



virtual Partner Pitch Program (vP³) - Information and Expectations

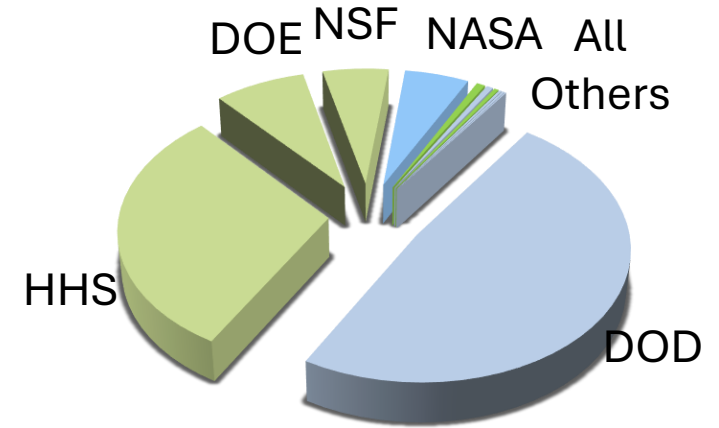
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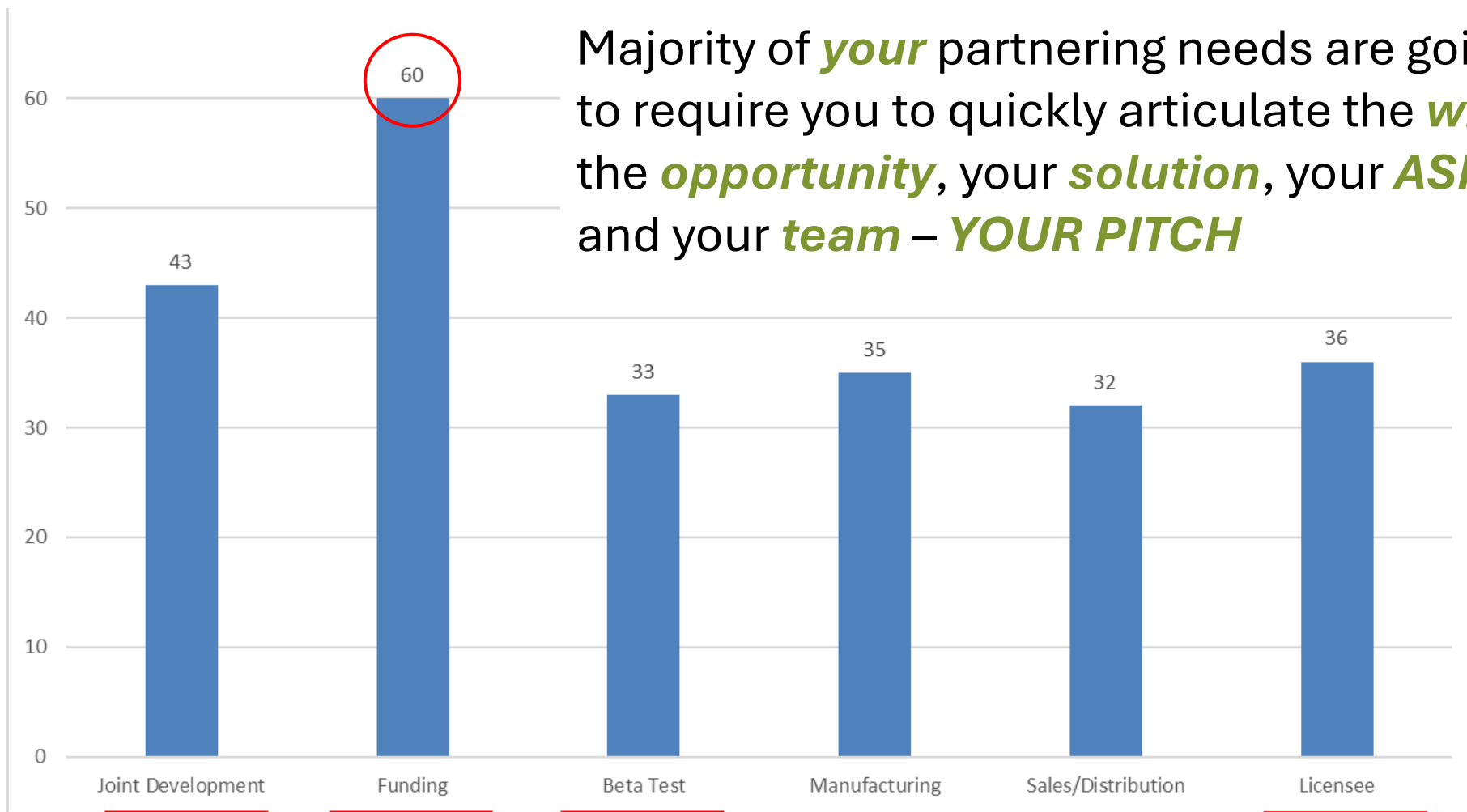
Why Are Partners Needed?

