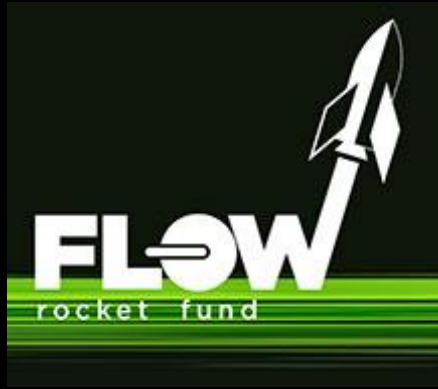


FLOW

first look west





What IS the Rocket Fund?



- Pool of grant money to help entrepreneurs build commercial prototypes for field testing with customers
- Purpose: Help them move from garage or lab into the real world
- Goal: attract more money



What It Offers

- Cash: \$5,000 - \$75,000 grants
- Funding for product design, process engineering, equipment purchase, consulting services for scaling up and manufacture
- Field trials and R&D support from the utilities
- Design software packages, legal help



Why it Works

- Unencumbered IP – No equity required
- Fast: grant period is 3 – 6 months
- Close connection with the Utilities
- Minimal bureaucracy
- Affiliation with FLoW – the DOE sponsored business challenge – over 20 companies, \$63 m raised



Add Mentoring!

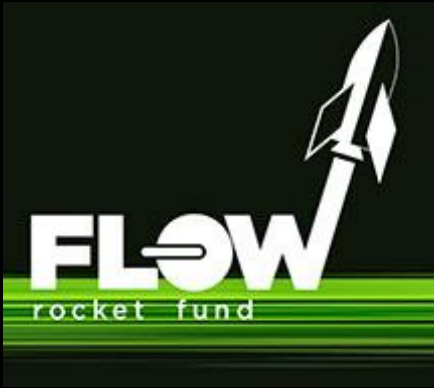




Rocket Fund Successes

- Year 1 awardees started working with diverse customers - Google, Walmart, San Francisco International Airport, Stanford University, JPL
- Axiom Exergy -
\$2.5m investment
\$5m conEdison order





Rocket Fund Connections

- FLoW network anchored in ecosystem
- Cleantech corps, government labs, EPRI
- San Diego, LA and Bay Area Clusters, Wells Fargo IN2/NREL – two way channel partners
- Close relationship with incubators – LACI, Cyclotron Road, CTO



Stephanie Yanchinski
FLoW www.flow.caltech.edu
The Resnick Sustainability Institute
<http://resnick.caltech.edu/>
California Institute of Technology

Tel: 626-395-1968

Email:

Stephanie.Yanchinski@Caltech.edu



The Caltech logo consists of the word "Caltech" in a bold, orange, sans-serif font, centered within a white rectangular box.