

## QUALIFY CONSULTATION GUIDE

This guide provides an outline for the qualify consultation, the initial one-on-one discussion between you, the submitter, and the REV Connect team member assigned to your submission.

The purpose of this consultation is to give you the opportunity to provide additional information, and for the REV Connect team member to provide feedback and advice on how you can improve your idea, including the proposed solution, partnership structure, or business model. The discussion will last approximately 30 minutes and will be conducted via conference call.

Following this consultation, the REV Connect team member will assess the information gathered from the submission form and this discussion, and evaluate how well the idea addresses the facilitation criteria. The team member will respond to you within 15 business days of completing the consultation to provide you with an initial assessment, specifying if it meets, exceeds, or does not meet criteria, and guidance on next steps.

If you have any questions, please contact your assigned team member or [info@nyrevconnect.com](mailto:info@nyrevconnect.com).

### **Key Questions** – discussed in all consultation calls

1. Please introduce yourself and your role at the company.
2. Describe the market opportunity and the identified customer need being addressed by your proposed idea. Describe how you define the market and provide a quantitative estimate of market size.
3. Describe the unique value proposition that your proposed solution provides to specific target customers and to the proposed utility partner.

a. Template for customer value proposition:

For \_\_\_\_\_ (target customer/segment)  
that need \_\_\_\_\_ (the problem we solve for customers),  
our \_\_\_\_\_ (proposed solution)  
provides \_\_\_\_\_ (quantified net benefit for customers)  
unlike \_\_\_\_\_ (the current market alternative).  
We do this by \_\_\_\_\_ (how you will engage customers)  
as we have done elsewhere, including \_\_\_\_\_ (prior experience).

b. Template for utility value proposition:

For \_\_\_\_\_ (target utility)  
that need \_\_\_\_\_ (the problem we solve for the utility),  
our \_\_\_\_\_ (proposed solution)  
provides \_\_\_\_\_ (quantified net benefit for utility)

unlike \_\_\_\_\_ (the current market alternative)

as demonstrated \_\_\_\_\_ (prior experience).

We will do this though \_\_\_\_\_ (business model type)

which will utilize \_\_\_\_\_ (REV financial mechanism).

We are willing to contribute \_\_\_\_\_ (capital, IP, or other contribution)

In exchange for \_\_\_\_\_ (what you seek from utility).

4. Describe how the proposed business model impacts each of the stakeholders in the table below, quantifying values to the extent possible. For each stakeholder, please specify the following:
  - a. Who? – Provide details regarding the relevant stakeholders (i.e., target customer segments, specific NY utilities, partners including but not limited to the submitter).
  - b. Roles – Describe what each stakeholder does to implement the solution (e.g., equipment hosting, customer outreach, installation) and to manage it (e.g., O&M, resource dispatch)
  - c. Monetary contributions – What does each stakeholder pay? Are these recurring or one-time payments? If possible, provide a quantitative approximation of the magnitude of the contribution. Where applicable, do you have evidence of customer willingness to pay?
  - d. Benefits – What value is delivered, both monetary and non-monetary? As feasible, provide a quantitative approximation of the magnitude of the benefits.

Stakeholder	Who are they?	What role do they play?	What do they provide? To Whom?	What do they receive? From Whom?
Target customers				
Target utilities				
Partner(s)				
Ratepayers				

5. Who are your competitors in providing this type of solution? How do you believe your offering is differentiated from your competitors? How would a customer describe how you are differentiated?
6. What is the partnership structure you are proposing, and how is it different than a conventional vendor-to-utility sale?

**Additional Questions** – discussed as time allows or in follow-up conversations

**Viability of Business Model**

7. What proof points do you have to quantify and demonstrate your value proposition(s)?
8. Please identify and describe limitations, risks, and contingencies to successfully implement the proposed idea with respect to:
  - a. Required changes to market rules or standards (i.e., changes to a regulatory policy, special permission from the Public Utility Commission, etc.)
  - b. Utility or customer infrastructure requirements (e.g., Advance Metering Infrastructure)
  - c. Additional funding sources required for implementation (e.g., utility or third party)
  - d. Scalability
  - e. Any other risks
9. Describe how your proposed business model implements REV-specific value streams and approaches, such as:
  - a. Earning Adjustment Mechanism (EAM)
  - b. Platform Service Revenues (PSRs)
  - c. Cost savings/deferral
  - d. Shifting cost from ratepayers to market-based approaches
  - e. Shared savings
  - f. Increased customer participation/engagement
  - g. Other – please specify

If possible, provide a quantitative approximation of their absolute and/or relative value.

10. Describe the proposed scope and implementation of the partnership, including the following considerations:
  - a. Under what mechanism do you expect the partnership will be implemented (e.g., as a demo? Another form of pilot project? Under a utility program?)
  - b. What is the size (in terms of dollars, number of customers, etc.) of the proposed partnership? How does this compare to the full market size in NYS and/or elsewhere?
  - c. If a partnership were agreed upon, how long would it take to implement the solution and go live? What would be the initial duration of the partnership after implementation? (e.g., six months, three years, etc.)

- d. If you are proposing a demonstration project, please address the following:
  - i. What specific questions or hypotheses are you are looking to test? How will they be tested?
  - ii. How does the proposed business model differ, if at all, for a demo vs. implementation of the solution at scale?

## Partnership Structure

11. What are the risks and rewards of the proposed partnership structure and how are they shared?
12. Please explain why you selected the utilities indicated in your submission. How does your idea directly address their needs or interests?
13. Describe how your idea supports the most relevant Innovation Opportunity topics identified in the submission form, including the specific utility interests within those topics.

## Submitter Capability

14. Describe your company's capabilities to deliver on the solution and partnership being proposed, including specific examples of your team or company leadership's comparable experience.
15. Describe your ability to deliver your proposed contribution to the partnership (e.g., capital, IP, in-kind)? Would you be able to deliver the same contribution if the partnership were to scale?
16. What is the ownership structure of your company?
  - a. Private, PE
  - b. Private, sole-proprietorship
  - c. Private, VC/Angel
  - d. Publicly traded, pure play
  - e. Publicly traded, subsidiary to a larger company
  - f. Startup/non-funded
17. What technology readiness level is the solution? (Framework from the US DOE Technology Readiness Assessment Guide: [www.directives.doe.gov](http://www.directives.doe.gov))
  - a. 0 - Basic Technology Research
  - b. 1 - Research to Prove Feasibility
  - c. 2 - Technology Development
  - d. 3 - Technology Demonstration

- e. 4 - System Commissioning
- f. 5 - System Operations

## Advancement of REV

- 18. Describe how the proposed solution aligns with and advances the specific REV Objective identified in the submission form.
- 19. How does the proposed solution align with and advance one of the Distributed System Platform (DSP) functional capabilities (distribution system planning, grid operations, market operations)?
- 20. Does the proposed solution or partnership support any of the following and if so, can you explain how?
  - a. Scalability, replicability, interoperability, or security (as applicable)
  - b. Competitive markets once the term of the partnership is complete
  - c. Utility pricing or rate design

## Uniqueness of Innovation

- 21. Explain how the proposed solution or partnership is currently unutilized or underutilized (i.e., is it new to New York? New to the investor-owned utilities? New to industry? etc.)
- 22. Describe how your solution is innovative as compared to the conventional or current solution(s) used?

## Other (Not for Criteria Assessment)

- 23. Are you willing to go through a procurement process (i.e., an RFP or RFI) if required by the utility?
- 24. How involved have you been with REV and REV Connect?
- 25. Do you have any questions for us?