



## Sonoma Clean Power SPIRIT OF ENTREPRENEURSHIP GRANT

### About Sonoma Clean Power

Sonoma Clean Power (SCP) is the public electricity provider for Sonoma and Mendocino counties. We source clean energy from renewable resources—geothermal, hydroelectric, wind, solar, and biomass—and deliver our power to residents and businesses. At SCP, we're invested in the communities we live and work in. We deliver services that enhance quality of life through competitive pricing, improved air quality, and energy efficiency. By changing the way resident's source energy, we're able to deliver customer programs that make a difference in everyone's life.

### Purpose of the Spirit of Entrepreneurship Grant

SCP's Spirit of Entrepreneurship Grant strives to develop sustainable entrepreneurs invested in reducing greenhouse gas emissions and promoting energy efficiency, energy conservation, renewable energy, environmental stewardship and distributed energy resources in a manner that encourages economic vitality and affordable rates for customers.

### Eligibility Guidelines

Participants in the SCP's Spirit of Entrepreneurship Grant Competition must:

- Be an active student in good standing at Santa Rosa Junior College;
- Maintain Satisfactory Academic Progress with SRJC;
- Be currently enrolled or completed the Santa Rosa Junior College's; Entrepreneurship Certificate Capstone Course (or any successor course, as approved by SCP) in the current academic year;
- Have played a significant role in conceiving the venture;
- Present a new venture/new business idea, or where the proposed entry is an existing business, the existing business must have received less than \$50,000 in institutional funding prior to the commencement of the grant competition;
- Present as part of the Course "Pitch Contest" at the end of the academic year;
- All submitted materials must be the original work of the participant and/or team; and
- Participants may participate in the competition as part of a team, but each individual team member must satisfy all eligibility guidelines. There is no limit to the number of team members.

## Competition Submissions

Participants, whether competing individually or in teams, must provide a written summary of their proposal, a business plan, and a model release form ten (10) calendar days prior to the pitch contest (the “Deadline”). Summarized items should also be included in the pitch presentation and includes:

- Participant/Team Information, including contact information, expertise and summary of the proposal, consistent with course requirements;
- Proforma statement
- Funds needed to develop and support the entrepreneurial effort(s);
- How any awarded funds would be used;
- How the proposal would promote the purpose of the SCP Spirit of Entrepreneurship Grant, as described in more detail below.

Participants entering the competition as part of a team must also propose how any grant award would be shared and utilized by the team.

As noted above, participants/teams should adequately explain how their business plan would promote the purpose of SCP’s Spirit of Entrepreneurship Grant, including, without limitation: incorporating sustainable practices, reducing energy consumption, improving air quality, reducing fossil fuel consumption, expanding the use of renewable energy, promoting eco-friendly transit, conserving water & resources utilizing environmentally sensitive building materials.

By the Deadline, Participant submissions should be provided to SCP in an electronic form, using the online application at [sonomacleanpower.org/soe-grant-application](http://sonomacleanpower.org/soe-grant-application), and satisfy any other applicable Course requirements.

Participants and teams agree to submit follow up information that SCP may reasonably request in connection with the entry.

## Selection Criteria and Process

SCP will consider eligible entries based on the overall quality of the proposal, as well as the adherence to the core components of the grant. Criteria elements are outlined below. There are a maximum number of 52 points possible. Presenter(s) must receive a minimum average score of 40 points to be eligible for funding. Additionally, a sample scoring sheet is included at the end of this document.

### *Fundamental Criteria*

This criteria is specifically related to the viability of the business to get up and running and physical location proximity. If the business is web-based, is the owner operating and managing within Sonoma or Mendocino counties?

- Is the proposed business model capable of working successfully? Is it feasible?
- If the business includes physical location, is the location within SCP’s service territory (Sonoma and Mendocino counties).

### *Entrepreneurial Criteria*

At a basic level, this element would score the feasibility of the business to get up and running. The student should provide sufficient information related to the key activities/purpose of the business, any obstacles, and provide a detailed financial outline.

- Does the business model include originality?

- Does the introduce a new idea?
- Is the idea or implementation new to SCP's service territory?
- Is the idea innovative?
  - New way of applying an old idea
  - Does the business expand on an existing idea that makes it more sustainable or provides an efficient alternative?
  - Is the idea creative in thinking?
- How well thought is the endeavor?
- How well does the business address the impact on a big problem?
- Does this proposed business model offer a unique value proposition?

### *Sustainability Criteria*

For the purposes of this grant, sustainability is defined as the processes and actions that help to avoid the depletion of natural/environmental, social, and economic resources. Presenters should have a clear and concise understanding of the how their practices play into climate change. They should be able to clearly articulate the 'why' without the judges inferring how their pitch may be sustainable.

- Does the proposed business model emphasize any of the below sustainable practices?
  - Reduce greenhouse gas emissions
  - Promote energy efficiency and/or conservation
  - Promote renewable energy
  - Promote environmental stewardship
  - Addresses the Water-Energy Nexus
- Is sustainability a key pillar of the business?
- Does the presenter understand the impact of such practices? (i.e., does the student have a strong understanding of how their practices play into the larger picture)

### *Pitch Quality*

At a basic level, this section is to score how well the overall quality of the pitch was.

