

**2022 Cohort Launch Program Information and Media Kit**

**Introduction**

The Incubatenergy® Labs 2022 cohort launched on Wednesday, Dec. 1, 2021, with the opening of its call for startup applications.

Included in this document are key program information and schedule, 2022 challenge categories, and examples of social media content you can cut and paste into your outreach efforts.

Please reach out to Annie Haas, ahaas@epri.com or 704-608-6314, with questions or comments. Members of the media with interview requests should contact Aimee Mills at amills@epri.com.

 **About the Program**

Incubatenergy® Labs is built by the Electric Power Research Institute for startups to engage utilities in paid demonstration projects. A utilities summit and collaborative demonstrations program in one, the program links startup companies leading the advancement of electrification, decarbonization, and grid modernization with utilities from around the world that have the capacity and desire to demonstrate and scale those innovations. We structured the program to give you maximum exposure to utilities and ensure that the results of a successful demonstration with one utility turns into opportunities with many.

**How it Works**

Through Incubatenergy Labs, EPRI subject matter experts, and a group of leading utilities are engaging early stage companies to demonstrate and deploy innovative solutions in targeted areas, in an accelerated fashion.

First, startups apply on the Incubatenergy Labs [website](file:///C%3A%5CUsers%5CPaha008%5CAppData%5CLocal%5CBox%5CBox%20Edit%5CDocuments%5C_NE7yLu%2B2EmjvNAtxyJ6Zw%3D%3D%5Clabs.incubatenergy.org). Then, the collaborative team of EPRI and utility personnel evaluate and select a number of companies to engage in paid demonstrations. There’s no set number of slots, and there’s no set demonstration “cost”. They key is flexibility to encourage innovation. Last year, we chose 20 startups from an applicant pool of 142 startups. Once final startups are determined, we work together to scope and execute the demonstration projects.

For those demonstrations, we’re pushing ourselves to move fast and engage the startups and utilities as a group to facilitate the scale of promising approaches to modernize and decarbonize our grid, delight our customers, communities, and workforce, and build new business opportunities. We’ll spend four to six weeks scoping projects, sixteen weeks executing them, and showcase the results at a Demo Day event in the Fall of 2022.

**KEY DATES: 2021 Incubatenergy Labs Challenge**

* December 1, 2021: Application site live at: <https://labs.incubatenergy.org/en/>
* January 14: Application window closes
* January 15-31: Down select to Top 30
* Feb 2021: Team makes top selections for Pitch Day; intros and prep
* March 15: *Pitch Day* at Electrification 2022; final projects selection begins
* April 4: Final demonstrations announced, scoping begins
* May: Demonstration project scoping and contracting
* June-Sept: Demonstration project execution
* Oct. 2022: *Demo Day*, final reports due

**CHALLENGE AREA NARRATIVES**

The following describes the challenge areas in which we’re seeking startup applications for the Incubatenergy Labs 2022 cohort.

**Customer and Community Engagement**

Customers and their satisfaction lie at the core of any business. As an industry, we want to be more proactive to better serve our customers, particularly those that are vulnerable or disadvantaged, provide more personalized communications and information, and offer services and solutions targeted to individual needs. Bring us your solutions that help us engage our communities to enable broad community benefit and economic development; our customers to become more proactive and informed participants in a cleaner, more integrated and resilient energy system; and create new lines of business for our utilities.

Examples:

* Virtual Assistants, automated dispatch, rapid response and assistance for vulnerable customers
* Seamless integration and management of connected energy devices
* Price signaling or transactive energy platforms
* Advanced customization / targeted customer engagement
* Predictive behavioral and adoption analysis
* Connected communities
* Public benefit use of rights-of-way under power lines and other infrastructure

**Decarbonization and Sustainability**

The world is on a path to decarbonize and the electric power industry is leading the charge. Since 2005, the US reduced its carbon footprint one gigaton, primarily by switching to cleaner fuels, expanding renewables and driving efficiencies. To get the next gigaton, we need solutions to integrate and manage

more low carbon energy generation: from distributed to utility scale solutions covering wind, solar, hydro and nuclear; to systems that help us optimize their output. Circularity in our operations and materials are also critical. As we deploy these solutions, our financing systems, accounting systems and materials options support a shift to zero carbon. Our path to deep decarbonization also includes a focus on low-carbon hydrogen. For startups focused on green hydrogen solutions, please apply through our [Low Carbon Hydrogen Accelerator](https://greentownlabs.com/lcha/).

Examples:

* Sector-coupling clean energy fuel programs
* ESG reporting solutions
* Green energy finance
* Circularity and low carbon materials (vegetation waste, plastics, concrete, SF6 replacement, etc.)
* Satellite imagery for environmental resource monitoring (water, air, habitat, vegetation, etc.)
* Identification of aquatic and terrestrial species of concern for planning, compliance monitoring, and reduction of impacts in real time

**Electric Mobility**

Electrification is a key component of our decarbonization strategy and transportation represents our biggest emitter. To get a gigaton out of transportation, we need solutions to enable low cost, ubiquitous and manageable charging; comprehensive fleet-as-a-service solutions and charging infrastructure wherever we drive and park. And as adoption scales, we need the ability to manage charging and to call on vehicles to switch from energy consumer to supplier and back depending on the need.