- Commercialization is a statutory goal of the SBIR/STTR programs
- Congress wants to see return on investment of taxpayer dollars:
 - *taxable revenues*
 - *job creation*
 - *scientific and/or societal benefit*
- SBIR funding only goes so far...
- *Use partnerships to increase your chances of successful commercialization*



~ \$4.4B across all agencies
Over 7,000 awards annually!

Queried Phase II awardees...



Majority of **your** partnering needs are going to require you to quickly articulate the **why**, the **opportunity**, your **solution**, your **ASK** and your **team** – **YOUR PITCH**

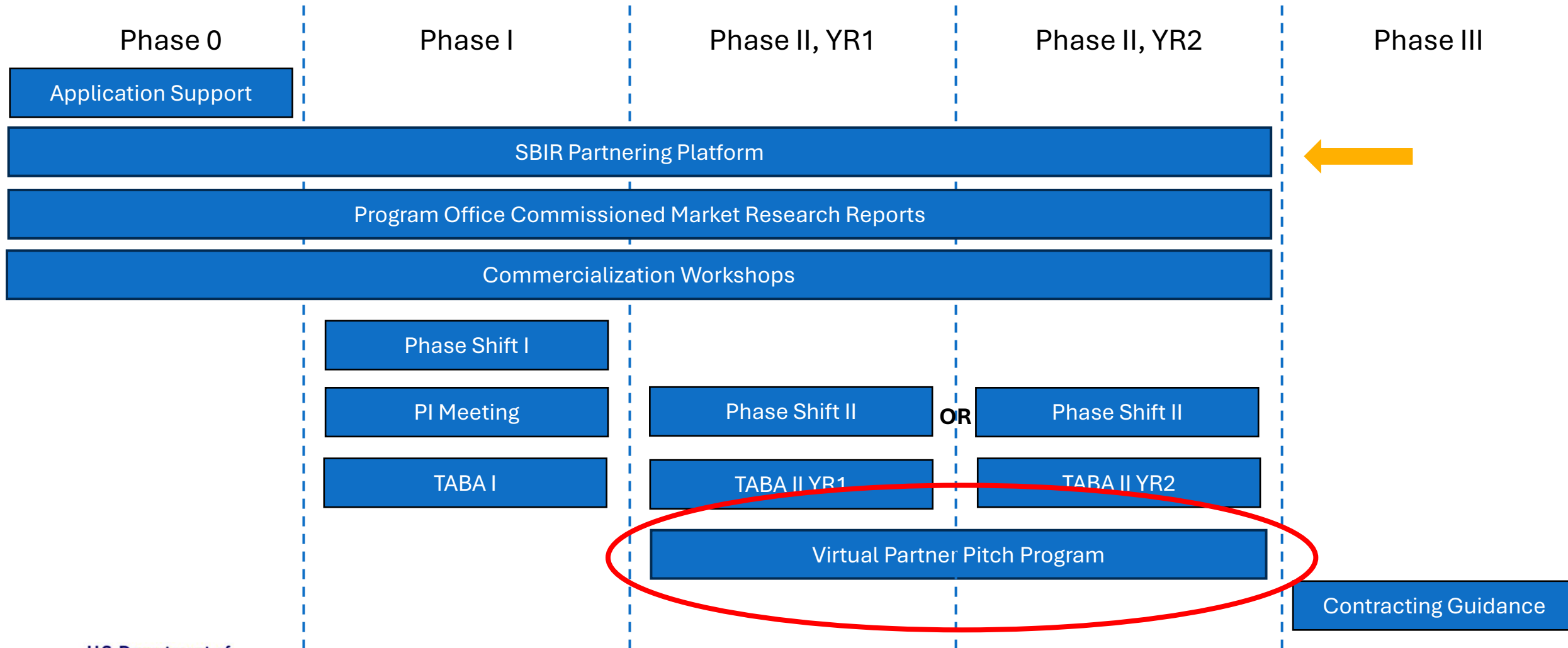


You understand **PARTNERS** are necessary...

