

APPLICATION INSTRUCTIONS

THE **EUREKA!** AWARD™ PROGRAM *Taking Energy Innovation Higher*

The Texas Comptroller of Public Accounts created the **EUREKA! AWARD PROGRAM** to provide grants for small Texas businesses to promote market-ready energy products and technologies. Award recipients can use the grant for a variety of promotional materials and efforts.

EUREKA! will award at least two rounds of grants, one in late 2010 and one in 2011. Each round will distribute at least \$250,000 through at least five awards of up to \$50,000 each. Awards are funded by the American Recovery and Reinvestment Act of 2009.

The program will accept applications for the first grant round **OCT. 1 TO NOV. 5, 2010.**

EUREKA! ELIGIBILITY CRITERIA

Please review the eligibility criteria listed below to determine if the business and product or technology are eligible for the **Eureka!** Award Program.

- An applicant **must be a small business** that is legally formed for the purpose of making a profit, is independently owned and operated and has fewer than 100 employees or less than \$6 million in annual gross receipts.
- An applicant **must also be registered to conduct business in Texas**, with a valid Texas tax identification number, and in good standing with the state.
- A product or technology **must have an energy-efficient or renewable energy component** to be eligible. This can include innovation related to energy generation, transmission or consumption.
- The product or technology **must also be ready for market and commercially available.**

TO APPLY FOR A EUREKA! GRANT

Applicants are encouraged to prepare and submit the Eureka! application with the assistance of a commercialization office, marketing department and/or business department at a four-year Texas institution of higher learning.

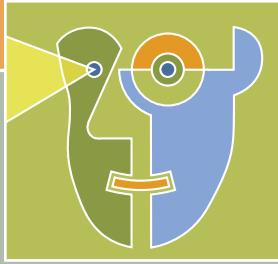
- If the business and product or technology are eligible for the Eureka! Award Program, provide the information requested in the application.
- Include the required material listed on Pages 16 -18.
- Sign the application on Page 19.
- Review the application checklist on Page 20 to ensure the application is complete.
- Mail the completed application, including required material, to the address shown on the checklist.

You can also choose to download a Eureka! application online, and learn more about the evaluation process and selection criteria, at www.secostimulus.org/eureka.

A review committee of energy industry professionals, innovation leaders and subject matter experts will evaluate eligible Eureka! applications and select award recipients based on review scores.

Thank you for your interest in the Eureka! Award Program.





APPLICATION

THE **EUREKA!** AWARD PROGRAM *Taking Energy Innovation Higher*

Please provide the following information to apply for a grant from the Eureka! Award Program.

- Respond to each item on the application. If an item is not applicable, enter "N/A" as your response.
- Limit your answer to the maximum number of words where indicated. Do not include supporting material to answer a question.
- If you can't complete an answer in the space provided, write in "see attached" and attach your answer on a separate sheet of paper.

FOR ASSISTANCE IN COMPLETING THE APPLICATION, PLEASE CALL (800) 531-5441, EXT. 3-3806, OR (512) 463-3806.

APPLICANT INFORMATION

EXACT LEGAL NAME OF BUSINESS: _____

PHYSICAL ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

TELEPHONE: _____

FAX: _____

COUNTY: _____

WEBSITE: _____

MAILING ADDRESS (IF DIFFERENT FROM ABOVE): _____

CITY: _____

STATE: _____

ZIP CODE: _____

APPLICANT CONTACT

NAME: _____

TITLE: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____

UNIVERSITY PARTNER INFORMATION

NAME OF UNIVERSITY: _____

MAILING ADDRESS: _____

CITY: _____

STATE: _____

ZIP CODE: _____

COMMERCIALIZATION OFFICE CONTACT: _____

TITLE: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____

MARKETING OR BUSINESS DEPARTMENT CONTACT: _____

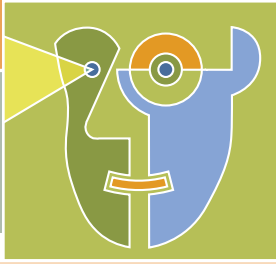
TITLE: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____





APPLICATION

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BUSINESS REGISTRATION

1. ENTER THE NINE-DIGIT FEDERAL EMPLOYER IDENTIFICATION NUMBER (FEIN) ASSIGNED TO YOUR BUSINESS FOR REPORTING FEDERAL INCOME TAXES TO THE INTERNAL REVENUE SERVICE.

