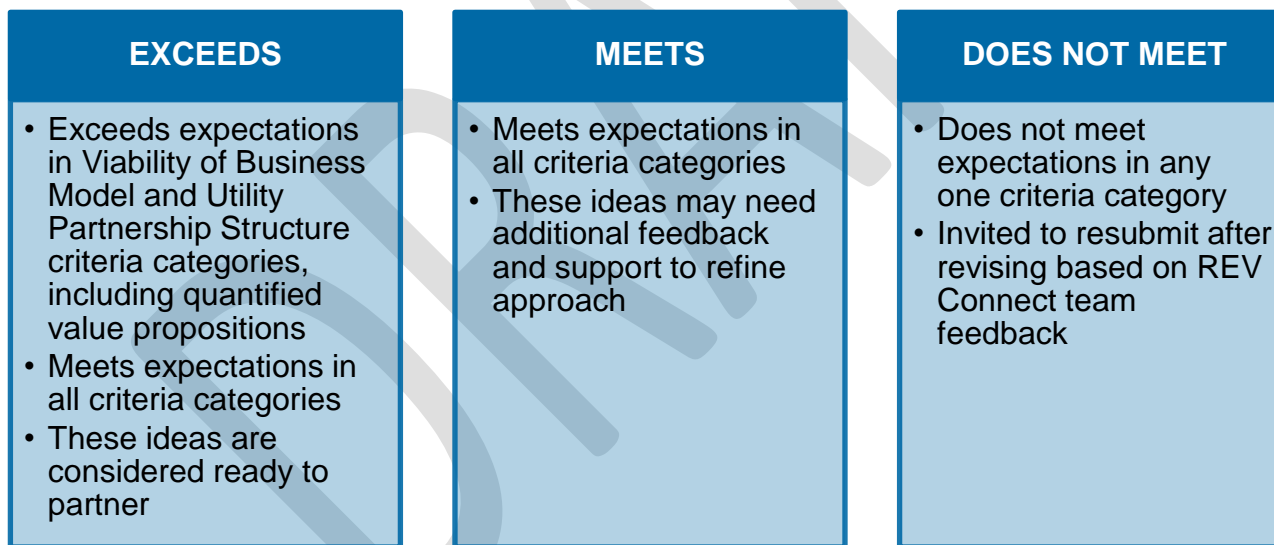


CRITERIA ASSESSMENT GUIDE

This document provides a guide for how the REV Connect team will evaluate ideas, including information provided in submission forms and the qualify consultation, against the facilitation criteria. This guide includes descriptions of the criteria and details on what constitutes the idea meeting or exceeding these criteria.

REV Connect will summarize its assessments in regular reports to individual utilities and the NY State team. In these reports, submissions will be categorized based on the extent to which information provided in the submission form or qualify consultation (“the idea”) addresses the facilitation criteria, as follows:



