



Ideas, energized.®



Larta INC.
A Larta Institute Company

Navigating the Tech to Market Roadmap

DOE SBIR/STTR FY2019 Phase I Release 1 PI Meeting

Rockville, MD
June 11, 2019

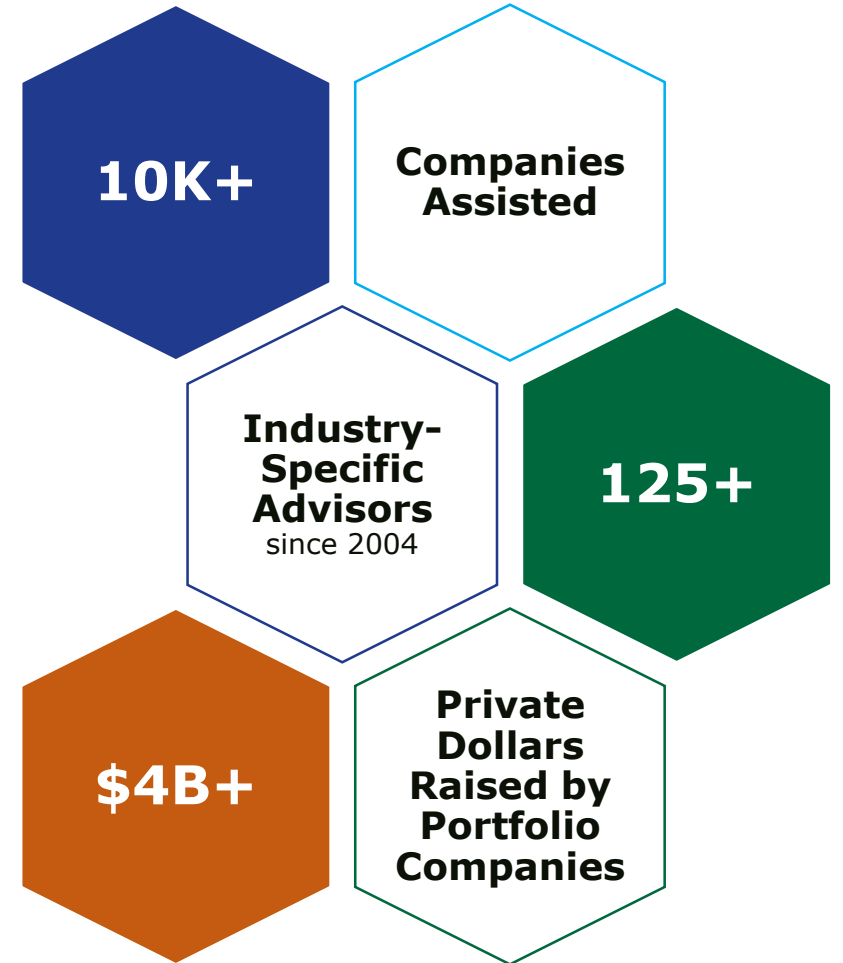
Official SBIR/STTR Commercialization Partner of



U.S. DEPARTMENT OF ENERGY

Larta: A Leading Commercialization Firm

- Founded in 1993
- Larta is an internationally recognized and mission-driven, “market-acceleration” company (“feed, fuel, and heal the world”)
- 25+ years of experience in all areas of sciences, with specific focus on energy, agriculture, and life sciences
- Provides commercialization assistance to SBIR/STTR awardees from DOE, NIH, NSF, USDA, NIST, and for regional and global partners



Meet the Panelists



Meghali Chopra, Larta DOE CAP Alum
CEO, SandBox Semiconductor, Inc.



Diane Hickey-Davis, Larta Principal Advisor, DOE CAP
Principal and CEO, Diamond Chameleon Group



