

July 1st, 2025



Jeffrey Diebold
R&D Engineering III
Advanced Cooling Technologies
1046 New Holland Ave Building 2
Lancaster, PA 17601

Subject: Commercialization Assistance for DOE SBIR Phase II Application of Project: Extending Distribution Transformer Lifetime and Increasing Reliability with Passive Thermal Management

Dear Jeffrey Diebold,

Larta Institute is pleased to provide Technical and Business Assistance (TABAs) as part of your DOE Phase II application on the subject project. Larta is a SAM-registered and qualified small business entity. For over 31 years, Larta has designed, managed, and deployed commercialization assistance programs to assist SBIR/STTR grantee(s) across a variety of technical sectors supported by Federal agencies including the U.S. Department of Agriculture (USDA), National Institutes of Health (NIH), National Science Foundation (NSF), National Institute of Standards and Technologies (NIST), National Oceanic and Atmospheric Administration (NOAA), and the U.S. Department of Energy (DOE).

Larta is a GSA-compliant government vendor that delivers high-quality services with a focus on agency program compliance and client satisfaction. Since 1993, Larta has assisted 4000+ startups and helped commercialize 6000+ sciences and technologies. Our portfolio companies have raised \$3.0B+ in non-dilutive funding, \$2.0B+ in private investment, and have gone through 86 acquisitions and 15 IPOs. Our 30+ products and tools for start-ups have been designed and proven for over 31 years to accelerate the translation of R&D ideas into sustainable enterprises.

Larta's commercialization services are customized to meet the critical tech-to-market and business development needs of each awardee. Larta manages each project and offers a menu of services to choose from based on the available budget and project needs. Larta assigns a mentor, or a Principal Advisor (PA), to each awardee based on specific experience and/or the targeted market sector to provide strategic guidance and support throughout the engagement. PAs are seasoned professionals with expertise in product and business development. Click [here](#) for further information on Larta's commercialization services.

Larta Institute is pleased to provide up to **\$50,000** in commercialization assistance as part of your Phase II award. This assistance could include a wide variety of commercialization assistance services such as Commercialization Plan Development, Patent Landscape and Applications, Customer Discovery, Market Research, Go to Market Strategy, Pricing Strategy, Marketing and Sales Strategy, Regulatory, and Fundraising. Larta Institute will conduct an in-depth needs assessment to identify your most critical needs and finalize the scope of work upon receipt of your Phase II award.

Estimated hours for the project are 200 with a rate of \$250 per hour, consistent with rates used for similar services with other clients. If you have any questions, please contact me.

Sincerely,

Gunjan Siroya
Chief Solutions Officer
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Email: gsiroya@larta.org



Fostering science & technology innovation for a sustainable planet.
Let's feed, fuel & heal the world.