



**ENERGY
FOUNDRY**

LIGHTNING TALK:
**Challenges in Funding and Scaling
a Grid Resilience Venture**

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STRICTLY CONFIDENTIAL

Transitioning from grid resiliency research into:

- 1. Commercialized technology**
- 2. A funded businesses built around the technology**
- 3. Scaling a grid resiliency venture**

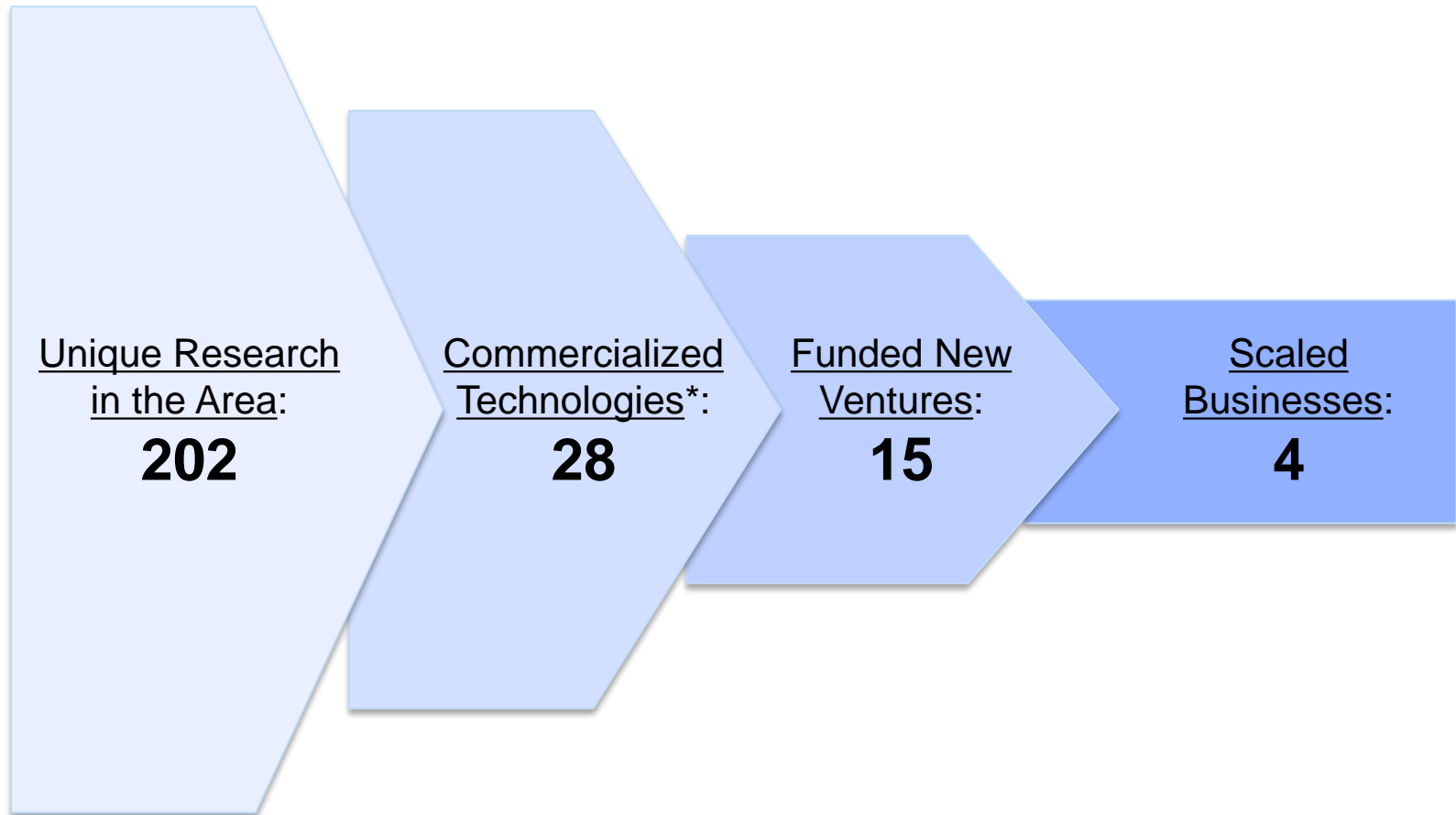
Grid resiliency
research to
universities and
national labs

Low percentage
of research in
commercialized
into new
ventures

Grid resiliency
new ventures
have a difficult
time getting
funding

Grid resiliency
ventures have
trouble scaling

The Challenge Displayed with an Illustrative Data Set



**Only technologies where a company was founded to commercialize*

Common Hurdles to Commercializing Research into a Scalable Business



Hurdles from Research to Commercialized Technology

- Lack of focus on a specific pain point
- Product / market fit
- “It is so great, it will sell itself”

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Hurdles for Fundraising

- Lack of understanding of the market
- Unbalanced team
- Underdeveloped commercially

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Hurdles to Scale

- Long sales cycle
- Everything to everybody
- Not leveraging sales channels

These Challenges can be Overcome!



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