Now, let's learn how to **PITCH** to them...



DOE Commercialization Resources



virtual Partner Pitch Program (vP³)

- Launched January 2023, provides opportunity for Phase II technology to be promoted to potential strategic partners/investors in a non-threatening environment
- Over 130 DOE funded SBIR/STTR awardees have presented in 22 individual pitch sessions organized by topic/technology; **34% received inquiry** from stakeholder
- 10-minute agenda slot: 8-minute pitch with 2-minutes for Q&A:
 - *FY24 added feedback on live pitch from 2 seasoned business reviewers*
 - **FY25 adding more formal coaching program**
- Pitch sessions take place on **Tuesdays - 2 sessions each day** (11AM and 2PM EST):
 - *April 15th and April 29th*
 - *May 13th and May 20th*
 - *August 5th and August 19th*
 - *September 9th and September 23rd*

vP³ Disclaimers

- While the DOE Office of SBIR/STTR programs will invite relevant stakeholders to attend the pitch sessions, there is no guarantee of attendance of and/or resultant partnership with stakeholders. It will be up to the individual participants to nurture and develop strategic relationships between interested parties.

USE THE [SBIR PARTNERING PLATFORM](#)

- DOE is not endorsing, sponsoring, or otherwise evaluating the qualifications of the individuals and organizations that attend as potential partners.

Why Participate in the vP³?

- **#1 REASON** – preparing to raise funds and/or seek strategic partners...*free coaching and mentoring* through the DOE Office of SBIR/STTR programs.
- Provides *opportunity* for your company/technology to be promoted to potential strategic partners/investors and to potentially brief them in a non-threatening environment.
- Provides you with a *polished, non-proprietary* presentation for future *meetings with potential strategic partners/investors* – think of it as an extension of your “elevator” speech.
- Registration for FY25 cohort closes *Friday, February 7th* – launches in *April 2025*

vP³ Application – closes Friday, February 7th 5PM Eastern

- General information about yourself and company
- **Active** Phase II, Phase IIA, Phase IIB or Phase IIC award right now...fine if it ends before your assigned pitch session
- Describe customer discovery that has been done to date - formal program (NSF I-CORPS, Phase Shift, Energy I-CORPS or independent)
- Create **non-proprietary** pitch abstract to be used for promotion using specific guidelines provided

[APPLY HERE!](#)

vP³ Abstracts Guidelines

- Abstract Guidelines

- Do **NOT** include proprietary information
- Do **NOT** include company name – it will be listed next to it in agenda
- Limit to 125 words
- Abstract should contain the following 6 elements:
 - ✓ *description of product/technology*
 - ✓ *description of company*
 - ✓ *sustainable competitive advantage*
 - ✓ *commercial application*
 - ✓ *what has been done to mitigate risk*
 - ✓ *what looking for (development partner, licensee, beta tester, investor, etc.)*

- Abstract objective is to “**sell**” **your solution/opportunity and your partnering NEEDS** to your potential customers/partners/investors

vP³ Example Abstract

On-Demand, On-Site, Hydrogen Generation, Ammonia Cracking, Single Reactor

This **20-year-old** company has **developed a compact, modular, low-temperature ammonia cracking membrane reactor system** that enables hydrogen to be cost-effectively and safely generated on-demand on-site, including at **refueling stations and existing gas stations**. This **patented** technology uses ammonia, which has high hydrogen storage capacity, can be transported and stored as a liquid at ambient temperature and mild pressure and is carbon-free at point of use. Innovations include: the use of a **high-performance hydrogen separation membrane**; a high efficiency and **low-cost low-temperature ammonia cracking catalyst** (450-500° to 700-900° in current cracking systems), and the combination of these innovations in a **single reactor**, allowing one-step ammonia cracking and separation of hydrogen. **Relationships are sought with established companies/venture arms pursuing hydrogen refueling.**

