



SPARK CLEANTECH ACCELERATOR

An early-stage business accelerator that offers a comprehensive set of services to support promising cleantech technology companies



UT Research Park at Cherokee Farm

2641 Osprey Vista Way, Knoxville, TN 37920

<https://www.tnresearchpark.org/spark/accelerator/>

sparkcta@tnresearchpark.org





*Meet the Director of the
Spark Innovation Center*

JOHN BRUCK



John Bruck will be spearheading our Spark Cleantech Accelerator. He is a professional engineer, entrepreneur (founded and chaired an engineering company for 25 years), and is currently an investor and the Director of the Spark Innovation Center located at the UT Research Park at Cherokee Farm in Knoxville, TN.

Current professional pursuits include founding four local startups, working with early-stage tech businesses to create and grow value for stakeholders by effective visioning, strategic planning, developing a pathway to commercialization, and preparing for outside investment. Specific interests and skills include business planning (start-up and ongoing); market and competitive analysis; business modeling; value proposition development, and financial forecasting and projecting cash flow; strategic planning; development of systems, skills, organizational design, staffing, style, and shared values.

To learn more about John Bruck, visit his LinkedIn profile by [Clicking Here](#)

What others are saying about John Bruck



"John has mentored and coached us as we developed our commercialization strategy and our investment pitch. He's opened his network to us, making valuable connections to partners, potential customers, and investors. And he's helping us close our seed investment. We consider him an indispensable part of team."

-[Michell Ishmael, CTO, Active Energy Systems](#)

"John Bruck has been one of our most valuable mentors since starting SkyNano. He has a wealth of knowledge across a broad range of topics including engineering, financial modeling, back-end business operations, team-building, partnerships, contracts, and leadership. He has done an amazing job of leveraging his skills and contacts in the region and nationally to help us and many other startups move forward on some very important deals milestones. SkyNano wouldn't be where we are today without his help."

-[Anna Douglas, CEO, SkyNano](#)





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Our Mission

To support early stage cleantech businesses and drive commercialization of their technologies in Tennessee and throughout the Midwest in partnership with Evergreen Climate Innovations (previously Clean Energy Trust) and other partners

What We Do

- **Recruit** the best in-class cleantech technology companies to invest and deploy their technologies in Tennessee.
- **Nurture** the development and deployment of those companies and their products and/or services.
- **Ensure** the inclusion of promising underserved entrepreneurs, including women, people of color, and veterans

What We Offer

- **Stipends** to help defray travel and living costs and to support business and technical milestones
- **Prototyping services** through the University of Tennessee's Center for Materials Processing
- **Mentoring** One-on-one support from our experts in business, market analysis and positioning, and IP/patent strategy, product design, engineering, prototyping, testing, material selection, tooling design, and manufacturing
- **Connections** with customers, investors, strategic partners, suppliers, and universities and national laboratories
- **Training** Workshops and one-on-one support, including individual meetings with DOE SBIR/STTR staff
- **Partnerships** with organizations such as the Tennessee Valley Authority, the University of Tennessee, the City of Knoxville, and members of the Tennessee Advanced Energy Business Council

Eligibility

- Applicants from Tennessee, the Midwest, and beyond
- Companies that demonstrate a positive impact to energy efficiency, generate renewable energy, reduce greenhouse gas emissions, increase recycling/upcycling and a circular economy
- Companies that show strong market potential and defensible intellectual property, with issued patents or pending patents filed

Eligibility Continued

- Those who demonstrate their technology can support the challenges and needs of Spark partners, such as utilities, local governments, universities, manufacturing companies, commercial building operators, etc.
- Those that create software or hardware technologies including intelligent connected devices, advanced materials processes, or with technology companies at a Technology Readiness Level (TRL) 2-6
- Applicants who are open to Tennessee as a permanent business location.

NOTE: This program is not open to individuals or academic entities that are not incorporated.

