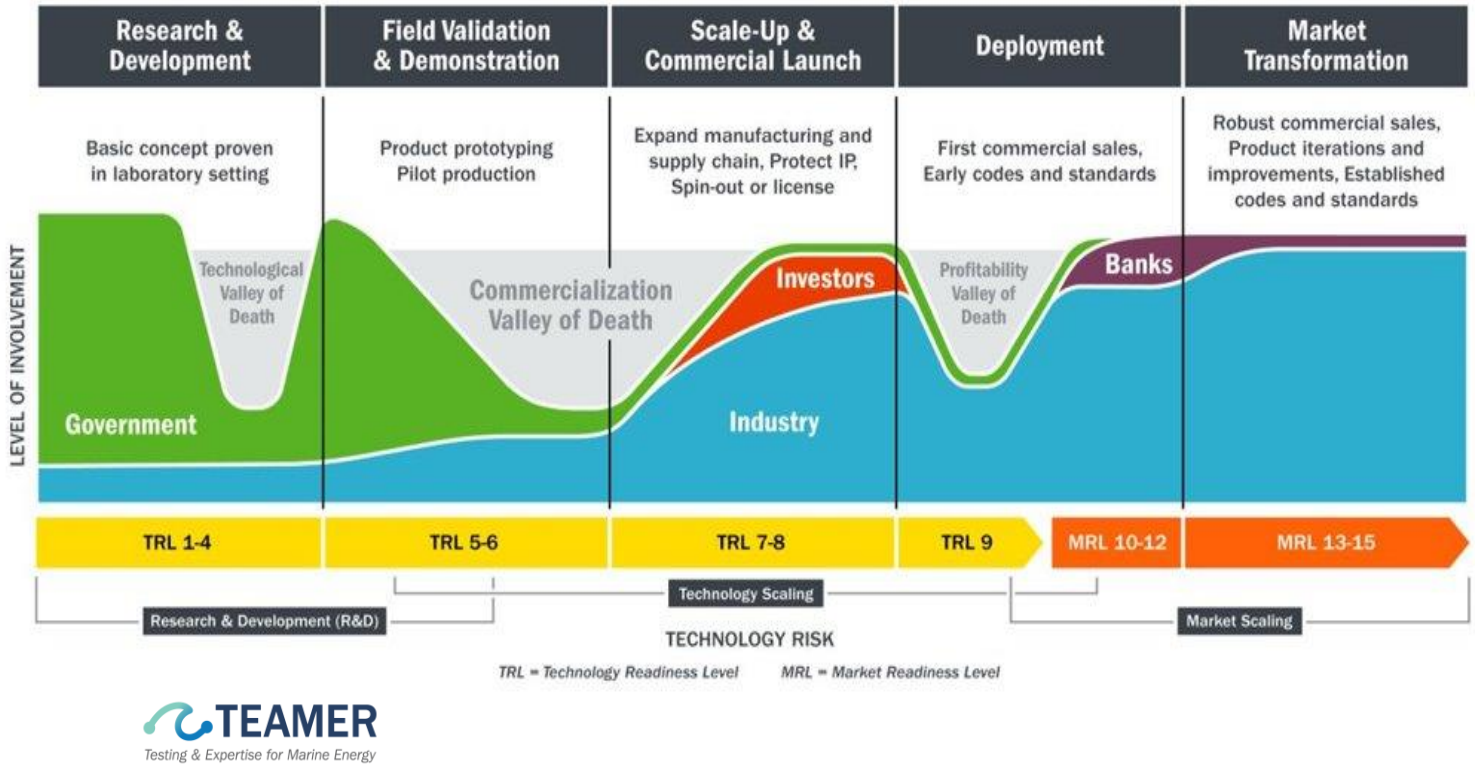
TEAMER Commercialization Support

Addition of Commercialization Support

The process by which technologies are developed, enabling business stability as a technology approaches a market.

Support offered to assist **along the development pathway** supplementary to technical development **to enable continued progress.**



TEAMER
Testing & Expertise for Marine Energy

Commercialization Support Process

TSR Application

Up to $100,000

- Existing application
- Sustainability of business/project
- Reaching a general audience

Selected TSRs

Implementation Plan

- Existing Test Plan + updated template
- Sustainability of funding/capital

Post RFTS

PAR

- Existing PAR + updated template + survey
- Business/project sustainability
- Lessons learned + challenges

- Commercialization support provided on the same RFTS cycle as technical support
  - In-cycle reviews with tech board + external reviewers
  - Call for facilities; to be evaluated on existing criteria
  - Support categories informed by 2024 webinar and RFI

Potential Facility Support

Facility Type	Description
Business Development & Strategy	- Incorporating marine energy customer discovery and end-user feedback into early product development to validate long-term feasibility - Market identification to complement other technologies and generate near-term revenue. - Engagement with appropriate long-term investors - Identification of relevant local resources and/or strategic partners - Develop an IP strategy
Proposal and Pitch Consultation	- Guidance on using storytelling and/or marine energy education to strengthen public funding proposals and/or private investor pitches - Training for effective public marketing and outreach - Communicating credibility, realistic timelines, and the technology's viability
Funding Continuity	- Develop a sustainable, unique strategy for funding continuity, business scaling, and resource access, including both public funding and private capital - Identification of potential public funding or private capital opportunities and programs relevant to a technology and business and available tools to support effort - Training on how to effectively identify and engage with prospective long-term private capital providers