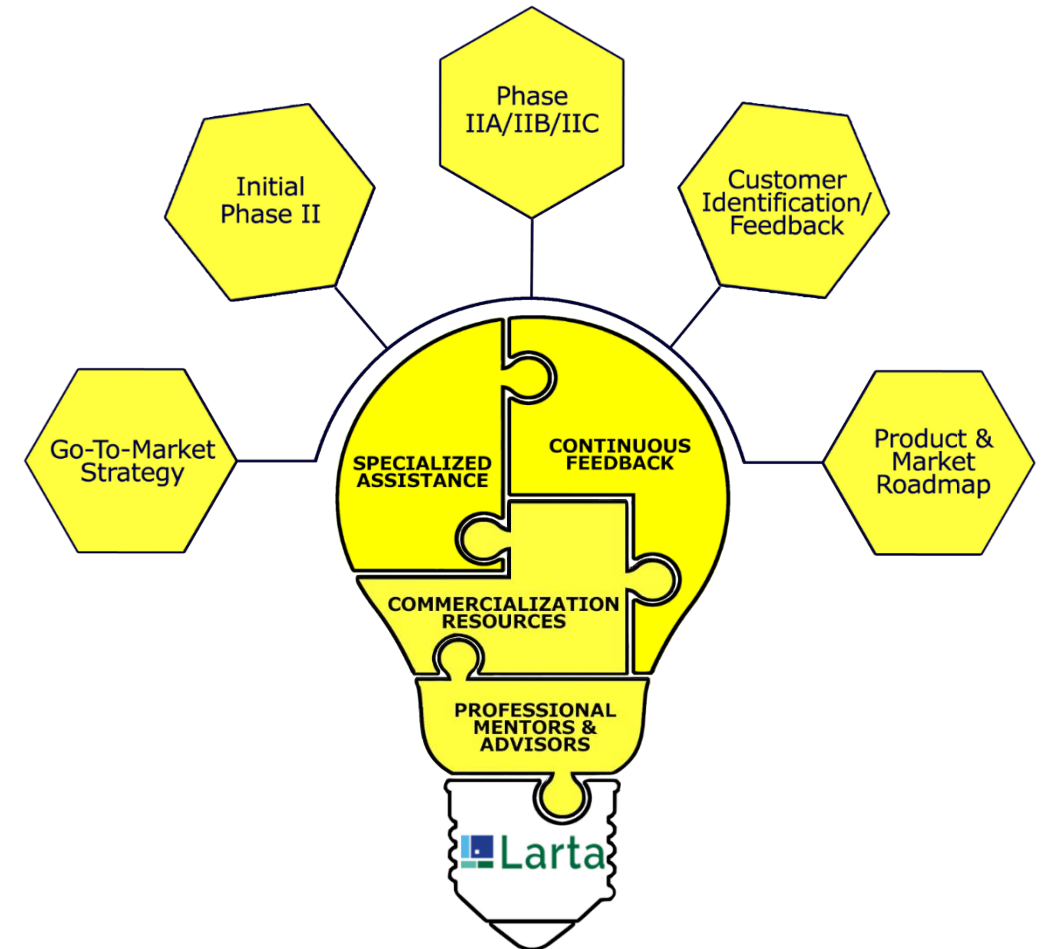
Rohit Shukla
CEO and Founder, Larta, Inc.



David Berokoff, Panel Moderator
Director, Energy Practice, Larta, Inc.

Larta's Assistance: Tailored to the Awardee

- 1. Assess:** Needs Identification / CAP Services Selection
(Principal Advisors and Commercialization Resources)
- 2. Validate:** Commercialization Pathways and Opportunities
(Specialized Assistance and Continuous Feedback)
- 3. Accelerate:** Funding, Product Launch, Partnerships
(Phase II, GTM Strategy, Customer Feedback, P&M Roadmap, etc.)



DOE CAP Features

- Access to Commercialization Assistance that matches your needs (two options)
 - ❖ Services have been expanded!
 - Standardized Menu of Services (A1) – ***higher point budget for menu services**
 - Customized and Specialized Consultative Services (B1) – ***market service menu items added**
- Leverage Larta's Principal Advisor (PA) and professional network
- External validation/feedback on your business and go-to-market strategy
- Online CP Resources and Webinar Series
- ***Larta's Phase II TABA offering: featuring a new suite of 'Hub Services' to help develop and grow your company and technology***

1:1 Meetings on Tuesday, June 12

- Book your 1:1 meeting: <https://larta.youcanbook.me>
- Meet the Larta team/PAs
- Get answers to your CAP questions
- Identify your primary commercialization needs, concerns, gaps
- Select services and/or menu items
- Solicit feedback on your commercialization strategy
- Clarify next steps, schedule, etc.
- Get ready for CAP launch
- Discuss Phase II TABA services

Engaging Your Larta Principal Advisor

Maximize the value of your experience

Diane Hickey, Ph.D. – Larta Principal Advisor



Your Company's Vision => DOE's Commercialization Assistance

- Congratulations! Your company, your innovation was just awarded a Phase I DOE grant. **Your Principal Advisor can help increase your chances of being awarded Phase II.**
- Principal Advisors (PAs) are Advisors for your overall business
- Support your vision for your company; every company is different
- Advisors bring their own expertise and can also reach out to other experts



Your Company's Vision => DOE's Commercialization Assistance

- You manage the **value** of the Principal Advisor
- Think– what is missing between you and selling this innovation? IP Strategy? Market Insight? What do you need that you don't have that this person might know about? Pick their brain.
- PAs can bring new perspective; anticipate roadblocks; see alternative paths to success; make critical introductions; point to useful resources.

