

SUTL Innovation Grant Program

ECOSYSTEM
BUILDING GRANTS

Agenda

Background

Program Structure

The Process

Application Form

Questions

Background

In June 2016, City Council
unanimously approved the
Innovation & Growth Fund Policy,
Guidelines and Criteria – including
a \$1M annual grant program

INCLUDED AN UNPRECEDENTED \$10M TO INVEST IN INNOVATION IN
SACRAMENTO

Guiding Principles

The City of Sacramento's SUTL
Innovation Grant Program is
designed to catalyze
innovation in the startup
community and prepare
Sacramento for the industries
of the future

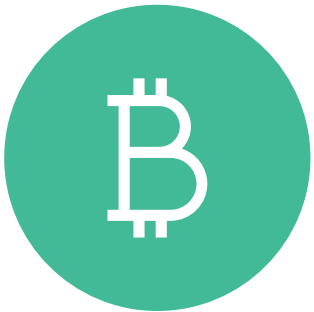
Motivating Problems



Too few opportunities for startups to grow



Too little venture capital investment



Too little interest from big companies to come to Sacramento



Too much reliance on existing industries

26 organizations in 2 cohorts

Accelerator
Programs

Maker Spaces

Incubator
Programs

Mentorship
Organizations

Talent
Acquisition
Organizations

Marketing
Organizations



Nearly \$2M in grants

Program to
Date

What is SUTL?

TRANSFORMING SACRAMENTO INTO A LIVING LAB



Sacramento Urban Technology Lab

The Sacramento Urban Technology Lab (SUTL) is the living embodiment of the “Triple Helix” model of economic innovation, where government, academia, and industry collaborate to transform Sacramento into that of a “living laboratory” for entrepreneurs, advanced technology businesses, and academic institutions to test, develop, and scale their ideas, products, and services.

Please read the
guidelines!

2020 Program Changes

Still \$1M!

Three processes

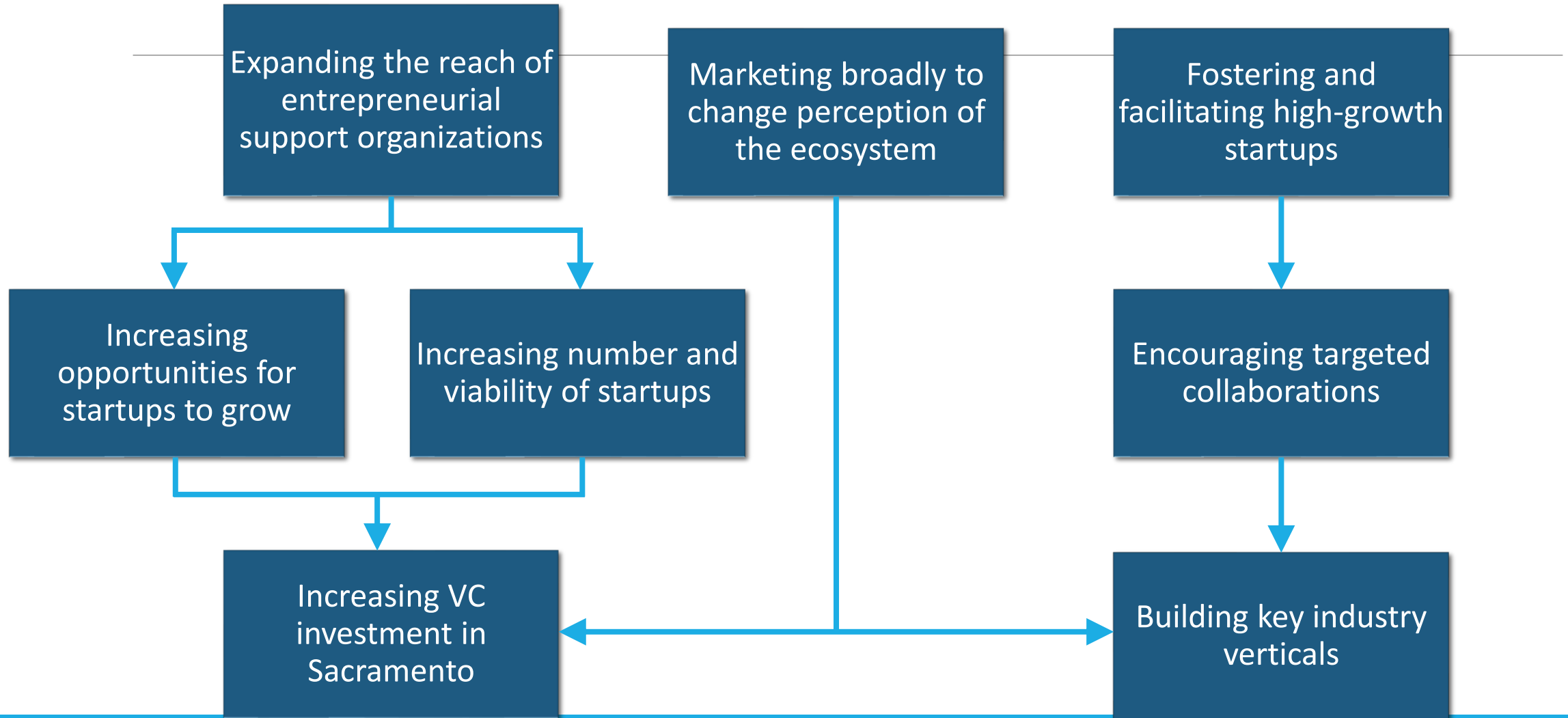
- Ecosystem Building Grants – building workforce pipelines to specific industries for startups and individuals in Sacramento
- SUTL Ecosystem Marketing – 2 RFPs + Co-Working Marketing Grants
- Startup Growth Competition – help high-growth scale-ups locate and grow in Sacramento

