



LAUNCH ALASKA

TECH DEPLOYMENT TRACK APPLICANT INFORMATION PACKET

2024

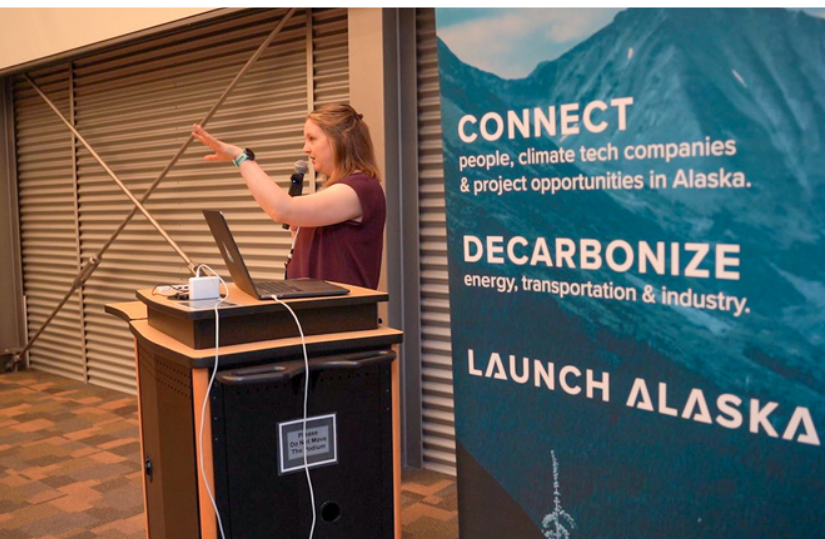


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WHAT IS LAUNCH ALASKA?

Based in Anchorage, Alaska, we are a nonprofit organization on a mission to accelerate the energy transition. We want to decarbonize the globe, starting in Alaska. We cultivate partnerships to connect climate tech companies and customers, catalyze Alaska’s clean energy economy, and build a regenerative future for all.

The challenges we are tackling in Alaska represent some of the defining global issues of this century: climate change, a thawing and increasingly accessible Arctic, decarbonized and decentralized energy, community resiliency, remote supply chains, energy costs and equitable access, national security, and the transition from an outmoded economy to one suited for the future. We are proud to work side by side with some of the brightest climate tech companies in the world to deploy innovations that address these challenges and more through our Tech Deployment Track program.

We are thankful to the U.S. Department of the Navy Office of Naval Research and the U.S. Department of Energy Office of Technology Transitions for their generous financial support of our work, and to our many collaborative partners in Alaska and beyond.

ABOUT THE TECH DEPLOYMENT TRACK PROGRAM

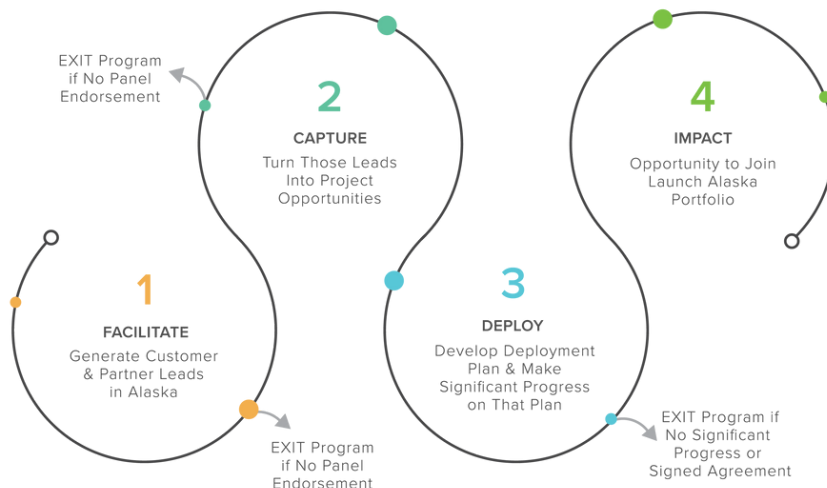
We want to help you do business in Alaska and connect to the right partners in our state to determine your next best steps. The Tech Deployment Track is an eight-month accelerator program that compresses the time, proximity, and attention required to forge partnerships, identify projects, and move promising climate tech companies toward deployment of their products or services in Alaska.