Word Count - 119

vP³ Example Abstract

Bio-based, Cellulosic Lubricant Base Oil, Petroleum Replacement

This company, **developing proprietary** technology to produce **100% bio-based cellulosic lubricant base oils** (CBO) from sustainably sourced, non-food waste materials (agricultural waste and other bio-based feedstock), **seeks relationships with investors and established lubricant manufacturers looking for petroleum replacement. *Validated at pre-pilot scale*** with global entities, key production steps include carbon-carbon coupling reaction to build a high carbon number precursor and hydrogenation of the precursor to produce CBO. CBO base oil is **stable, structurally similar to commercial petroleum-derived poly- α -olefin (PAO) lubricant base-oils** and has **compatible specifications** to meet existing industrial, consumer and niche applications where 4cSt PAO is currently used (**automotive engine oil, hydraulic fluid, marine lubricant, functional fluid, personal care product formulation**). This upcycled bio-PAO ***mitigates carbon emissions*** challenges and ***improves energy security and sustainability***.

Word Count – 125



virtual Partner Pitch Program (vP³) - Information and Expectations



Owner & Innovation Coach

*DOE Phase Shift I & II Programs
DOE Virtual Partner Pitch Program*

Max Green

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Program Overview

Participants will follow an asynchronous process, paired with active coaching to support:

- Clarifying your capital strategy
- Architect a pitch deck that is founded on your needs
- Practice, practice, practice!

2 worksheets

Capital Strategy & Roadmap
Mkt Opportunity & Customer Problem

1:1 pitch practice

Practice messaging / flow
Identify improvements

Program Logistics



Program Logistics

Week 1: Program Launch

Week 2: Asynchronous Engagement – Cap Strategy & Roadmap Design

Week 3: Asynchronous Engagement – Mkt Opportunity & Customer PSF

Week 4: 1:1 Coaching Engagement – Pitch Deck Review (v 1.0)

Week 5: 1:1 Coaching Engagement – Pitch Deck Review (v 2.0)

Week 6: Partner Pitch!

Proposed Pitch Dates:

Cohort A: March 10 – April 15

Cohort C: April 07 – May 13

Cohort E: June 30 – August 05

Cohort G: August 04 – Sept 09

Cohort B: March 24 – April 29

Cohort D: April 14 – May 20

Cohort F: July 14 – August 19

Cohort H: August 18 – Sept 23

PROBLEM SOLUTION FIT



*How do they
make decisions
to adopt?*

*what are their
priorities?*

*Who is the
customer?*

*What is the
beachhead?*

BUSINESS MODEL FIT

How do customers ...

Learn about

Purchase

Pay for ...