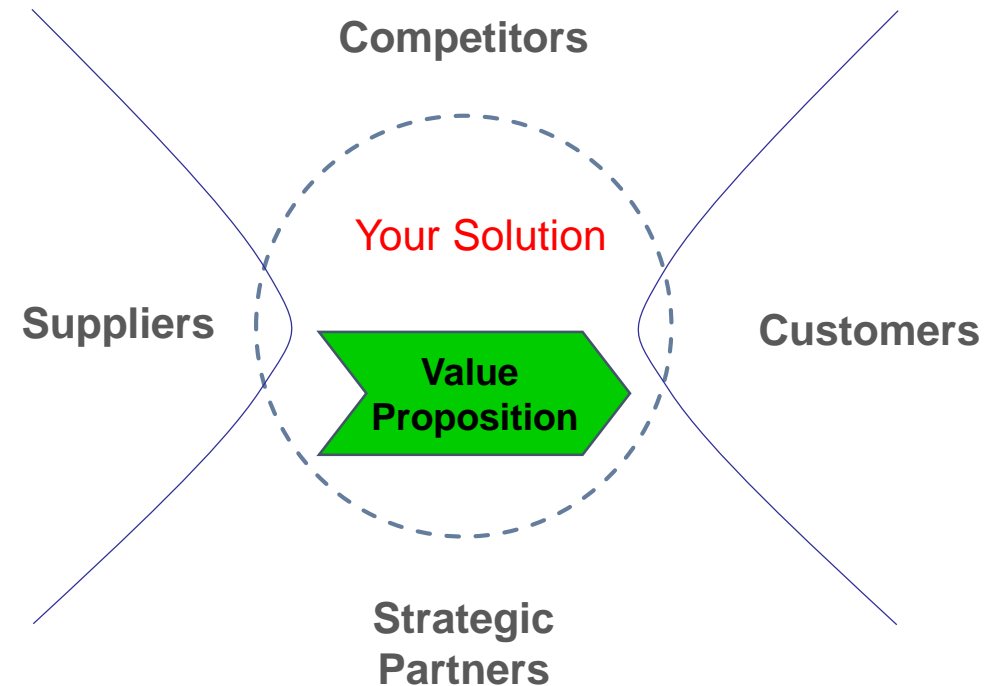


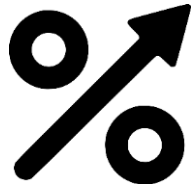
Status Check for Company Trajectory

Grant Recipient, "Who are you? What do you know?"

The goal is to plan for commercialization growth during your Phase II

- ❖ A good story needs the entrepreneur's authoritative understanding of the forces at play along the supply chain, drivers, enablers, barriers, risks and returns.





Increase Your Odds of a Phase II Award

“Just tell me what to write to get the Phase II money.”

The DOE did that.
PAs make sure you're
communicating your plan so the
DOE will understand.

Page 50: “Phase II applications will be evaluated for commercial potential using the Commercialization Plan criteria (**see SECTION IV.C. for details**):

(1) Market Opportunity, (2) Company/Team, (3) Competition/Intellectual Property, and (4) Finance and Revenue Model.

COMMERCIALIZATION PLAN (QUESTION 7) [REQUIRED]

Your Commercialization Plan narrative cannot exceed 15 pages. The investment and net present value worksheets, pro forma worksheets must be appended to the commercialization plan narrative. Your Co

1. Market Opportunity

Identify your target customer(s) p

- How does the target customer(s) currently meet the need that you are they pay to meet the need?
- What is/are your customer(s) willing to pay for your product or servi this assumption?

“Our customer is DOE.”



Working with Your Larta Principal Advisor

Your Principal Advisor (PA) can:

- [At the Beginning of the Program](#) – Understand the current state of the business, define how this project advances your goals, identifies gaps for telling the story, and act as a sounding board for your ideas for long term growth
- [During CAP](#) – Define or seek ideas, communicate process / best practices to use, provide constructive criticism, discuss partnership options, develop an execution plan (Financial, Go-to-Market, Operational, Others)
 - This may include connecting with Larta’s network and resources
- [Reviewing the Phase II Application](#) – Develop a strategy and story for your Phase II Commercialization Plan (CP); collaborate on entire CP or focus on key areas

Thank you.