



New Energy Pioneers

2019 Application Form

Please send completed forms to pioneers@bloomberg.net

**THE DEADLINE FOR APPLICATION
IS FRIDAY, OCTOBER 26, 2018.**

Thank you for applying for the New Energy Pioneers Award. Non-disclosure agreement (NDA) forms can be provided upon request. For the NDA form or other questions about the program or application process, please contact us at pioneers@bloomberg.net

We take your privacy seriously and applications will not be disclosed outside of the selection committee. The application deadline is Friday, October 26, 2018. The winners will be announced at the Future of Energy Summit 2019, March 25-26 in New York City. All applicants will be notified in February 2019 about the outcome of their application.

We look forward to reading your application and wish you the best of luck!



THE BASICS

Company name:

Est. Sales 2018 (\$U.S.):

Corporate website:

Contact name:

Chief executive officer:

Contact email address:

Founder(s):

Contact phone number:

Year established:

The 'One-liner':

Please provide a single line explaining what your company does:

Number of staff:

Headquarters country:

Sector of operation:

Sales 2017 (\$U.S.):

The 'Elevator pitch'

Please provide a single paragraph explaining why your company should be a New Energy Pioneer, bearing in mind the 3 selection criteria: innovation, potential scale and momentum. You may also include any key milestones to date, technology specs and technical documentation which will support your application:

TEAM

Who is on your management team?

Please list your top five executives (Chairman, CEO, CTO, CFO, CMO, CIO, Director of Sales, etc.) and provide a brief bio for each:

Who is on your advisory board?

OPPORTUNITY

What is the nature of the opportunity you are addressing?

What is the scale of the opportunity?

Please provide metrics on potential market size. Is it a local business or a global opportunity?
Which markets are you targeting?

Will your success create opportunities for new types of supporting businesses?

CHALLENGES

What market barriers currently exist for your company?
For example, lack of infrastructure, policy or financing.

What are the biggest risks to building your business?

INNOVATION

What is your technology and what benefits does it provide?

How original is your technology? Is anyone else doing something similar?

Which companies do you consider as your main competition?

How are you positioning your solution competitively?

Along what dimensions do you compete with others? How do you aim to beat the competition on key dimensions? Please provide metrics where possible.

How unique is your technology?

Is your technology patented or otherwise protected from being copied? Do you own your technology or is it licensed from others? Is the equipment you use of your own design or standard? How much maintenance and financial investment does your technology require?

How unique is your business model?

Have you created significant intellectual property in process or business management?

Is your sales model unique and pioneering? Do you have a strategy to stay ahead of the game?

Have you received research funding?

What links do you have with research organizations?

MOMENTUM

What is your chosen route to market?

Do you have distribution channels in place? Will you be selling directly to end users, and if so how?

Who are you selling to?

Who are your top 5 customers? Can you demonstrate consistent growth in account size?

Can you demonstrate consistent growth in new customers wins?

Do you have any key industry partnerships in place?

Have you won any other industry awards?

What are your revenues (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

What is your Ebitda (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

Cash (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

Current assets (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

NET ASSETS OVER TIME

Fixed assets (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

Intangible assets (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

Current liabilities (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

Total (\$U.S.)

| | | |
|------|------|-------|
| 2013 | 2014 | 2015 |
| 2016 | 2017 | 2018e |

How are you financed?

Who are your investors? Is the company self-financed? And to what proportion?

How much money have you raised to date? What are your plans for future fund-raising?

Capital requirements

How much further capital is needed to achieve scale?

For what purposes will future capital be needed?

About the Pioneers program:

Finally, we'd be interested to know where you heard about the New Energy Pioneers program.