

# POSITIVE DEVIANCY - PITCH DEMO PILOT

## ABOUT US:

POSITIVE DEVIANCY IS A PLATINUM LEVEL CONNECTOR ORGANIZATION THAT RECRUITS STARTUPS AND ENTREPRENEURS TO PARTICIPATE IN THE DOE'S AMERICAN-MADE PRIZE CHALLENGES. WE PROVIDE THE EXPERT SUPPORT, RESOURCES, AND CONNECTIONS THAT INNOVATORS NEED TO SUCCESSFULLY NAVIGATE THESE PRIZE COMPETITIONS. WITH OUR NEW PITCH, DEMO, PILOT MODEL, WE ARE SUPPORTING RURAL AND REMOTE ENERGY HARD-TECH INNOVATION STARTUPS AS WELL.

## PLAN FOR IMPLEMENTATION:

WE ARE GOING TO HELP LAUNCH ENERGY ECOSYSTEMS IN AREAS LIKE HAWAII, ALASKA AND VERMONT IN 2024. WE ALSO SUPPORT COHORTS OF HARD-TECH ENERGY STARTUPS THAT ARE SOURCED LOCALLY FROM THOSE COMMUNITIES.



## PITCH

PROVIDE COHORTS WITH THE SERVICES THAT HELP THEM DEVELOP A PITCH DECK AND PITCH AND THEN WE HAVE THEM COMPETE IN PITCH COMPETITIONS - WINNERS WILL MOVE TO DEMO PHASE.



## DEMO

PROVIDE COHORTS WITH SERVICES THAT RESULT IN A PHYSICAL ENGAGING CONFERENCE DEMONSTRATION TO BE HELD AT VARIOUS MAJOR ENERGY CONFERENCES ALL OVER THE US. SUCCESS IS IF THE STARTUP IS ABLE TO DEMONSTRATE THEIR INNOVATION AND THEY ARE ABLE TO GET A PAID PILOT DEMONSTRATION FROM THE CONFERENCE.



## PILOT

STARTUPS ENGAGE WITH COMMUNITIES AND COMMUNITY CHAMPIONS TO CREATE A DESIGN OF EXPERIMENTS THAT WILL BE PILOTTED THAT INCLUDES COMMUNITY ENGAGEMENT VALIDATION TO VERIFY SUCCESS.