Vertical Focus

SUTL vertical focus for the next three annual grant cycles (beginning in 2020 and ending in 2022)

- Internet of Things (IoT) and Cybersecurity
- Mobility
- Health IT and Life Sciences

Theory of Change



Expand the reach of entrepreneurial support organizations

Increase opportunities for startups to grow

Increase the number and viability of startups

Increase VC investment in Sacramento

Marketing broadly to change the perception of the ecosystem

Foster and facilitate high-growth startups

Encourage targeted collaborations

Build key industry verticals

Objectives

IGF Guidelines

1. Create jobs
2. Make it easier to conduct business
3. Leverage funds with other private or public funds
 - Fill financial gaps in projects and programs
4. Increase revenue to the City
5. Accelerate growth
 - Promote formation and growth of businesses that engage in the commercialization of innovative research and products or promote emerging industries
6. Encourage diversity and inclusion in the innovation community



Program Structure

ECOSYSTEM BUILDING GRANTS

Basic Information

12-month grant
period

Building workforce pipelines to the IoT, cybersecurity, mobility, health IT, and life science industries for startups and individuals in Sacramento

Grants up to \$100,000

Potential Activities

- Physical space
- Staffing
- Marketing & market research
- Curriculum development
- Technology entrepreneurship, or business development training programs

Training Programs

Must provide entrepreneurial skill development or work with an employer (formally or informally) to create a pathway to jobs or internships



Primarily youth-serving programs

Must explicitly connect to jobs or internships or

Provide an accredited certificate, badge, or certification

Goals & Metrics



Expected program outcomes stated and metrics documented



Connection between program goals and activities expressed



Milestones and benchmarks

Quarterly reports

The Process

Who can apply

INELIGIBLE ORGANIZATIONS

Property Business Improvement
Districts (PBIDs)

Chambers of Commerce

Public agencies

Schools

Mayor's Tech Council Organizations

ELIGIBLE ORGANIZATIONS

Co-working spaces

Accelerators

Incubators

Makerspaces

Community-based organizations

Private companies

Sole Proprietors

Startups

Minimum Eligibility



Projects must be located in the City of Sacramento



Previous RAILS grant recipients are eligible for funding under this program



Must be compliant with current or past City grants

Timeline

November 25th, 3pm

- Application Deadline
- Questions accepted until November 18th, 11:30pm

December 6th

- Pre-screening complete

January 13th, 2020

- Judging complete

January 13th – 17th

- Awardees notified

Expected Dates

- February 4, 2020 - Awardees to Council for approval
- Mid-February 2020 – Projects begin

Submission Requirements

Applications due on
Screendoor by 3pm
on November 25th

1. Application Form

- Answer all required questions

2. Project Budget

- Budget will outline how grant funds will be used
- Not entire project budget

Selection Process

City staff review for minimum criteria

- Applicants may be asked to revise proposals or supply additional information

Mayor's Tech Council will review and score applications using scoring criteria

- Applicants may be asked to supply additional information via interviews

Mayor's Tech Council will conduct a final review to nominate top projects and recommend preliminary awards and amounts to the City Council