2. ENTER THE 11-DIGIT TEXAS TAXPAYER NUMBER ASSIGNED TO YOUR BUSINESS FOR REPORTING ANY TAXES OR FEES TO THE TEXAS COMPTROLLER OF PUBLIC ACCOUNTS.

3. IS YOUR BUSINESS REGISTERED TO DO BUSINESS WITH THE TEXAS SECRETARY OF STATE? YES NO
IF YES, PLEASE ENTER THE 10-DIGIT SECRETARY OF STATE FILE NUMBER.

4. HAVE YOU FILED AN ASSUMED NAME CERTIFICATE WITH THE COUNTY CLERK'S OFFICE IN THE COUNTY WHERE YOUR BUSINESS IS LOCATED? YES NO

5. CHECK THE APPROPRIATE STRUCTURE THAT IDENTIFIES YOUR BUSINESS.
 SOLE PROPRIETORSHIP LIMITED LIABILITY COMPANY GENERAL PARTNERSHIP
 LIMITED (LIABILITY) PARTNERSHIP CORPORATION OTHER (PLEASE EXPLAIN)

6. HOW LONG HAS THE BUSINESS ENTITY BEEN IN EXISTENCE?

BUSINESS DESCRIPTION

In accordance with Texas Government Code Section 2006.001, a "small business" is identified as a legal entity, including a sole proprietorship, partnership or corporation, that is formed for the purpose of making a profit; is independently owned and operated; and has fewer than 100 employees or less than \$6 million in annual gross receipts.

7. IS YOUR BUSINESS DESIGNATED AS A SMALL BUSINESS? YES NO

8. HOW MANY EMPLOYEES DOES THE BUSINESS HAVE?

9. WHAT IS THE AMOUNT OF ANNUAL GROSS RECEIPTS FOR THE BUSINESS?

10. ENTER THE SIX-DIGIT NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) CODE THAT BEST CLASSIFIES YOUR BUSINESS. (VISIT WWW.NAICS.COM/SEARCH.HTM FOR INFORMATION ON NAICS CODES.)

BUSINESS TEAM

11. LIST ALL OWNERS, OFFICERS AND DIRECTORS OF THE BUSINESS ENTITY. (ATTACH ADDITIONAL SHEETS USING THE SAME FORMAT IF NECESSARY.)

NAME:	TITLE:

FEIN:	

NAME:	TITLE:

FEIN:	

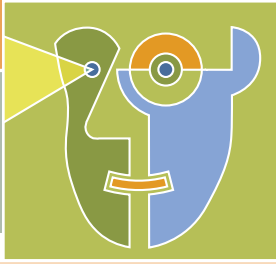
NAME:	TITLE:

FEIN:	

NAME:	TITLE:

FEIN:	





APPLICATION

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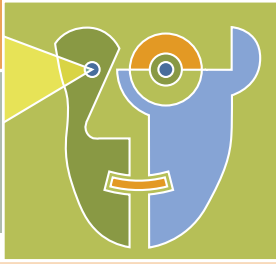
PRODUCT OR TECHNOLOGY

12. DOES YOUR PRODUCT OR TECHNOLOGY HAVE AN ENERGY EFFICIENT OR RENEWABLE ENERGY COMPONENT? YES NO

13. IS THE PRODUCT OR TECHNOLOGY READY FOR MARKET AND COMMERCIALY AVAILABLE? YES NO

14. DESCRIBE YOUR PRODUCT OR TECHNOLOGY, INCLUDING COMPONENTS. SPECIFICALLY DETAIL HOW THE PRODUCT OR TECHNOLOGY RELATES TO ENERGY EFFICIENCY OR RENEWABLE ENERGY. (MAX 500 WORDS)





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PRODUCT OR TECHNOLOGY (CONTINUED)

