

## Innovation PLATFORM

The private sector is investing in materials research and software services that reduce energy-related emissions, but funding for clean energy hardware innovations is declining. Each fundamental development in energy production requires an ecosystem of new hardware technologies that are necessary to integrate clean energy advancements into existing buildings and the grid.

With a grant from the Department of Energy, Pecan Street is demonstrating that the PLATFORM (Pecan Street Leveraged Assets for Technology Feasibility Review, Optimization and Marketing) approach will help launch innovations in clean energy hardware by reducing risk and transaction costs to funders and unlocking new sources of funding, such as impact investments.

## Benefits of Joining PLATFORM

PLATFORM uses Pecan Street's unique resources, including rapid prototyping, performance testing and troubleshooting, production consulting, and national testbeds to reduce development time.

PLATFORM works with participating companies' technologies and makes sure their products are commercially-viable based upon current industry requirements.

PLATFORM unlocks access to non-traditional start-up funding sources, such as impact investing and mission-driven donors, by providing validated technology performance reports that include environmental performance metrics.

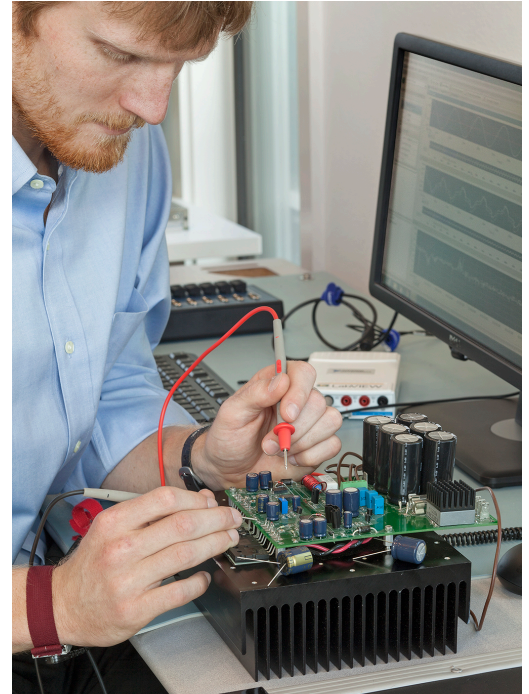
PLATFORM provides introductions to cleantech funders and real-time coaching through investor pitching and customer sales process

The first 10 companies to be admitted into the PLATFORM will receive all product testing and field trials services for free as part of Pecan Street's initial round of funding in this program. Pecan Street may provide funding for the company's engineer to travel to Austin for prototype installation in Pecan Street's lab and funding for travel to meet with investors.

## How to Apply

Eligible companies are start-ups with a clean energy hardware innovation targeted at the residential and/or small commercial sectors who have a functioning prototype.

Interested companies can apply for admission at [www.pecanstreet.org/platform](http://www.pecanstreet.org/platform). Selected companies will be notified within 60 days of applying.



Completed in 2012, Pecan Street's Pike Powers Lab provides companies a full suite of hardware and software testing and verification services.

## About Pecan Street Inc.

Since its founding in 2009, Pecan Street Inc. has been known as an international center for innovation in residential electric and water hardware and software products, services and applications. The organization sits at the apex between industry and research, bridging the gaps between innovation and successful commercialization to accelerate advancements in clean energy and water conservation. For more information about PLATFORM, email [info@pecanstreet.org](mailto:info@pecanstreet.org) or call 512- 782-9213.

Pecan Street has developed into one of the country's leading energy research and technology commercialization organizations and has been featured in national media for its research on solar energy, electric vehicles, residential water use and utility pricing.

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## Advisory Council

The PLATFORM is guided by an Innovation Advisory Council created specifically for this program. The council includes the following experts in venture funding, company incubation, hardware and software technology and other clean energy issues.

- Christophe Defert, Centrica Innovations Director – Ventures
  - Tilak Gopalarathnam, LG Electronics, director of technology partnerships
  - Kirk Coburn, Shell Ventures
  - Isaac Barchas, Research Bridge Partners, president & CEO
  - Melissa Uhl, Elemental Excelsior, chief of staff
  - Bomee Jung, NYC Housing Authority, VP of sustainability
  - Sarah Richards, Cynthia & George Mitchell Foundation, program officer
  - Gregory Lopez, Leonardo DiCaprio Foundation, climate program director
  - Benjamin Gaddy, Clean Energy Trust, director of technology development
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**greentechmedia:**

*Pecan Street offers a unique resource on this front. No other entity, to our knowledge, has sensed and monitored so many homes at such fine detail for as long as it has."*

**FAST COMPANY**

*"The \$1.5 million lab gives smaller businesses the ability to use equipment like a spectrum analyzer that would cost roughly an engineer's annual salary, without the huge investment."*

**eeme**

*"Pecan Street offers one-of-a-kind testing and verification capabilities that helped EEme demonstrate and document our technology with real-world energy data."*

*- Enes Hoşgör, Ph.D. Founder, EEme (acquired by Tendril in 2019)*