

INTERMODAL Technology-to-Market Discussion

Apoorv Agarwal, Ph.D., MBA
T2M Advisor
ARPA-E

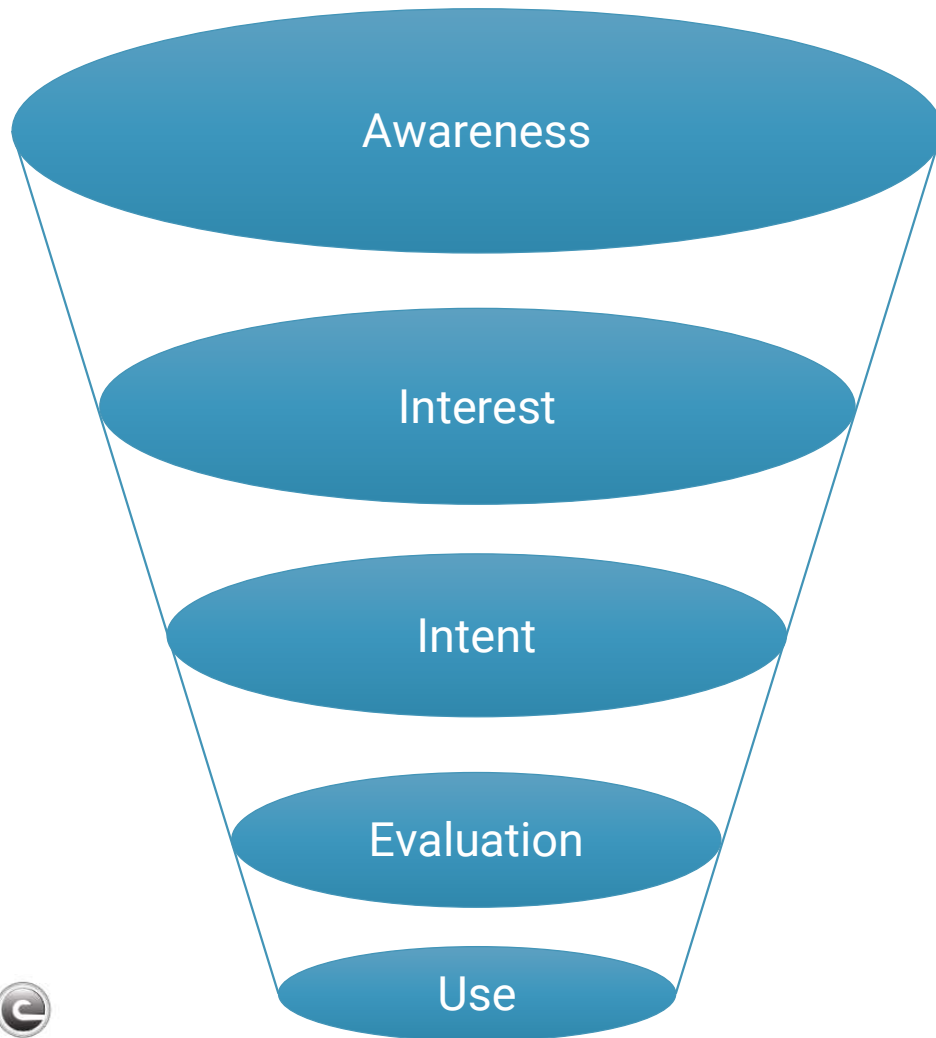
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If it works...

will it matter?

Journey from Awareness to Use



Potential users become aware of your solution.

Users dive deeper into features, ask for a demo, and try to understand implementation details.

Users sign up for a trial and/or download a copy of the software.

Hands-on-use, assessment of fit to needs, request for modifications.

Use of software within the organization, engagement for further development.

Suggestions for Successful T2M Effort

- ▶ Identify and assign a **strong** T2M lead to the project
 - A single member of the project team with the appropriate skills (training or experience in entrepreneurship, business and/or technology licensing)
 - Responsible for coordinating and leading T2M activities for the project, including completion and execution of the final version of the T2M Plan
 - T2M lead should be an integral team member with intimate knowledge of the project technology and should participate in all project reviews.

