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

March 2016
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
The Challenge

- 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

Unique Research in the Area: 202
Commercialized Technologies*: 28
Funded New Ventures: 15
Scaled Businesses: 4

*Only technologies where a company was founded to commercialize

Source: i3 Connect
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 to Scale
- Long sales cycle
- Everything to everybody
- Not leveraging sales channels
These Challenges can be Overcome!

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