Each year, the Tech Deployment Track brings a cohort of companies to work with a panel of market experts in Alaska to set ambitious goals and aggressively move toward securing and deploying projects. Our volunteer advisory panel include Alaska utilities, investors, researchers, local and state energy professionals, and asset owners. The Tech Deployment Track is a phased program with several evaluation points; companies remain in the program as long as they demonstrate continued progress towards a project in Alaska.

Success for Launch Alaska is when startups find project partners in Alaska to deploy their tech, and investors and Alaska project partners access young companies with promising technology and plans for growth.

How does Tech Deployment Track work?



The Tech Deployment Track is split up into several “sessions” that occur from **September 2024 to April 2025**. Between sessions, cohort companies are responsible for scheduling mentorship sessions, chasing down customer leads, and continually updating all the tasks needed to secure a project commitment.

WHAT WE LOOK FOR

WHO SHOULD APPLY TO THE TECH DEPLOYMENT TRACK?

1. Our focus is companies having a real impact on climate change who work on solutions in **energy**, **transportation**, or **industry**. However, we are open to any climate tech company who feels they have a market in Alaska. Make your case to us!

Energy

- **Clean Energy Generation**
Solutions: solar, nuclear, wind, thermal, ocean and hydro, waste-to-energy
- **Grid Management and Resiliency**
- **Microgrid Technologies**
- **Long Duration Energy Storage**
- **Hydrogen**
- **Demand-Side Management and Energy Efficiency**
- **Battery/Solar Panel Recycling**
- **Biofuels**

Transportation

- **Autonomous Vehicles**
- **Unmanned Aerial Vehicles**
- **Electric Transportation**
- **Last Mile Transport**
- **Shipping and Logistics**
- **Mobility**
- **Aviation**
- **Maritime**
- **Alternative Fuels**

Industry

- **Industrial Internet of Things (IIoT)**
- **Robotics and Automation**
- **Carbon Tech**
- **Hydrogen**
- **Low-Footprint Industrial Processes**
- **Alternative Fuels**
- **3D Modeling**
- **Augmented and Virtual Reality**
- **Predictive Maintenance**
- **Permafrost Management and Ice Engineering**

2. **Is your tech ready?** We seek innovative companies to enter Tech Deployment Track that fit in **Tech Readiness Levels (TRL) 4-9** (see graphic to the right). The average TRL of Launch Alaska’s current **portfolio companies** is 7.4

We also ask companies to estimate their **Adoption Readiness Level** based on an **assessment** looking at your readiness for the Alaska market.

For Tech Deployment Track, we prefer companies that:

- Have a product or service that is ready for deployment or a minimum viable product (lab tested, if applicable)
- Are validating their business model
- Are seeking early customers



TECHNOLOGY READINESS LEVEL (TRL)

Adapted from NASA, Cyclotron Road, and the European Union TRL Frameworks

PARTICIPATION REQUIREMENTS



01 — Alaska fit

Companies must demonstrate a compelling reason to deploy or test their product in Alaska. They must demonstrate readiness to engage on the ground in Alaska with community partners and customers, doing the long work of relationship building and responsible deployment.



02 — Company executive participation

An executive from your company (ideally CEO) must attend all Tech Deployment Track sessions—both in-person and virtual. Additional team members are welcome to attend any and all sessions.



03 — For-profit

We work exclusively with scalable, for-profit companies.



04 — English language

Strong command of English (spoken, written and read) is critical to success in this program.



05 — Familiarity or willingness to learn virtual collaboration technologies

This program uses Zoom, Google Workspace and Monday.com.



06 — Time zone

If accepted to the program, you must commit to attending virtual Tech Deployment Track and customer meetings, which will be held during Alaska working hours (GMT-9 time zone).

KEY DATES

APPLICATION PROCESS

EVENT	LOCATION	DATE
Application Deadline		May 1, 2024, 8:00 a.m. Alaska time
Acceptance Notification		Early July 2024

PROGRAM SCHEDULE (ALL EVENTS MANDATORY)

Orientation for Accepted Companies	Virtual	Aug. 14, 2024
Tech Deployment Track Alumni Panel	Virtual	Sept. 5, 2024
Doing Business in Alaska Workshop	Anchorage, Alaska	Sept. 9, 2024
Facilitate: Session 1	Anchorage, Alaska	Sept. 10, 2024
Strategy Session	Virtual	Sept. 23-26, 2024
Capture: Session 2	Virtual	Nov. 4-7, 2024
Deploy: Session 3	Virtual	March 17-20, 2025
Impact: End of Program - Invitation to Portfolio	Virtual	April 2025

APPLICATION TIPS



Want your application to stand out? Here are some tips on what we're looking for:

- **Focus on Alaska.** What is your **Alaska** value proposition? Be specific and do your research.
- **Keep it simple.** Give us a clear description of how your product works without acronyms or jargon. Potential customers we connect you with may or may not be experts in your field.
- **Highlight your company's impact on climate change.** How is your technology innovative in your sector and what are the benefits it can provide to the Alaska market and the world?