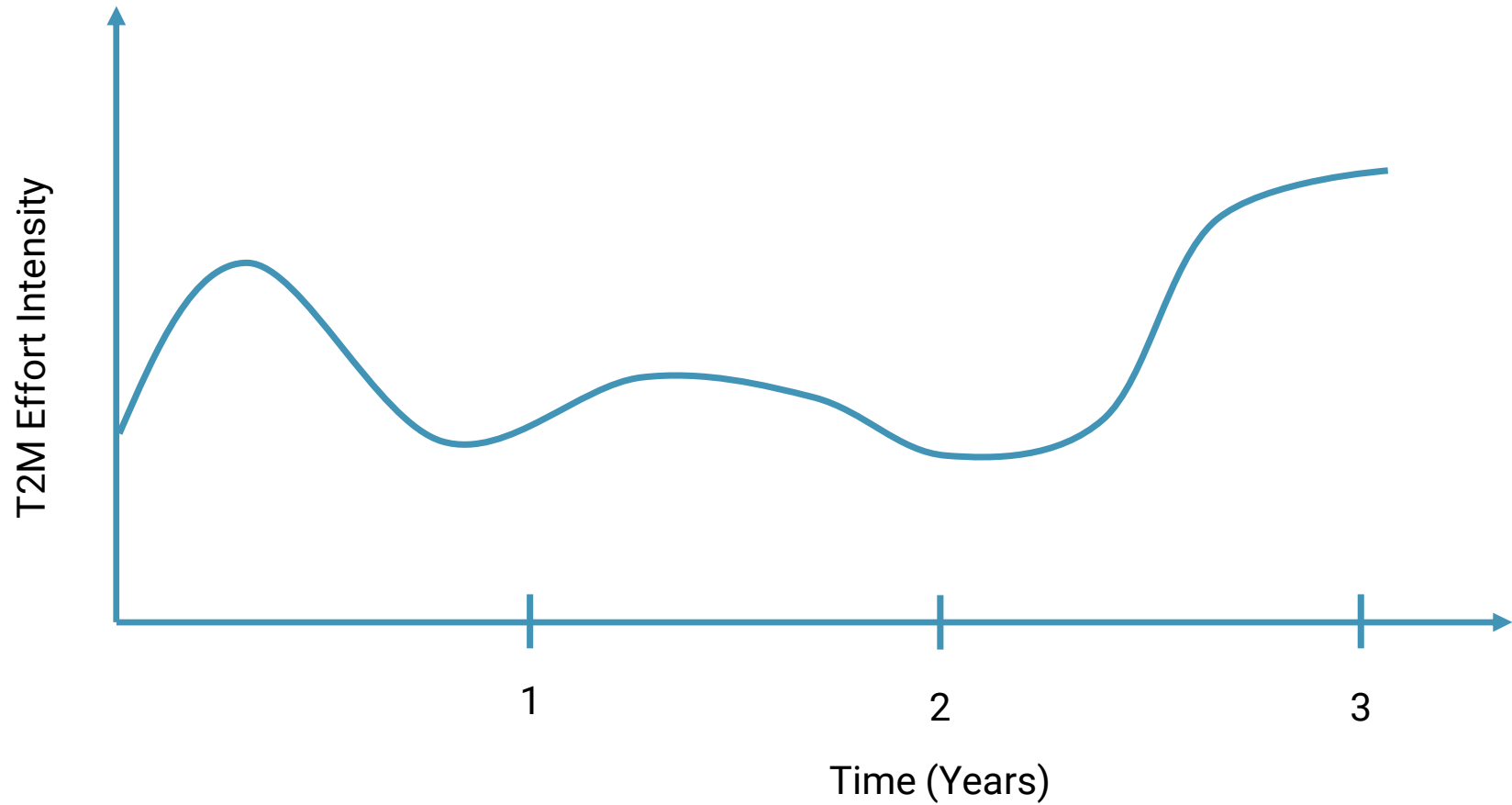
Suggestions for Successful T2M Effort (cont.)

- ▶ Leverage your **Industry Advisory Board**
 - IAB should meet at least quarterly.
 - IAB membership should include railroad, maritime, and trucking industries.
 - Ask them to make warm introductions to potential partners/users
 - Ask them to help you refine the problem(s) to be solved

- ▶ Build a relationship with your nearest **port authority**
 - Ports are intermodal and have a mandate to decarbonize
 - Working with local ports may provide you easier access to data, personnel and funds
 - Opportunity to validate your early modeling results

- ▶ Network with and learn from other INTERMODAL performers

T2M Intensity Timeline



In Conclusion....

- ▶ Think of ARPA-E as **partners** in your commercialization efforts
 - Your success is our success
 - Reach out as soon as you notice a roadblock – we're here to help.
- ▶ The first six months are **critical** in building the foundation of your commercialization efforts
- ▶ Reach out to potential users as soon and as often as you can
 - Focus on understanding their needs
- ▶ Just do it! **A plan means nothing without *execution*.**

A Panel Discussion with LOCOMOTIVES PIs

ALTRIOS



A-STEP



NUFRIEND



SCORE



Panelist Topics

- ▶ Journey from awareness to use
- ▶ Challenges and surprises along the way
- ▶ Industry Advisory Board
- ▶ Advice to INTERMODAL performers, especially in the early months
- ▶ Any other words of wisdom



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