15. DOES YOUR BUSINESS HAVE CLEAR OWNERSHIP OF THE PRODUCT OR TECHNOLOGY?
IF NO, PLEASE EXPLAIN BELOW. (MAX 250 WORDS)

YES

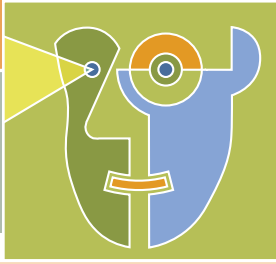
NO

16. ARE THERE ANY DISPUTES OVER PATENTS RELATIVE TO THE PRODUCT OR TECHNOLOGY?
IF YES, PLEASE EXPLAIN BELOW. (MAX 250 WORDS)

YES

NO





APPLICATION

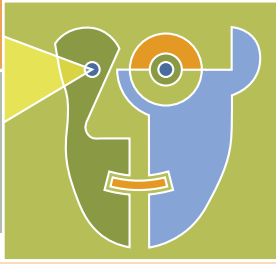
THE **EUREKA!** AWARD PROGRAM

Taking Energy Innovation Higher

PRODUCT/TECHNOLOGY ATTRIBUTES

17. PROVIDE THE ESTIMATED ENERGY THAT COULD BE SAVED AS A RESULT OF THE NEW PRODUCT OR TECHNOLOGY. (MAX 350 WORDS)





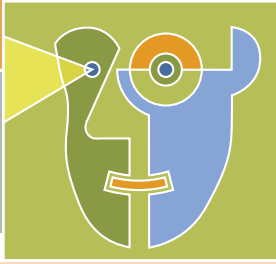
APPLICATION

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PRODUCT/TECHNOLOGY ATTRIBUTES (CONTINUED)

18. DESCRIBE OTHER ANTICIPATED BENEFITS TO CONSUMERS AND THE STATE AS A RESULT OF THE NEW PRODUCT OR TECHNOLOGY.
(MAX 500 WORDS)





APPLICATION

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PRODUCT/TECHNOLOGY ATTRIBUTES (CONTINUED)

19. Please check the attributes that apply to your product or technology. Describe how each attribute applies to the product or technology in the space provided.

CONTRIBUTES TO THE COST- COMPETITIVENESS OF ENERGY EFFICIENCY OR RENEWABLE ENERGY IN TEXAS

REDUCES THE USE OF FOSSIL-FUEL ENERGY IN TEXAS

REDUCES THE STATE'S RELIANCE ON IMPORTED ENERGY

IMPROVES THE RELIABILITY OF ELECTRICAL POWER DELIVERY

IS MANUFACTURED WITH RENEWABLE ENERGY

PRODUCES ENVIRONMENTAL BENEFITS IN TEXAS, EITHER FROM PRODUCTION OR DIRECT USE

IS COMPLETELY OR SUBSTANTIALLY MANUFACTURED IN TEXAS

MAKES SUBSTANTIAL USE OF TEXAS MATERIALS

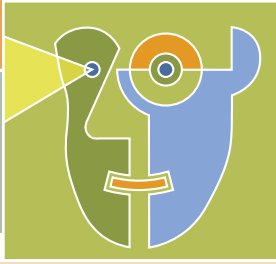
ENCOURAGES TEXAS HIRING AND LOCAL ECONOMIC DEVELOPMENT

REDUCES OR LIMITS CONSUMER COSTS

HAS A LONG PRODUCT LIFE EXPECTANCY

IS EASY TO INSTALL AND SERVICE





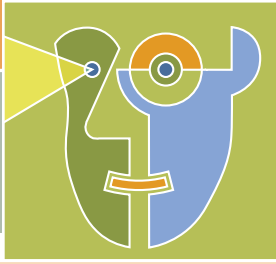
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MARKETING PROJECT NARRATIVE

20. DESCRIBE YOUR PROPOSED MARKETING PROJECT, INCLUDING GOALS. (MAX 500 WORDS)





APPLICATION

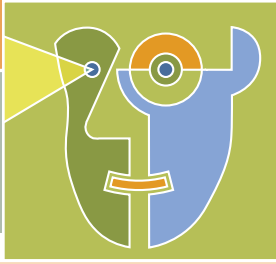
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MARKETING PROJECT NARRATIVE