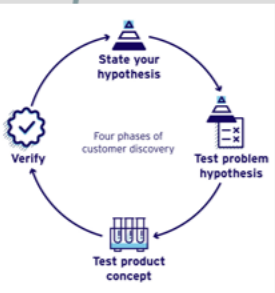
Activities

Resources

Partners

*What is the
business
model?*

VP3



The Business Model Canvas

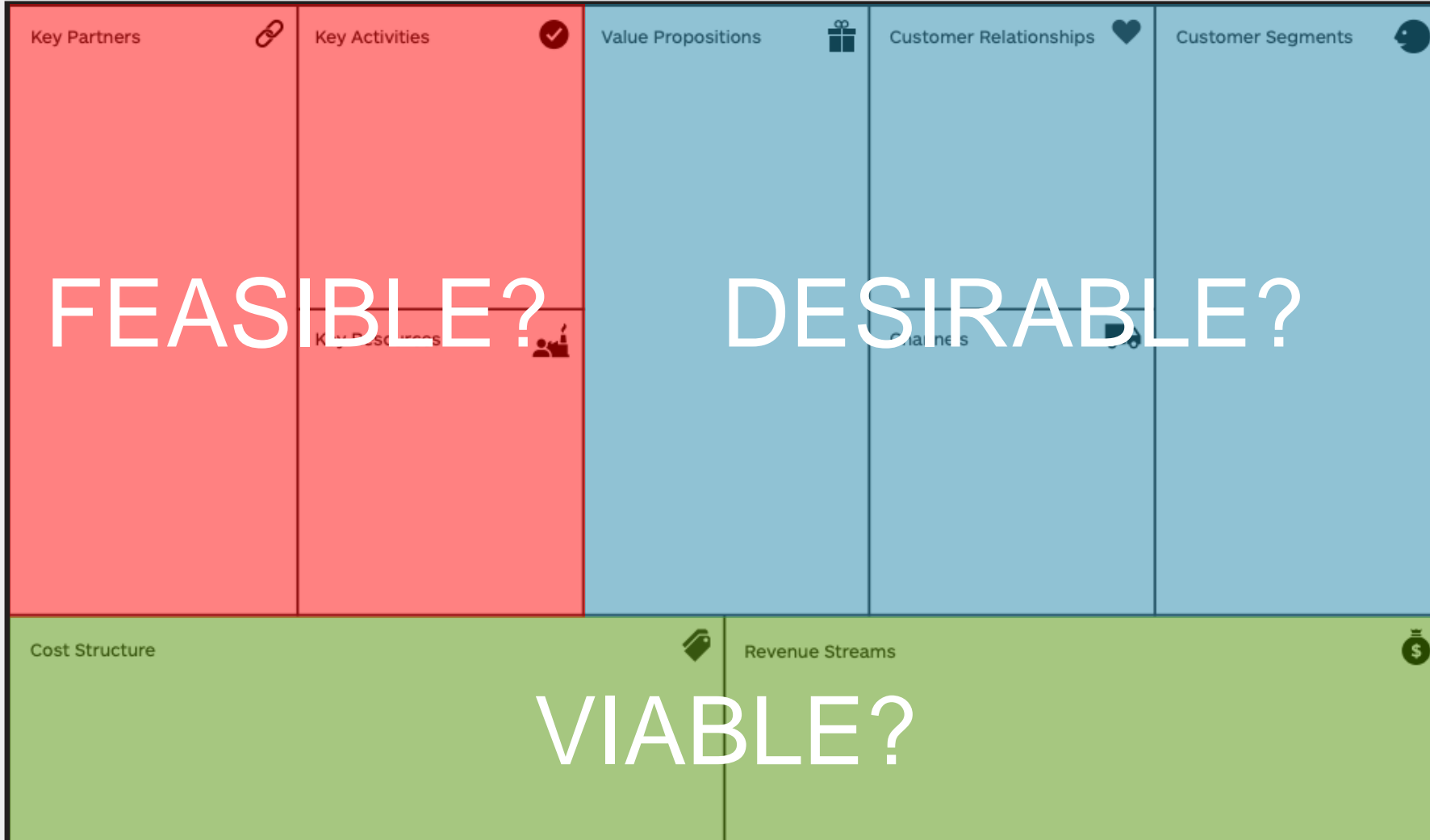
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



vP³ DOE Expectations

- **Initial introduction** through agendas posted on the [SBIR Partnering Platform](#) and virtual event; you **must nurture/build relationship** with interested parties
 - Have a list of prospective partners/investors that you've been unable to engage with? Send the list as an EXCEL with **name, company, email** and **why you want to engage with them**
 - Engage with vP³ coaches and use the [SBIR Partnering Platform](#) **MARKET RESEARCH TOOL** (end Q1) to identify other potential targets
 - Use the [SBIR Partnering Platform](#) to continue the discussion and engage with interested parties
- **Engage with vP³ coaches** by participating in pitch training sessions
- Submit your pitch deck on time (**2 weeks prior**); be prepared for your practice session (**1 week prior**)
- **Show up for your assigned pitch session!**

Next Steps

- **APPLY** to participate in FY25 by Friday, February 7th at 5PM EST
- FY25 Pitch Selections by Wednesday, February 12th
- Session groupings released by **COB Friday, March 7th** ~ agendas to be posted by **Friday, March 14th**
 - *When you get session assignment – **immediately confirm and place on calendar!***
 - ***Your pitch draft will be due 2 weeks prior – put on calendar!***
 - ***You will practice your pitch the week prior – put on calendar!***
 - *Anticipate hearing from the vP³ coaching and mentoring staff*



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<https://www.sbirpartnering.org/doe>