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**Larta** INC.

A Larta Institute Company

# Navigating the Tech to Market Roadmap

DOE SBIR/STTR 2018 Phase I Release 2 PI Meeting

December 3, 2018

Official SBIR/STTR Commercialization Partner of



U.S. DEPARTMENT OF  
**ENERGY**

# Larta's focus on commercialization for SBIR/STTR Awardees: A leading virtual accelerator

- Since 1993: Larta has helped accelerate technologies from science-based entrepreneurs across the world
- Since 2004: Larta has been providing **Commercialization Assistance Program (CAP)** services: NIH, USDA, NSF, NIST, NOAA, and now DOE
- We understand that SBIR/STTR grants help companies reduce technical risk
  - CAP services help companies **commercialize** products - and create sustainable businesses and help provide grantees with an “ecosystem” approach to building viable commercial presence
    - ✓ Access to domain and business experts (PAs), functional experts and industry network
  - Enables grantees to obtain valuable guidance on actions and steps to prepare for Phase II application, funding and growth beyond



# Meet the Panelists



**David Berokoff**, Director, Energy Practice, Larta  
*Panel Moderator*



**Rohit Shukla**, CEO and Founder, Larta

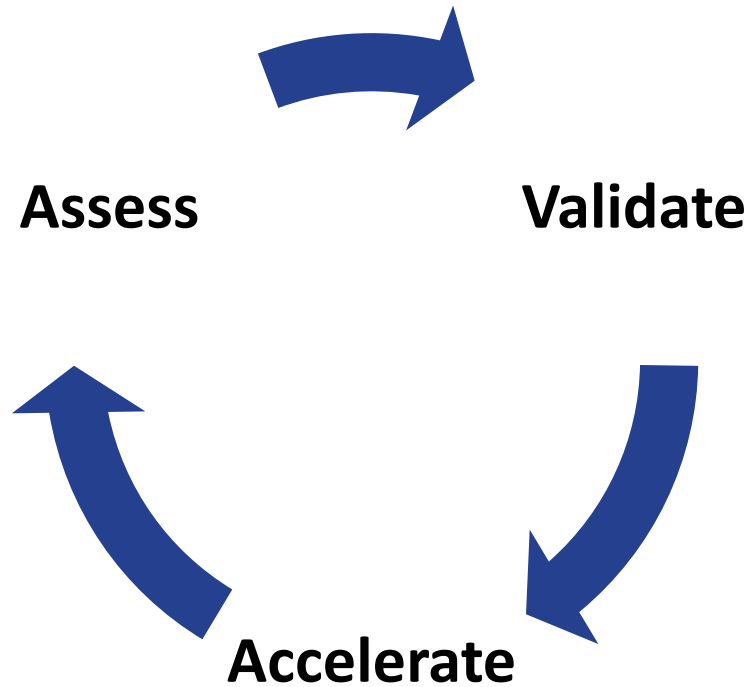


**Etosha Cave**, Chief Science Officer, Opus 12  
*Larta CAP Alum*



**Gunjan Siroya**, Sr. Vice President, Netspective  
*Larta Principal Advisor*

# Tech-to-Market Feedback Loop - CAP & Beyond



- 1. Assess** company/product status  
(at outset of CAP engagement)
- 2. Validate** (CAP) needs for success. Identify required resources  
(Larta Principal Advisor)
- 3. Accelerate** tech-to-market by addressing gaps and barriers  
(with advisor and CAP resources)

*Reevaluate. Repeat. Adjust.*

# DOE CAP Features

- Access to Commercialization Assistance that matches your needs (two options)
  - Standardized Menu of Services (A1)
  - Customized and Specialized Consultative Services (B1)
- External validation/feedback on your business and go-to-market strategy
- Market Research and Webinar Series
- Online CP Resources
- Leverage Larta's Principal Advisor (PA) and professional network