Company Acceptance Criteria

- Evidence of customer discovery, and market validation and interest.
- Understanding of the competitive landscape and market forces.
- Dedicated founder and qualified advisors.
- Committed funding sources; including founder and evidence of non-dilutive grants.
- Dedication to developing and growing their business in Tennessee directly or through supply chain partners in the state.

2022 Spark Accelerator Schedule

January 2022	Applications Open
January and February 2022	Webinars
April 11, 2022	Applications Close
April 2022	Participants Notified
June 2022	Accelerator Begins
September 2022	Demo Day

Contact

Email: sparkcta@tnresearchpark.org

Webpage: <https://www.tnresearchpark.org/spark/>

Application: <https://www.f6s.com/spark-cleantech-accelerator/apply>



CURRICULUM

Week 1:

Orientation & Introductions

Welcome to Knoxville
Accelerator Onboarding

Week 2:

Tech/Business Plan Review

Opportunity Assessment
Mentor Introductions
Business Model Concepts
Technology Description
Customer Discovery

Week 3:

Intellectual Property

Patenting
Trademarking
Trade Secrets & Copywriting
Attorney Office Hours: Goodwin Procter

Week 4:

Market Fit & Validation

Total Market Size
Total Accessible Market
Ideal Customer Profile
Customer Interview Findings

Week 5:

Value Proposition

Week 6:

Partners, Supply Chain & Engagement

Week 7:

Financial & Valuation Modeling

Week 8:

Funding, Non-D: Outside Investment

Heartland Climate Tech Partnership
Finance Panel

Week 9:

Organizational Development

Team Building
Talent Recruitment
Hiring/Firing
Management & Leadership
Building and Working with your
Boards
Creating Company Culture

Week 10:

1 on 1 Mentor Meetings

Week 11:

Communications & Branding

Week 12:

Pitch Prep

Best Approach to Pitching
Audience Engagement
Due Diligence Scoring

Week 13:

Final Presentations & Demo Day





SPARK CLEANTECH ACCELERATOR

SPEAKERS & INSTRUCTORS



Tom Rogers
President & CEO, UT Research Park



Amy Henry
Director of Transformative Innovation, TVA



John Bruck
Director, Spark Innovation Center



Chad Autry
Professor of Supply Chain Management
UT Haslam College of Business



Randy Boyd
President, University of Tennessee



Carol Seamons
Private Banker, FirstBank



Cortney Piper
President, Piper Communications,
Co-Founder & Vice President,
TN Advanced Energy Business Council



Coleman Adams
Partner, Clean Energy Venture Group



Will Wilson
Partner at Goodwin Procter



Dr. Angelique Adams
Executive Coach to Scientists and Engineers



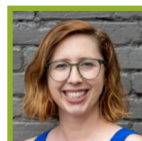
Brandon Bruce
CEO & Co-Founder at Uncat



Courtney Jones
Chief Revenue Officer, Boulo Solutions



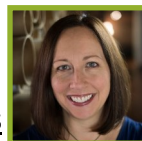
Grady Vanderhoofven
President, Founder & CEO
Three Roots Capital



Abby Hassler
Content Creation Manager
Piper Communications



Shawn Carson
Director of Technical & Operational Assistance, Three Roots Capital
& Lecturer, UT Haslam College of Business



Judith Rosenberg
Director of Client Engagement
The Thought Bureau



Maha Krishnamurthy
Vice President, UT Research Foundation



Kenneth Herring
Managing Director, River & Rail Theatre





SPARK CLEANTECH ACCELERATOR

FUNDING SUPPORT



U.S. DEPARTMENT OF
ENERGY



Launch
Tennessee



PROGRAMMING SUPPORT



CENTER FOR MATERIALS
PROCESSING



Tennessee
Advanced Energy
Business Council



evergreen
climate innovations



MHUB



at Lawrence Technological University



GOODWIN



PIPER
COMMUNICATIONS





Frequently Asked Questions

What is the Spark Innovation Center?