Examples:

* Charging balance-of-system cost reduction
* Low-cost charging for multi-family, underground and public parking
* Reduced grid impact for home and fast charging
* EV charger detection, grid planning and charge management
* EV fleet and fleet-as-a-service
* V2G

**Fixed Premise Electrification**

Building systems and commercial / industrial process represent significant opportunities for decarbonization. Utilities have long been active in innovations around building envelope, device efficiencies and demand response programs. As we add intelligence, load disaggregation and flexible load solutions help match energy consumption to grid availability without sacrificing comfort or performance. As these solutions become more integrated and complex, there is also need for comprehensive Electrification as a Service solutions that guide customers through the design, deployment and operation of solutions.

Examples:

* Advanced HVAC systems
* Load disaggregation, monitoring and control
* Flexible load control solutions
* VPP and virtual battery solutions
* Standards and solutions for behind-the-meter interoperability
* Comprehensive Electrification-as-a-Service
* LMI & DAC targeted programs

**Intelligent, Predictive & Prescriptive Operations**

With the growth in renewables, distributed energy systems and electrification, modeling and managing our grid is more important than ever. Digital overlays and AI/ML are fundamentally transforming the electric power system and we seek solutions that provide more automated, data-driven and optimized operations, maintenance, and planning while building a safer, more efficient, equitable, decentralized, and decarbonized grid that better serves our customers.

Examples:

* Predictive asset monitoring, maintenance, prognostics, planning and management
* Grid flexibility and automated management for distributed energy resources and baseload generation
* Dynamic degradation and failure prediction on renewable generation assets
* Unmanned systems and digital imagery capture and analytics
* Advanced atmospheric and weather modeling
* IT/OT hardening and cyber threat mitigation
* Resilient, secure communications to support ubiquitous connectivity

**Customer and Community Resilience**

Extreme weather, flooding and other related events are becoming all too common. Preparing for such events and keeping customers and communities safe, informed and with access to power through them is a top priority. Bring your solutions that help us better prepare, predict localized events, prevent outages where possible and, when they happen, communicate with our customers and restore power quickly.

Examples:

* Extreme weather events mitigation, risk analytics and dynamic response systems
* Anti-icing, anti-corrosion, self-healing and undergrounding
* Resilience planning, situational awareness, communications and dispatch automation
* Automated and responsive event and restoration effort information systems
* Utility-scale long duration storage (LDS)
* Mobile/Transportable LDS
* Off-grid, isolated energy solutions
* “Plug-and-play” or “as-a-Service” customer energy storage systems, microgrids and energy management platforms
* Distributed analytics and controls for balancing and operation of islanded microgrids
* DER / DERMS control
* Disadvantaged & LMI community resilience

**Wildfire**

While we typically think of wildfire preparedness and response in terms of resilience, there are many elements required to integrate complete solutions from prediction and detection, through OT integration and coordination with community and first responders. Wildfires have become such a pervasive issue that we’re highlighting it as a top priority engagement area.

Examples:

* Drought detection, advanced weather and wildfire prediction
* Energized line disturbance detection and response
* AI enabled smoke and wildfire detection and characterization
* OT integration
* Community and first responder coordination and support
* Crew safety (PPE, communications, ground and aerial support)
* Grid Infrastructure hardening (materials, undergrounding, etc.)

**Workforce of the Future**

Technology can help our workers learn and perform their jobs more safely, efficiently, and effectively. Wearables, robotics, XR, the convergence of information and operational technologies, the internet of things (IoT), and big data solutions are being combined in creative new ways to help our workforce thrive. We’d like to see what you have in this space.

Examples:

* Wearables for personnel and/or environmental monitoring and safety
* Robotics, exoskeletons, and unmanned systems for completion of hazardous tasks
* XR for immersive, remote training, information accessibility, and task efficiency
* Digital worker enhancements and remote, real-time assistance on complicated tasks

**Open**

Do you think we’re missing the boat on something? If you have a relevant technology that doesn’t fit into one of the areas above, we want to hear about it!

**# # #**

**SUGGESTED SOCIAL MEDIA CONTENT**

**TWITTER:**

@XSTARTUPCOMPANYHANDLE is proud to be collaborating in the Incubatenergy Labs 2022 innovation challenge alongside a cohort of #electric #utilities and @EPRINews – follow our progress at companywebsite. Proud to be part of the @Incubatenergy Network.

@XUTILITYCOMPANYHANDLE is proud to collaborate with @EPRINews in the Incubatenergy Labs challenge for #energy #startups to accelerate #decarbonization and #innovation! Learn more at labs.incubatenergy.org. Proud to be part of the @Incubatenergy Network.

**LINKEDIN:**

@XUTILITYCOMPANYHANDLE is thrilled to be part of the 2022 @Incubatenergy Network challenge where we’ll work together with a group of leading #startups and @Electric Power Research Institute SMEs, to accelerate #decarbonization and #innovation. Learn more at Labs.Incubatenergy.org. Proud to be part of the @Incubatenergy Network.

@XSTARTUPCOMPANYHANDLE is thrilled to be applying for the @Incubatenergy Network 2022 cohort and can’t wait to collaborate with an awesome group of #electric #utilities and @Electric Power Research Institute SMEs for Pitch Day at #Electrification2022. Learn more at Labs.Incubatenergy.org. Proud to be part of the @Incubatenergy Network.

**IMAGES FOR SOCIAL MEDIA/DIGITAL USE**