21. BRIEFLY DESCRIBE HOW THE PROPOSED PROJECT PLAYS A ROLE IN YOUR OVERALL MARKETING PLANS. (MAX 350 WORDS)

22. STATE ANY RESTRICTIONS OR LIMITATIONS THAT MAY APPLY TO THIS PROJECT (E.G. APPROVAL FROM A CORPORATE OFFICE OR OUTSIDE ENTITY, ETC.). (MAX 250 WORDS)





APPLICATION

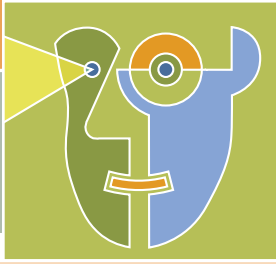
THE **EUREKA!** AWARD PROGRAM *Taking Energy Innovation Higher*

MARKETING PROJECT NARRATIVE (CONTINUED)

23. PROVIDE THE ESTIMATED PERCENT INCREASE IN SALES THAT COULD RESULT FROM THE PROPOSED MARKETING PROJECT. _____ %

24. DESCRIBE OTHER EXPECTED IMPACTS FROM THE PROPOSED MARKETING PROJECT, INCLUDING MONETARY, NON-MONETARY, SHORT-TERM AND LONG-TERM RESULTS. (MAX 500 WORDS)





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BUDGET AND TIMELINE

25. Provide a budget for your proposed marketing project. Please consider all expenses associated with developing each eligible promotional item, including design, photography, copywriting, printing, production, ad placement, etc., when providing quantities and costs below. The maximum award is \$50,000.

ELIGIBLE ADVERTISING	QUANTITY	COST
BILLBOARDS		
INTERNET ADVERTISEMENTS OR BANNERS		
MAGAZINE ADVERTISEMENTS		
NEWSPAPER ADVERTISEMENTS		
RADIO ADVERTISEMENTS		
TELEVISION ADVERTISEMENTS		
WEB DESIGN, CONSTRUCTION OR ENHANCEMENT		
OTHER (PLEASE DESCRIBE)		

ELIGIBLE MARKETING MATERIALS	QUANTITY	COST
BROCHURES		
CD'S		
DVD'S		
DIRECT MAIL		
DISPLAYS		
FLASHDRIVES		
FLIERS		
POSTCARDS		
POSTERS		
PRESS KITS AND FOLDERS		
PRODUCT LABELS		
RACK CARDS		
SIGNAGE		
TRADESHOW BOOTH		
VEHICLE GRAPHICS		
VIDEOS		
OTHER (PLEASE DESCRIBE)		

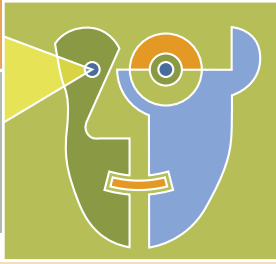
ELIGIBLE PROMOTIONS	QUANTITY	COST
IN-STORE DEMONSTRATIONS		
TRADESHOW FEES AND ASSOCIATED EXPENSES (WITHIN THE U.S.)		
OTHER (PLEASE DESCRIBE)		

TOTAL

NOTE: EUREKA! FUNDS CANNOT BE USED FOR RESEARCH, PRODUCT OR TECHNOLOGY DEVELOPMENT, FOOD, ALCOHOL, ENTERTAINMENT OR TRAVEL COSTS.

(BUDGET AND TIMELINE CONTINUED ON NEXT PAGE)





APPLICATION

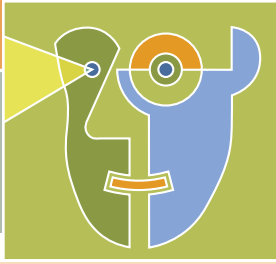
THE **EUREKA!** AWARD PROGRAM *Taking Energy Innovation Higher*

BUDGET AND TIMELINE (CONTINUED)

26. Provide a timeline for the proposed marketing project. Please consider the individual steps associated with each item or deliverable when providing the timeline.