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VIABILITY OF BUSINESS MODEL

Description	Exceeds	Meets	Does Not Meet
<p>The submission or information provided in the qualify consultation must demonstrate the elements of a business model, including the unique value propositions and how the idea addresses market needs and opportunities. This criterion will measure the degree to which the proposed business model:</p> <ul style="list-style-type: none"> • Demonstrate and quantify compelling value propositions to utility customers that adopt your solution, all other ratepayers, the utility, you, and any other key stakeholders • Identify all aspects of the business model, including participating parties, key stakeholders, and value exchanges • Define market opportunity and an identified customer need in New York • Define the target market and quantify the estimated market size, scalability, and potential market penetration at scale • Capture REV financial mechanisms, e.g., earning adjustment mechanism (EAM), platform service revenue (PSR), cost savings/deferral, shifting cost from ratepayers to market-based approaches, and/or or shared savings • Align with the utility’s technical capabilities, roadmap, or implementation timelines • Demonstrate proven track record at comparable scale, including with different partners or in different geographies or industries <p>It is expected that a business case may be refined as part of the more detailed discussions with utilities. It will be based on the business model elements, as described here.</p>	<p>The idea exceeds expectations if it:</p> <ul style="list-style-type: none"> • Articulates all aspects of the business model (as listed in criterion description) and value propositions to specific customers and to the proposed utility partner. • Demonstrates and quantifies value to customers (participating and non-participating), the utility, and the market partner(s). • Includes REV-specific value streams and approaches. • Articulates potential market size and specific growth opportunities to scale beyond the initial proposal. • Demonstrates that the business model has been proven at comparable scale. 	<p>The idea meets expectations if it:</p> <ul style="list-style-type: none"> • Articulates all elements of a business model, including key stakeholders, their roles, and descriptions of value exchanges. • Articulates value propositions to key stakeholders, including to customers, the utility, and the market partner, that are demonstrable and measurable. • Articulates willingness to include REV-specific value streams and approaches (as listed in criterion description). • Proposes business model that reflects potential market size, opportunity, and need in New York. 	<p>The idea does not meet expectations if it:</p> <ul style="list-style-type: none"> • Does not articulate business model elements, especially value to each key stakeholder. • Demonstrates lack of understanding or willingness to implement business model elements that align with REV. • Does not address a current market need or opportunity.

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UTILITY PARTNERSHIP STRUCTURE

Description	Exceeds	Meets	Does Not Meet
<p>The submission or information provided in the qualify consultation must demonstrate innovative approaches to partnership with a utility beyond the conventional vendor/utility procurement relationship. This criterion will measure the degree to which the proposed partnership structure:</p> <ul style="list-style-type: none"> • Move beyond conventional vendor-to-utility sales • Include shared risks and rewards, including contributions of capital, IP, or material-in-kind from you • Articulate what contribution or information will be required of the utility partner and what value they provide to you • Articulate proposed scope of the initial partnership as well as additional growth opportunity • Describe the roles and responsibilities of the submitter (you) and the utility • Include participation from customers, including residential, commercial, institutional, or industrial customers (especially for proposed demonstration projects) • Reflects an understanding of the utility’s goals and objectives in designing the proposed partnership structure (as represented in Innovation Opportunities and Utility Profiles). 	<p>The idea exceeds expectations if it:</p> <ul style="list-style-type: none"> • Demonstrates knowledge of proposed utility partner and proposes a partnership structure that reflects the utility's specific goals/plans. • Includes market partner contributions of upfront capital (may be in addition to other forms of contribution). • Includes active involvement with or participation from target customers, as relevant. 	<p>The idea meets expectations if it:</p> <ul style="list-style-type: none"> • Articulates partnership structure, including shared risks and rewards. • Includes market partner contributions of capital, IP, or in-kind contribution (with preference given to material in-kind over staff time). • Articulates what contribution or information will be required of the utility partner. 	<p>The idea does not meet expectations if it:</p> <ul style="list-style-type: none"> • Does not articulate risk and reward balance. • Relies on utility to buy and deploy product or service (i.e., conventional vendor/utility partnership).

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SUBMITTER CAPABILITY

Description	Exceeds	Meets	Does Not Meet
<p>The submission or information provided in the qualify consultation must demonstrate the team’s experience in developing similar ideas with successful outcomes. This criterion will measure the degree to which the proposed idea and partner team:</p> <ul style="list-style-type: none"> • Demonstrates experience in a comparable industry. • Establishes a proven track record of delivering similar ideas, projects, or programs. <p>If the submitter is unsure or only offers a part of the capabilities in needed to deliver their proposed idea, they should consider partnering with another submitter to support a robust submission.</p>	<p>The idea exceeds expectations if it:</p> <ul style="list-style-type: none"> • Demonstrates track record of multiple successfully completed implementations with similar scope, scale, and partners. • Indicates ability to deliver proposed business model and partnership structure at scale (e.g., for entire utility territory). 	<p>The idea meets expectations if it:</p> <ul style="list-style-type: none"> • Indicates ability to deliver proposed solution and partnership based on team or company capabilities or comparable experience. • Indicates ability to deliver proposed contribution to partnership (e.g., capital, IP, in-kind). 	<p>The idea does not meet expectations if it:</p> <ul style="list-style-type: none"> • Does not demonstrate or indicate comparable solutions or partnership. • Does not indicate ability to deliver proposed contribution to partnership (e.g., capital, IP, in-kind)

