

Arrowhead Center: Clean Energy Innovation Cluster and Accelerator

DISTRIBUTED ENERGY SUMMIT 2021

July 29, 2021



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Arrowhead Center

Arrowhead Center (Arrowhead) at New Mexico State University (NMSU) plays a vital role supporting the state's entrepreneurial and innovation ecosystem, creating economic opportunity in New Mexico. Arrowhead builds capacity statewide by making available to individuals and firms the knowledge, skills, and resources they need to be successful in business creation and growth, as well as technology commercialization. This results in favorable outcomes benefiting the state: new businesses and jobs, new products, increased investment, increased entrepreneurial skills (enhancing employability), and strategic public-private partnerships.

Mission:

To create economic opportunity through entrepreneurship & innovation



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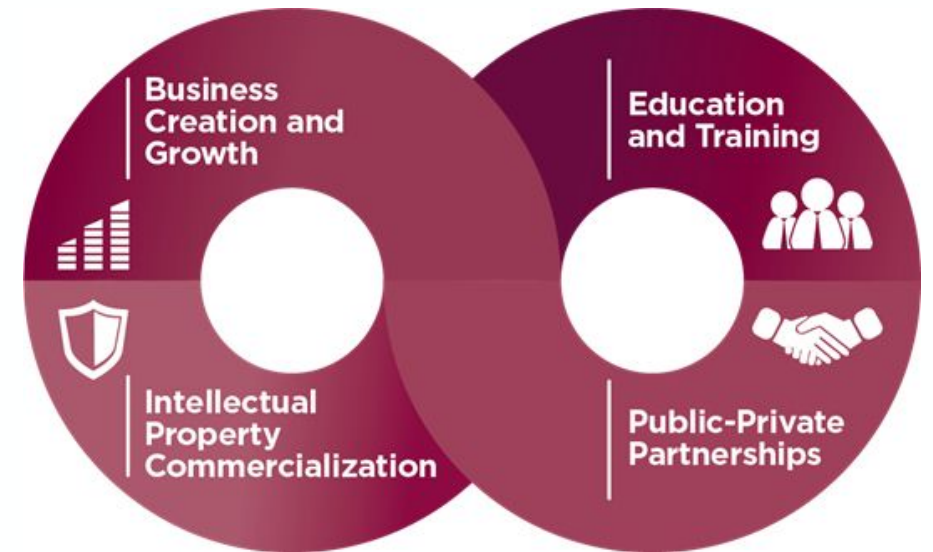


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Entrepreneurship Objectives:

To level the playing field for all entrepreneurs, particularly those who are underserved, in all places to create stronger communities, close the opportunity gap, and scale successful businesses.



EnergySprint

By focusing on the early stages of product or service development, before a business invests significant time, money, and resources, EnergySprint allows for customer discovery and product/service fit while providing structure, guidance, and access to resources that can move the business forward.

- **Development** - Pre-recorded curriculum, allowing them to learn on their peace and come to the class prepared for a group discussion
- **Network** – Access to the AIN, a network of 40+experts (Accounting, IP, Marketing, Funding, Strategy, etc.)
- **Expertise** - Industry experts are hosted on each week's session according to the curriculum. NMSU resources in the way of introductions with faculty within the NMSU system
- **Cloud Credits** - Up to \$20,000 in Amazon Web Service Credits and \$120,000 in IBM Cloud Credits
- **SBIR/STTR Guidance** - Accelerated guidance in how to identify, apply for, and win SBIR/STTR funding
- **Pitch Guidance** - Investment pitch guidance and practice



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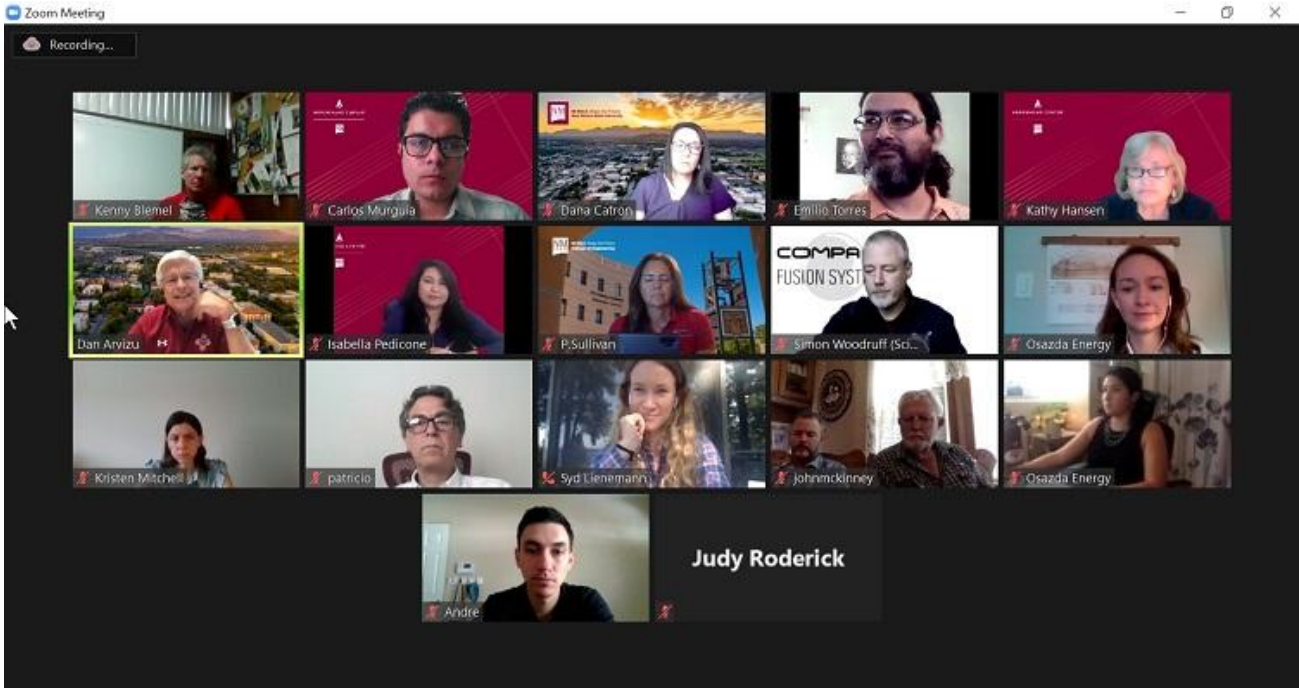