The Spark Innovation Center was founded in 2020 as the entrepreneurial initiative of the UT Research Park in Knoxville, TN. It is currently an incubator program: 8 energy – focused startups lease laboratory and office space in the Park’s world-class Institute for Advanced Materials and Manufacturing, and the Park is currently developing additional space to support even more startup companies. The Spark Cleantech Accelerator is the newest initiative of Spark in partnership with the Clean Energy Trust, DOE, Tennessee Valley Authority, Launch Tennessee, the City of Knoxville, and many others.

Where is your facility located?

The Spark Innovation Center is located in the Institute of Advanced Materials and Manufacturing at the University of Tennessee Research Park, 2641 Osprey Vista Way in Knoxville Tennessee.

Will the accelerator program be held in-person or virtually?

We are currently planning on the accelerator being an in-person program.

Can you give some examples of eligible technologies?

Eligible technologies will primarily focus on solutions, preferably hardware, that address climate mitigation, resilience and natural resource conservation including but not limited to bioenergy, buildings, energy efficiency, vehicles, fuel cell, advanced manufacturing technologies, grid modernization technologies, carbon capture, and related fossil energy innovations.

How do I apply for the Accelerator?

The best way to apply to the Spark Cleantech Accelerator is to go to the F6S application located at this link: <https://www.f6s.com/spark-cleantech-accelerator/apply>.

What investments does Spark make in its accelerator companies?

A stipend will be provided to Spark Cleantech Accelerator companies to help defray the costs of travel, living, and other expenses. We expect the stipend amount to be \$10,000 - \$20,000 depending on the funding ultimately provided by our partners. Funding will be provided in two tranches, half on your arrival in Knoxville and half at the midpoint of the accelerator (mid-July 2022) based on satisfactory participation in the program.

Do you fund companies that are competitive with each other?

In the very unlikely event that we receive applications from two competitive companies, we will make every reasonable effort to avoid the distraction of selecting both.

Where will we live while we’re in Knoxville?

We are currently working with the [Knoxville Chamber of Commerce](#) and [Visit Knoxville](#) to identify housing that will be available for our accelerator participants to rent while in Knoxville, or preferably occupy for a longer term.



What is the typical day/week like for a company during the accelerator?

A typical week will begin with one (or more) days of instruction from our staff of technology and business mentors and partners. The remainder of the week will be used for development of your business plans on the topic of that week's instruction, or other area(s) that are a priority for you.

Do I have to work on my company full-time?

We prefer that you work on your company full time during the accelerator program, but understand that there may be other unavoidable time commitments. In those instances, we'll work with you on an alternate schedule.

What is expected of me/our team during the Accelerator Program?

We expect you and your team to be productively engaged in every aspect of the program, and to support your company's development, your accelerator cohorts where possible and the program in general.

What happens at the end of the accelerator program?

The accelerator program will end with a "demonstration day" where participants will present their business, in a pitch format, to our network of institutional and corporate partners and investors.

Am I expected to stay in Knoxville after the program ends?

One of our selection criteria will be the applicant's plans to bring their business, or a portion of their business (e.g., partners, supply chain companies, etc.) to Knoxville or the Tennessee region. We would love to have companies locate or relocate in this area.

How do you choose which companies are able to participate?

We will follow our published evaluation criteria and program application that can be found on our website (www.tnresearchpark.org/spark).

How many companies will be selected to participate?

Up to six (6).

What will happen to my confidential information when I apply?

Please do not include confidential or trade secret information in your application, even if it is marked as such.

What is the role of corporate partners in the program?

We will make introductions to corporate partners of the Spark Cleantech Accelerator for technical and business mentorship both in cohort and individual instruction, pilot project development, and follow-on working relationships where appropriate.

Where do the mentors come from?

The Spark Innovation Center currently includes three senior mentors who have extensive planning, engineering, startup formation, business development, financial, successful exit, investment and incubator/accelerator experience: [Tom Rogers](#), and [John Bruck](#).

Additionally, the [Tennessee Advanced Energy Business Council](#) will be providing mentors through its mentor network, and the Midwest Regional Innovation Partnership's (of which Spark is a member) programming will be available through its members the Clean Energy Trust, mHub and Centrepolis.