- **Be specific when it comes to your engagement to date with partners and customers.** Tell us what contracts you've signed, product you've delivered, or concrete commitments you have already secured. Don't make claims that you can't back up.
- **Focus on your market traction and scalability.**
- **Words matter.** Your application should look professional with no spelling or grammar mistakes.
- **We are looking for the extraordinary!** Highlight what you and your team have done outside of your company that you are proud of. How and why is your tech unique? Differentiate yourself.

LAUNCH ALASKA PORTFOLIO

Companies that make significant progress toward deployment of their climate tech in Alaska may be invited into Launch Alaska's Portfolio at the end of the Tech Deployment Track program. While Launch Alaska does *not* make an equity investment in Portfolio companies, we do provide companies with ongoing mentorship and support as they work toward deployment in Alaska, connecting them with our broad network, investor and other funding opportunities, and more

Launch Alaska offers our Portfolio companies:

- An introductory meeting with our partner venture capital fund - [Earthshot Ventures](#) - and the possibility of investment if there is a fit
- Continued warm introductions to investors and curated venture capital funds through our quarterly Investor Deal Digest
- Access to Launch Alaska Portfolio network to discuss and share collaboration opportunities, accomplishments, resources, and more
- Access to Launch Alaska's subject matter experts and mentors for future project development support in Alaska
- Third-party endorsement to corporate customers and partners
- Co-marketing partnerships with Launch Alaska
- Warm referrals to programs including IN², EEx, and NREL's America Made Competitions



Launch Alaska has partnered with [Founders Pledge](#) to encourage founders/company equity holders to donate 5% of their personal proceeds at the point of liquidity to the nonprofit organization(s) of their choice. Launch Alaska is a nonprofit 501c3 organization, and we hope portfolio companies consider making an optional pledge to our organization.

FAQ

Does Launch Alaska cover travel and lodging costs for any in-person sessions?

No. The program is free for participating companies, however if any events are held in-person in Anchorage, **all transportation, flights, meals, and lodging expenses are the responsibility of the company participating in Tech Deployment Track.**

Do I have to move to Alaska or be based in the United States to participate?

No, it is not a requirement to move to Alaska to participate in Tech Deployment Track, but we hope that companies involved in the program form strong relationships to capital, customers, mentors, and potential future employees in Alaska. Non-U.S. companies are welcome in the program, but may eventually have to explore establishing a U.S. entity in order to be eligible for investment or to work with certain partners.

How does the program connect me with project partners?

During the Facilitate session (Session 1) in September 2024, we expose your company to dozens of advisors who come from a variety of backgrounds, including utilities, investors, researchers, local and state energy professionals, and asset owners in Alaska. These advisors have a broad awareness of the opportunities across the state, and, if they see value in your technology, will help you generate a list of customer leads to pursue. The advisors may even become project partners themselves. Along with the Launch Alaska staff, your advisors will be your Alaska guides and mentors as you explore the Alaska market.

Will I sign an NDA as a part of the program?

Non-Disclosure Agreements (NDA) or other legal agreements are **not** a formal part of this program. You are welcome (but not required) to implement an NDA with a potential customer as negotiations become more serious. We find that most customer meetings and interactions can take place without needing to share sensitive intellectual property in early stages of the program.

Does an executive from our company really have to attend all Tech Deployment Track sessions?

In short, yes! Other staff can attend or host customer meetings, but for formal Tech Deployment Track sessions, attendance and active participation is required from at least one senior executive in your company.

What does success look like in the Tech Deployment Track?

Our goal is deployment of amazing climate tech products and services in Alaska! However, we know that this can take months, if not years. Success in our eight-month program can look like a signed memorandum of understanding or project agreement, research partnership, or pilot project. We just want to see real traction toward deployment in Alaska and we can continue working with you toward this goal once you're in our Portfolio.