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ADVANCEMENT OF REV

Description	Exceeds	Meets	Does Not Meet
<p>The submission or information provided in the qualify consultation must demonstrate how the idea advances REV by addressing REV Objectives, enhancing Distributed System Platform (DSP) functional capabilities, or supporting other tenants of REV, such as market-based approaches. This criterion will measure the degree to which the proposed idea:</p> <ul style="list-style-type: none"> • Demonstrates an understanding of REV goals, objectives, and initiatives. • Demonstrates an understanding of the role of the DSP, including the three main areas of DSP functional capabilities: distributed system planning, grid operations, and market operations. • Advances REV goals, objectives, and initiatives or DSP functional capabilities. • Proposes partnership-specific goals, objectives, or outcomes demonstrable and measurable in support of REV. • Supports a market-based (rather than ratepayer funded) approach to addressing the market opportunity or need. • Supports subsequent competitive markets (outside of proposing a specific partnership). • Supports scalability, replicability, interoperability, and security (to the extent applicable for the proposed solution). • Helps to inform utility pricing and rate design, especially for proposed demonstration projects. 	<p>The idea exceeds expectations if it:</p> <ul style="list-style-type: none"> • Articulates partnership-specific goals and objectives tied to REV Objectives or DSP functional capabilities and are demonstrable and measurable. • Articulates how proposed solution or business model advances one of the areas of DSP functional capabilities (distribution system planning, grid operations, market operations). • Articulates how the proposed solution or business model will support competitive markets once the term of the partnership is complete; inform utility pricing or rate design; or support scalability, replicability, interoperability, and security (as applicable). 	<p>The idea meets expectations if it:</p> <ul style="list-style-type: none"> • Demonstrates understanding of and aligns idea to meet REV goals, objectives, or initiatives. • Demonstrates understanding of and indicates alignment with one of the areas of DSP functional capabilities (distribution system planning, grid operations, market operations). • Demonstrates understanding of a market-based approach. 	<p>The idea does not meet expectations if it:</p> <ul style="list-style-type: none"> • Does not articulate how the idea aligns with REV Objectives or DSP functional capability areas. • Is a product or service is aimed at utility responsibilities and services that are required independent of REV (e.g., safe, reliable service).

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UNIQUENESS OF INNOVATION

Description	Exceeds	Meets	Does Not Meet
<p>The submission or information provided in the qualify consultation must demonstrate how the proposed solution provides a unique or innovative approach while still achieving viability, as described above. This criterion will measure the degree to which the proposed idea:</p> <ul style="list-style-type: none"> Addresses a currently unutilized or underutilized solution or business model in the NY State energy industry. Demonstrates how the proposed idea innovatively addresses needs as compared to conventional solutions or what is currently done in NY State. Identifies specific questions or hypotheses to be tested and how they will be measured and assessed (especially for proposed demonstration projects). 	<p>The idea exceeds expectations if it:</p> <ul style="list-style-type: none"> Demonstrates how idea is innovative and transformative—i.e., by describing conventional or current solution and how proposed idea provides a new and improved approach for addressing the need. Identifies specific questions or hypotheses to be tested and how they will be demonstrated and measured 	<p>The idea meets expectations if it:</p> <ul style="list-style-type: none"> Indicates how the idea is unique and currently unutilized or underutilized (i.e., new or unique to New York, the investor-owned utilities, to the industry, etc.) 	<p>The idea does not meet expectations if it:</p> <ul style="list-style-type: none"> Does not articulate how the solution is unique or innovative. Is a commodity solution or offered by many companies.

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