



CAL TECH FORUM: ETCC AS A FUNNEL FOR EMERGING TECHNOLOGIES

April 28, 2016

PG&E's Pacific Energy Center, San Francisco

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- Role of Utility Emerging Tech Programs
- New Idea Submission via ETCC
- Ranking and prioritization of new ideas
- Product/Program/Workpaper development

THE EMERGING TECHNOLOGIES ECOSYSTEM

Many market actors work in concert to fill the Energy Efficiency / DSM pipeline and accelerate movement of innovations from lab to marketplace



EMERGING TECHNOLOGIES COORDINATING COUNCIL (ETCC)

The ETCC supports ETP efforts in the advancement of energy efficiency and demand response initiatives through its leadership, impact and influence in the emerging technology domain. It pursues this objective by strategically engaging with a wide range of external ET stakeholders and effectively and efficiently managing coordination among ETCC members.

Members include:



Emerging Technologies

Programs

Codes and Standards

LED Lighting



ET PROGRAM DESIGN

Technology Development Support

- Provide resources to transform early-stage technologies / concepts into saleable products
- Develop forward-looking product specifications
- Provide outreach to early-stage entrepreneurs, investors, and analysts (TRIO)

Technology Assessment

- Evaluate performance claims
- Generate energy savings and cost data required for regulatory approval of a new EE measures

Technology Introduction Support

- Conduct scaled field placements to foster market traction
- Build demonstration showcases to create visibility / market awareness
- Conduct third-party solicitations using competitive bidding (TRIP solicitation)

ETCC NEW IDEA SUBMISSION

<http://etcc-ca.com/idea-proposal-form>

- New Idea Submission Form designed to collect the following:
 - Vendor Information
 - Basic Product Information
 - Savings and Technology Potential
 - Market Information
- Ideas can be submitted to all ETCC members
- Ideas evaluated per internal governance processes of each member organization

RANKING AND PRIORITIZATION CRITERIA

- Market and technology potential
- Internal Strategic fit
- Alignment with CA Strategic Plan
- Technology Maturity
- Team
- Others...

PRODUCT / PROGRAM / WORKPAPER DEVELOPMENT

- ET studies are one avenue to collect technology and non-technical market barrier information for new products and solutions to scale
- Data gathered is passed on to Product and Program teams for potential Workpaper/Custom measure development
- For additional details on the internal governance processes for measure development, please refer to the UIMD study:
<http://www.calmac.org/publications/SCE%5FFinal%5FUIMD%5FReport%2Epdf>