- How well did the participant present the material?
- Did the participant present relevant information that related directly to the judges' criteria?
- Did the presenter answer the judges' questions?

SCP and/or its designees and Santa Rosa Junior College personnel will participate in a panel during the Pitch Contest to evaluate competition entries based on the criteria identified above.

### SCP Spirit of Entrepreneurship Grant Amount

The number of grant awards issued as well as the amounts awarded by SCP for each grant awarded will vary at the discretion of SCP and based on the factors associated with the grant competition, including, without limitation, the selection criteria, the quality of the participant/team proposals, the amounts requested and the number of eligible entries.

### Presentation of Awards

Winners will be announced annually prior to the conclusion of the academic year. Awardees will be recognized at a subsequent SCP Board of Directors Meeting.

## Additional Spirit of Entrepreneurship Grant Rules

1. By participating in the SCP Spirit of Entrepreneurship Grant Competition, all participants/teams accept the Spirit of Entrepreneurship Grant Rules, and agree to abide by them.
2. SCP reserves the right to disqualify any participant, team or team member that:
  - a. Violates the Spirit of Entrepreneurship Grant Rules or Santa Rosa Junior College Policies, Rules or Guidelines
  - b. Violates any local, state or federal law
  - c. Includes content in an entry that violates any local, state or federal law or that is pornographic in nature
  - d. Violates the Santa Rosa Junior College's policies, rules and guidelines, including any codes of student conduct, codes related to ethics or student integrity or other related policies
  - e. Was previously awarded a prize in the Spirit of Entrepreneurship Grant competition
  - f. The entry does not present sufficient content or material appropriate to merit evaluation
  - g. Does not comply with any other applicable rules or requirements
  - h. Does not satisfy eligibility criteria for the competition
3. SCP reserves the right to change or supplement these Spirit of Entrepreneurship Grant Rules at any time. Changes or supplements to these Spirit of Entrepreneurship Rules will be provided to participants/teams through the Santa Rosa Junior College Entrepreneurship Certificate Capstone Course (or its successor course).
4. SCP reserves the right, in its sole discretion, to waive rules, requirements and eligibility criteria for the Spirit of Entrepreneurship Grant, provided any such waiver is consistent with the Spirit of Entrepreneurship Grant's Purpose and SCP's authority, including, without limitation, under SCP's Joint Powers Agreement.
5. By submitting an entry in the Spirit of Entrepreneurship Grant competition, each participant or team (and each of its members) warrants that the entry does not infringe on any proprietary or other rights of others.
6. Participants and teams acknowledge that entries into the Spirit of Entrepreneurship Grant competition are public and are not held confidential. SCP will not sign confidentiality agreements as part of the competition. Decisions about what information will be shared as part of the competition (including any protection of intellectual property), knowing these confidentiality parameters, are the sole responsibility of the participant or team.
7. All participants and teams in the competition authorize SCP to use their names, interview and likenesses in all media, including but not limited to video, print, and electronic media in such manner as SCP may deem advisable for the purpose of

publicizing the work of SCP and in materials controlled by SCP. Participants and teams acknowledge that they are not entitled to reimbursement for the use of their name, photograph, or participation in any and all media developed about and by SCP.

8. SCP's provision of any funds for the Spirit of Entrepreneurship Grant is not a commitment to provide additional funds to Santa Rosa Junior College.
9. SCP reserves the right to change or modify the grant and associated criteria at any time.

## Spirit of Entrepreneurship Judge's Scoring Sheet

Fundamental Criteria	Scoring
1. Is the proposed business model viable? <i>(4 pts)</i>	Yes    No
2. Is the proposed business located within Sonoma or Mendocino Territory? (If applicable) <i>(4 pts)</i>	Yes    No

1 = Poor      2 = Fair      3 = Good      4 = Excellent

Entrepreneurial Criteria	Scoring
3. How well does the project show originality, creativity, and/or innovation? <i>(4 pts)</i>	1    2    3    4
4. How well does the business model address the potential impact on a big problem? <i>(4 pts)</i>	1    2    3    4
5. Applicant clearly identified funding amount requested and how the funding would be used including a proforma statement (P&L statement or income statement). <i>(4 pts)</i>	1    2    3    4
6. Applicant has a clear goal and/or concept. <i>(4 pts)</i>	1    2    3    4
Sustainability Criteria	Scoring
7. The business and/or operations will reduce greenhouse gas emissions. <i>(4 pts)</i>	1    2    3    4
8. The business utilizes locally sourced materials. <i>(4 pts)</i>	1    2    3    4
9. The business reduces waste streams. <i>(4 pts)</i>	1    2    3    4
10. The business promotes energy efficiency and/or conservation. <i>(4 pts)</i>	1    2    3    4
11. The business emphasizes environmental stewardship. <i>(4 pts)</i>	1    2    3    4
12. The business addresses the water-energy nexus. <i>(4 pts)</i>	1    2    3    4
Overall Quality	Scoring
13. Rate the overall quality of the pitch. <i>(4 pts)</i>	1    2    3    4

Total Points: \_\_\_/52