ITEM/DELIVERABLE	BEGINNING DATE	COMPLETION DATE





APPLICATION CHECKLIST

THE **EUREKA!** AWARD PROGRAM *Taking Energy Innovation Higher*

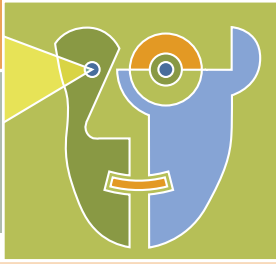
SUCCESS QUANTIFICATION

27. Eureka! award recipients will be required to provide reports on project progress and success quantification to the Comptroller's office. Examples of success quantification include, but are not limited to:

- | | |
|------------------------------------|---|
| Number of sales | Number of calls generated by a marketing initiative |
| Dollar amount of sales | Marketing materials distributed, and to whom |
| Percent increase in sales | Number of shows attended |
| Number of website visits | Number of contacts made at shows |
| Percent increase in website visits | Estimate of energy savings generated if possible |

DESCRIBE HOW YOU WILL MEASURE THE SUCCESS OF YOUR PROPOSED MARKETING PROJECT. (MAX 500 WORDS)





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OTHER

28. PROVIDE A SHORT DESCRIPTION OF ANY PRELIMINARY MARKET RESEARCH YOU HAVE CONDUCTED THAT MAY RELATE TO THE PRODUCT, TECHNOLOGY OR PROJECT. (MAX 250 WORDS)

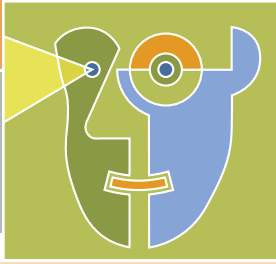
29. HAS YOUR BUSINESS RECEIVED ANY OTHER FEDERAL OR STATE GRANTS FOR THE PRODUCT OR TECHNOLOGY? YES NO
IF YES, PLEASE PROVIDE THE INFORMATION BELOW. (THIS INFORMATION IS FOR INFORMATIONAL PURPOSES ONLY.)

AMOUNT: _____ DATE: _____ AGENCY: _____

USE OF FUNDS: _____

30. PLEASE DISCLOSE ALL PAST AND PRESENT CONTRACTUAL, BUSINESS, FINANCIAL AND PERSONAL RELATIONSHIPS BETWEEN THE APPLICANT AND PRINCIPALS AND THE COMPTROLLER'S OFFICE AND EMPLOYEES. (MAX 250 WORDS)





APPLICATION

THE **EUREKA!** AWARD PROGRAM

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REQUIRED MATERIAL

PRODUCTS

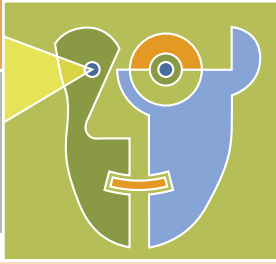
If your proposed marketing project is for a product, submit the required material listed below with the application. This material will not be returned to you.

PLACE A CHECK BESIDE EACH ITEM THAT YOU SUBMIT.

- A SAMPLE OF THE PRODUCT (IF FEASIBLE) A PICTURE OF THE PRODUCT A DATA OR SPECIFICATION SHEET

IF YOU ARE NOT PROVIDING ONE OF THE ITEMS ABOVE, EXPLAIN WHY. (MAX 250 WORDS)





APPLICATION

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REQUIRED MATERIAL (CONTINUED)

TECHNOLOGIES

If your proposed marketing project is for a technology, submit the required material listed below with the application. This material will not be returned to you.

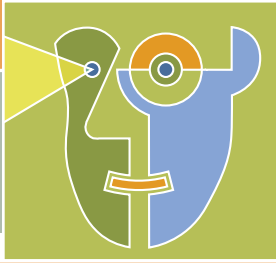
PLACE A CHECK BESIDE EACH ITEM THAT YOU SUBMIT.

A PICTURE OF THE TECHNOLOGY IN USE (IF APPLICABLE)

A DATA OR SPECIFICATION SHEET

IF YOU ARE NOT PROVIDING ONE OF THE ITEMS ABOVE, EXPLAIN WHY. (MAX 250 WORDS)





APPLICATION

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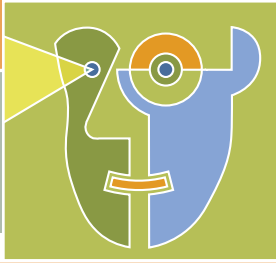
Taking Energy Innovation Higher

BACKGROUND MATERIAL

Attach any additional background material regarding your entity, product, technology or market (e.g. published articles or press clippings). Limit additional background material to 10 pages. Material exceeding this limit will not be considered. This material will not be returned to you.