The City Council will amend or adopt preliminary awards and amounts

Pre- screening Criteria



Proven track record



Clear, actionable plans that achieve program objectives



Fills an industry gap or local market need



City funds “catalytic” to project implementation



Stated, realistic program deliverables and metrics



Application completeness

Judges Scoring Criteria



20% - Potential Impact



20% - Capacity

Financial
Personnel

Expertise & credentials
Sufficient lead time



30% - Financial Sustainability



20% - Equity & Inclusion



10% - Community Partnerships &
Collaboration



+10 points – 100% Cash Match Funding

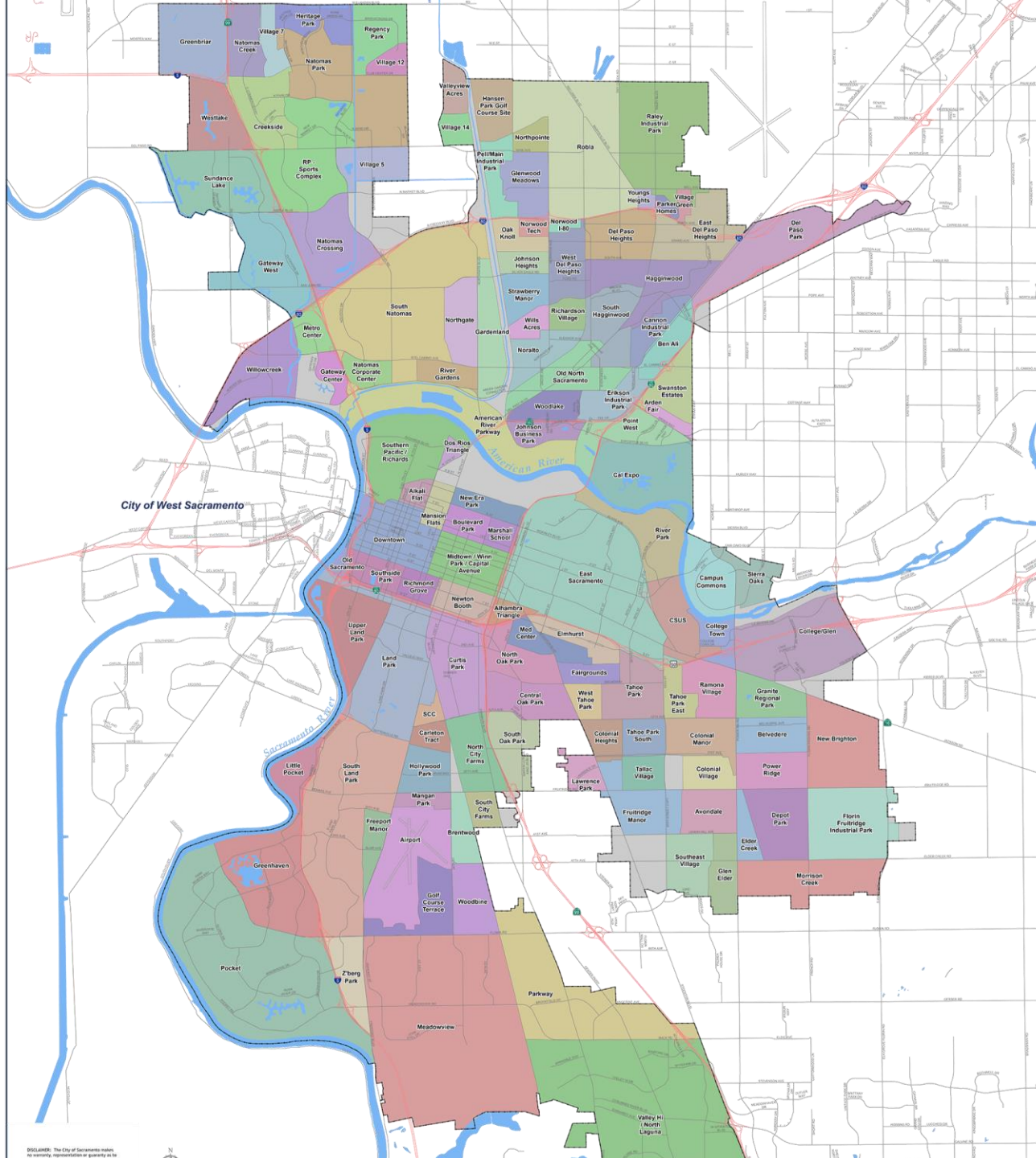
Application Form

APPLICATION QUESTIONS INCLUDED IN THE GUIDELINES

Inclusive Economic and Community Development

The City of Sacramento is committed to ensuring fair and just treatment, access, opportunity, and advancement for all people, while identifying and eliminating barriers that have prevented the full participation of some groups.

In alignment with the City's Inclusive Economic Development priorities, SUTL aims to expand economic opportunities that benefit underserved and underrepresented communities, thereby reducing social, racial, health, and economic disparities in these communities



Priority Neighborhoods:

Strawberry Manor

Del Paso Heights/Nuevo

Wills Acres

Richardson Village

South Hagginwood

Noralto

Old North Sacramento

Twin Rivers

Alkali Flat

Marina Vista-Alder Grove

Oak Park

Lemon Hill

Woodbine

Meadowview

Parkway

Valley Hi/North Laguna

FAQ

Can I put up the funds for the 1:1 cash match myself?

ANSWER: YES, YOU WILL ELABORATE ON WHO IS PUTTING UP FUNDS AND WHAT THEY WILL COVER IN THE QUESTION "PLEASE LIST THE SOURCES AND AMOUNTS OF ANY ADDITIONAL FUNDS THAT WILL BE PROVIDED TO THE PROJECT"

Can matching funds come from multiple sources?

ANSWER: YES

If my organization is not based in City limits, can we apply for a grant?

ANSWER: YES, BUT YOUR PROJECT MUST BE BASED IN OR
PRIMARILY SERVE RESIDENTS IN CITY LIMITS

Can my organization submit multiple applications for different projects?

ANSWER: YES, THERE ARE NO LIMITS TO THE NUMBER OF APPLICATIONS THAT CAN BE SUBMITTED FOR AN ORGANIZATION

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Resources

Guidelines, Application Portal, Q&A

- [Innovatesac.org/innovation-grants/ecosystem-building](https://innovatesac.org/innovation-grants/ecosystem-building)

Please read the guidelines!

Contact: team@innovatesac.org