generative AI was likely used, including using detection tools, linguistic analysis, or verification methods as appropriate. MassCEC further reserves the right to accept or reject any proposed uses of generative AI, or request supplemental non-AI generative materials from applicants, or cancel or rescind an award where generative AI has been used without MassCEC approval.

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Public Records Law Disclosure

As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws ("Public Records Law"). Applicant acknowledges and agrees that any documentary material, data, or other information submitted to MassCEC is presumed to be public records. An exemption to the Public Records Law may apply to certain records, including materials that fall under certain categories under a statutory or common law exemption, including the limited exemption at Massachusetts General Laws Chapter 23J, Section 2(k) regarding certain types of confidential information submitted to MassCEC by an applicant for any form of assistance. Applicant acknowledges and agrees that MassCEC, in its sole discretion, shall determine whether any particular document, material, data or other information is exempt from or subject to public disclosure. Thus, MassCEC urges applicant to carefully consider what documents, materials, data and other information is submitted to MassCEC in connection with this RFP. If confidential information is submitted as part of the application and not clearly marked as confidential, such information may be made publicly available by MassCEC without further notice to the Applicant. In line with Public Records Law requirements, MassCEC generally considers the following types of information as confidential:

- Proprietary information submitted as part of Attachment C: Project Workplan and Budget (including trade secrets and/or financial information described therein); and
- Certain personal information such as private email addresses and cell phone numbers.

*

I have read and understand the above public records law disclosure.