# Engaging your Principal Advisor

How to maximize your CAP experience

Gunjan Siroya – Larta Principal Advisor

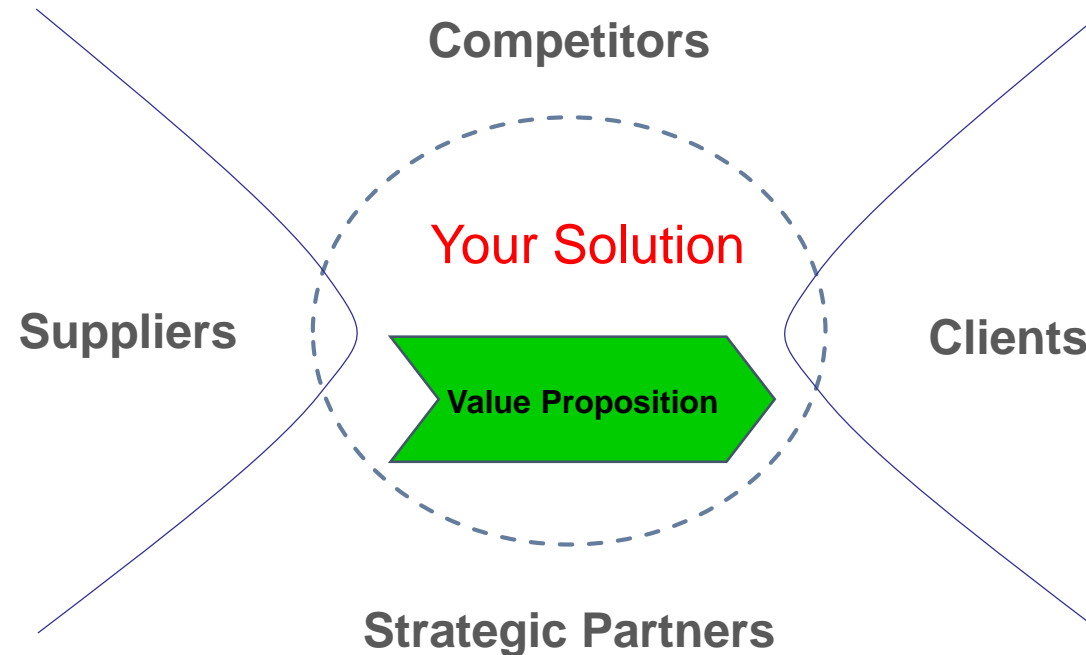


# Your DOE CAP Vision

- PAs and Larta support the leadership in their vision for the company
- Every company is different, there is no single track to success
- Advisors bring their own expertise and can also reach out to other experts
- The goal is to develop for commercial growth in your Phase II plan
- You drive your PAs – It's your company and you make the final call
- Learn to fish – Your PA helps you fish, not catch all the fish you need

# A Client Is One Who Realizes Your Value Proposition

A good story needs the entrepreneur's authoritative understanding of the forces at play along the supply chain, drivers, enablers, barriers, risks and returns





# Working with Your PA

## PA will help you with:

- [During CAP](#) – Define or seek ideas, communicate process / best practices to use, provide constructive criticism, engage in joint research and analysis, develop an execution plan (Financial, Go-to-Market, Operational, Others)
- [Preparing for Phase II application](#) – Develop Phase II Commercialization Plan, use Track A1 or B1, collaborate on entire application or focus on key topics
- [Preparing for long term growth](#) – What happens after you receive your Phase II funding and how to step it up
- [Connect with Larta's network](#) – What is it, it's benefits, how to leverage and how can PA / Larta help

# CAP Workflow and Focus



- Company and personal goal setting and planning
- Gap analysis and discovering weaknesses (Team/Knowledge)
- Mapping Larta and other resources against the identified gaps
- Work with your PA to create a business model that may include:

Customer Segmentation	Secondary Market Analysis	Customer Personas	Value Proposition
Revenue/ Reimbursement	Customer Relationship	Pricing Strategy	Cost Analysis
Regulatory	Intellectual Property	Partner Strategy	Manufacturing / Outsourcing
Distribution	Hiring	Raising Funds	Governance
Competitive Analysis	Barrier to Entry	M&A / Licensing	Others?

it's  
Q&A  
TIME!

**Thank you.**