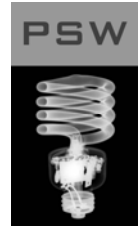


# NYSERDA Energy Scholarship and Pre-Seed Workshop Application



Location & Date: See [psw-ny.org](http://psw-ny.org) website for current schedule.

Your first choice location and date:

Other locations that would work for you:

*This workshop will do some serious thickening of your business idea. As such it requires attendance at the **Kick-off Event, Day One** (the next day), and **Day Two** (typically one week later). It also requires 5-10 hours of “homework” between Day One and Day Two.*

*By accepting the NYSERDA Scholarship, recipients agree to provide NYSERDA a copy of the slides developed during the workshop and a 1 page summary of their experience, including the outcome of their analysis and the feedback received.*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ email: \_\_\_\_\_

Brief summary of your technology, including current status of development: \_\_\_\_\_

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Explain application(s) your technology has in the Energy Sector: \_\_\_\_\_

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Explain your and/or your technology’s connection to a NY State university, including your title/position: \_\_\_\_\_

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How long have you been working on the technology? \_\_\_\_\_

Have you received funding from any State or Federal Agency? If yes, how much? \_\_\_\_\_

List others that you may want to attend the workshop on your team: \_\_\_\_\_

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***Fax form to the Host City Coordinator (HCC) of your first-choice workshop. Please call HCC with questions. See website for HCC contact information. For general questions you may also contact:***

*Mark W. Wilson 585.482.5524 [wilson@psw-ny.org](mailto:wilson@psw-ny.org)*

*—or—*

*Judy Albers 585.389.6104 [albers@psw-ny.org](mailto:albers@psw-ny.org)*

**Continue on the reverse!!**

**NYSERDA Scholarship and PSW Application (continued)**

Idea-status: *For each criterion below, please circle the approximate status of your idea.*

<i>Criteria</i>		<i>Nothing/minimum</i>	<i>Thin</i>	<i>Thicker</i>	
<i>Business plan</i>		Don't have one	Have started some parts	Have one that could use revisions	Have a solid plan
<i>Public presentations</i>		None	Some informal chats	Given presentations; but they don't seem to resonate	Have a variety of excellent versions for different audiences
<i>Funding (that has gone to the "company")</i>		No money yet	SBIRs applied for and/or won	Already raised a "family round". Starting to talk with angels	Already raised over \$500k. Doing fine with VCs and/or cash flow off product sales or bootstrapping
<i>Funding (that has gone to university research)</i>		Nothing	A few years; a few hundred thousand	Years & Millions	
<i>Patent, Intellectual property</i>		Invention record	Provisional, Pending	Issued	
<i>Team resources</i>	There is no "idea-champion"	Champion exists	Champion plus 1 or 2 are willing to help or already help a bit	Champion plus 1 or 2 others have already been working on this part time	Full team of committed resources covering technology, marketing, and business formation
<i>Team alignment with overall vision &amp; plan</i>		Don't even know the vision, yet	Have a rough vision. Needs discussion & alignment	Could use more alignment	Well crafted vision and alignment. We all know where we are going and how we'll get there
<i>Applications &amp; products</i>	Haven't considered any applications	Have some applications in mind.	Aspects have been prototyped	Integrated working prototype exists	Already have many and/or strong beta customer(s). Already selling product
<i>Market research</i>		None	Some internet-based information	Mapped and prioritized potential markets	Market attack plan, collateral and sales training exist
<i>Market input</i>		None	A few conversations with potential customers and users	1 or 2 small volume, beta-customers and/or a design partner	Numerous qualified market surveys have been completed
<i>Financials</i>		None	Back of the envelope calculations	Reasonable spread sheet(s)	5-year P&L, including detailed assumptions for expense and revenue. Development and Operational years
<i>Company formation</i>		Nothing	DBA filed	Incorporated (Inc., LLC...)	

Note:

If you circle *anything* to the LEFT of the bold box, your idea needs more thought before it can benefit from this workshop.

If you circle *too many* items to the RIGHT of the box, your idea is too far along to benefit from this workshop.