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CONNECTOR
2021



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NM CERG

New Mexico Energy Resilience and Growth Cluster

NM CERG is an effort to align technical development programs (clean energy and hardware-focused with DOE FFRDC involvement) across the service region (State of NM), with business and commercial market development programs (patent course, market capture, funding capture, etc.) to provide a novel “pipeline-for-success” for clean-energy technology startups.

NM CERG will establish a technology development, validation, and growth model that will create a robust pipeline of support for clean energy tech startups in NM.

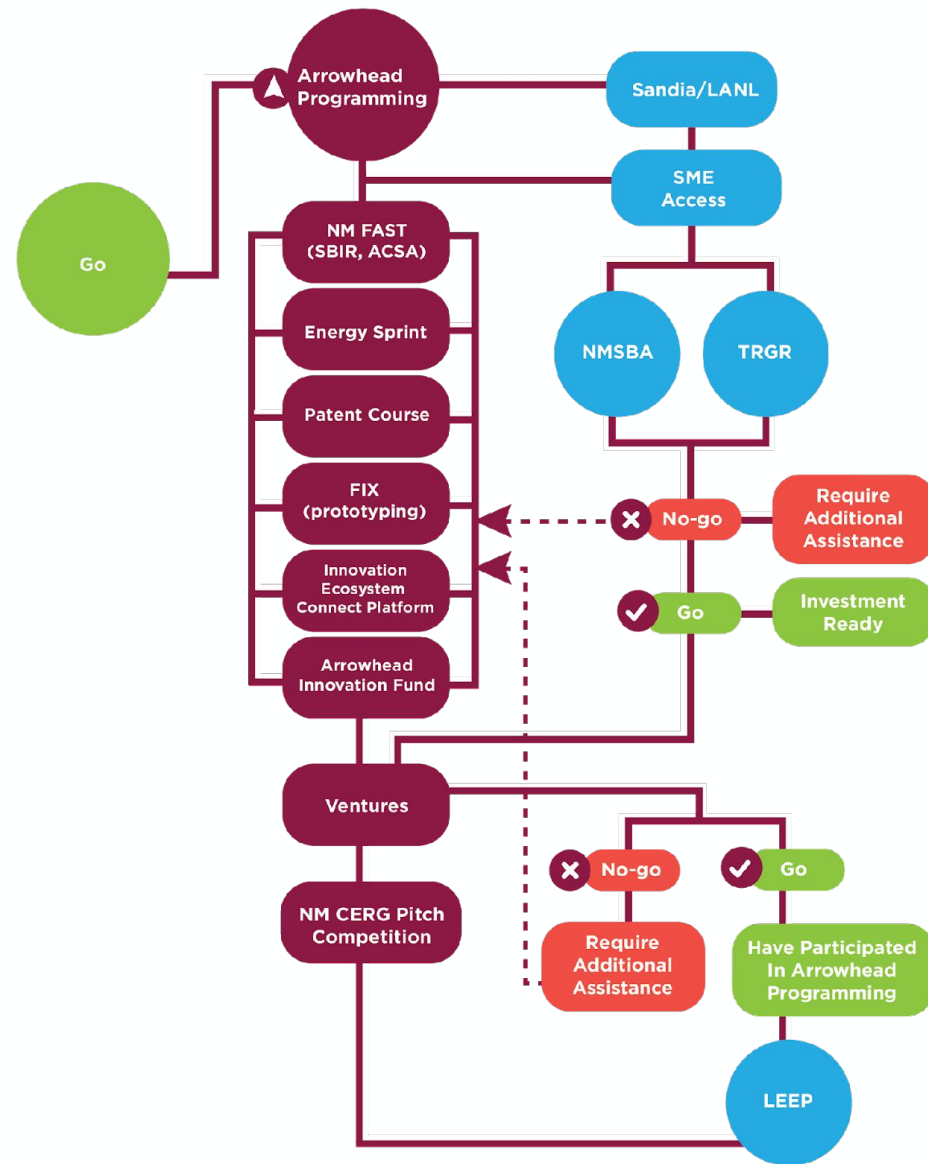


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NM CERG



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Partners



- SME Access
- Energy hardware development
- New Mexico Laboratory Embedded Entrepreneurship Program (NM LEEP)
- NM Small Business Assistance (NMSBA) program
- Technology Readiness Gross Receipts Initiative (TRGR).



- Identification and engagement of target companies
- Marketing arm

More information

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<https://arrowheadcenter.nmsu.edu/program/nmcerg/>



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