IF APPLICABLE, LIST THE ITEMS THAT YOU SUBMIT BELOW.





APPLICATION

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APPLICATION AFFIDAVIT

To the best of my knowledge and belief, the information contained in the Eureka! Award Program application is true, correct and current, as evidence of my signature below. I will notify the Comptroller's office of any change in this information.

I certify that I have the authority to submit and sign the application on behalf of the business and product or technology listed. I further certify that the business is in good standing under the laws of the state in which the business entity was organized and that no delinquent taxes are owed to any taxing entity within the state of Texas or any state or nation.

I understand that successful business applicants will enter into a contract with the Comptroller's office to officially receive grant funds. The grant agreement must be signed by the authorized business applicant prior to the start of the proposed marketing project. A sample grant agreement is available at www.secostimulus.org/eureka.

If awarded grant funds, I agree to provide timely reports to the Comptroller's office for initiatives related to the proposed marketing project and resulting sales and return on investment numbers.

I understand that each award recipient will have one year from the date of the grant agreement to spend the award. If grant funds are not spent within this timeframe, the money will be returned to the Eureka! program for redistribution.

I understand that providing false information on the application, failure to notify the Comptroller's office of any change in this information and failure to report project progress and success quantification may cause the award to be terminated.

Applications will not be considered if the applicant does not respond to each item, the application is not appropriately completed or signed, or the required documentation is not enclosed. Only those applications that meet minimum qualifications and eligibility criteria will be evaluated and scored.

Grant funds will be awarded at the sole discretion of the Eureka! review committee. Applicants may be required to make a formal presentation to the review committee before final determination.

Responses to this application are subject to release as public information unless the application or specific parts can be shown to be exempt from the Texas Public Information Act. To preserve claims that information is confidential, the applicant must enter "CONFIDENTIAL" in red ink by each item the applicant believes to be confidential and label attachments "CONFIDENTIAL." The applicant must also submit in writing specific detailed reasons as to why the applicant believes the item is confidential. Labeling information "CONFIDENTIAL" does not guarantee the information will be protected from disclosure under the Texas Public Information Act.

SIGNATURE OF BUSINESS APPLICANT:

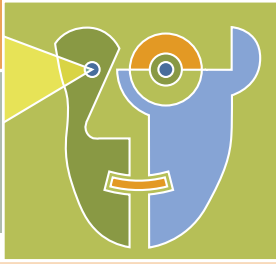
DATE:

PRINTED NAME:

TITLE:

BUSINESS NAME:





APPLICATION

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EUREKA! APPLICATION CHECKLIST

THANK YOU for your interest in the Eureka! Award Program. Please review the checklist on this page to ensure the application is complete before mailing it to the address below. The checklist is for your convenience only.

- PROVIDE ALL INFORMATION REQUESTED IN THE APPLICATION.
- SIGN THE APPLICATION ON PAGE 10.
- SUBMIT THE REQUIRED MATERIAL LISTED ON PAGE 9.
- IF AVAILABLE, ATTACH THE BACKGROUND MATERIAL LISTED ON PAGE 9. (THIS ADDITIONAL INFORMATION IS NOT REQUIRED.)

MAIL THE COMPLETED APPLICATION TO:

The Eureka! Award Program
Texas Comptroller of Public Accounts
Public Outreach and Strategies Division
P.O. Box 13528
Austin, Texas 78711-3528

OR OUR PHYSICAL ADDRESS IS:

The Eureka! Award Program
Texas Comptroller of Public Accounts
Public Outreach and Strategies Division
111 E. 17th St.
Austin, Texas 78774





The Eureka! Award™

The Eureka! Award is a grant to help small businesses promote energy-related products and technologies.

Susan Combs, the Texas Comptroller of Public Accounts, established the program in 2010. Awards are funded by the American Recovery and Reinvestment Act of 2009.

For more information go to:
www.secostimulus.org/eureka

Contact us at:
(800) 531-5441, ext. 3-3806