

Lab-Corps Announcement Recap

Summary: On Wednesday, October 29, the Energy Department announced the selections of the new Lab-Corps pilot program that aims to accelerate the transfer of innovative clean energy technologies from the DOE's National Laboratories into the commercial marketplace. As part of the announcement strategy, EERE coordinated with DOE Public Affairs, White House Office of Science and Technology Policy and National Science Foundation on the following communication tactics:

- [DOE press release](#) to tie-in to Dr. Danielson remarks at the NREL Industry Growth Forum on 10/29
- [White House OSTP Blog](#) post co-authored by Tom Kalil and Dr. Danielson
- Social media posts to promote DOE press release and White House OSTP Blog post
- Supplemental pitches to select media outlets

These efforts resulted in more than 15 news articles, including *Greentech Media*, *Chicago Tribune*, *E&E News*, *Politico*, and other outlets. The release also generated over 100 tweets, reaching hundreds of thousands of viewers, as well as 8,450 views and 268 likes on Facebook. In addition, *Science Magazine* and *MIT Technology Review* have expressed interest in pursuing articles as the program progresses.



greentechmedia:

"Sometimes a little money can go a long way. That is the hope of the Department of Energy's new \$2.3 million pilot program, Lab-Corps..."



"[Lab-Corps] will give national laboratory researchers the tools to transform innovative ideas to real-world market applications."

Chicago Tribune

"The total cost of this program is relatively modest compared to its potential value... Lab-Corps represents a low-cost way to take lab discoveries and turn them into profit-making companies..." –Rep. Lipinski (IL-3)



"... this specialized technology accelerator will unleash the great potential for new clean energy technologies to reach the market faster." -CEO Deborah L. Wince-Smith

Social Media Posts

 **Energy Department** 
@ENERGY

DOE announces new Lab-Corps program to help bring new [#cleantech](#) to the market. [#IGF2014](#) → go.usa.gov/7rwe

 **National Science Fdn** 
@NSF

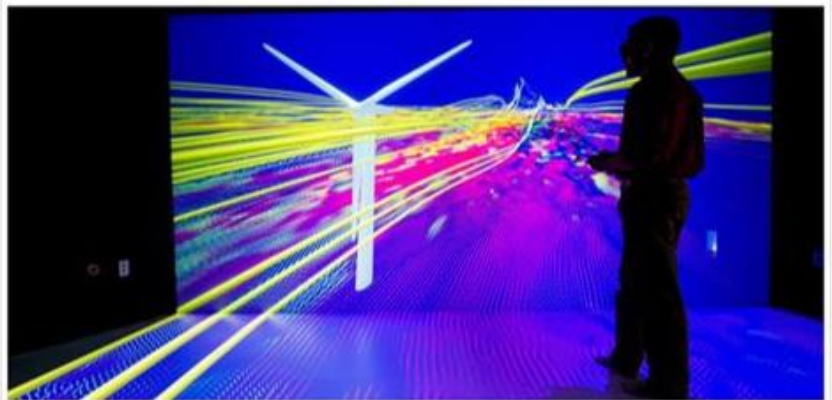
.@Energy announces new lab program to accelerate commercialization of clean energy tech, based on @NSF #ICorps 1.usa.gov/1nQNUlu

 **The White House OSTP** 
@whitehouseostp

Empowering Entrepreneurial Labs: New @ENERGY Lab-Corps to accelerate bringing new technologies to market → wh.gov/ic8DI @NREL

 **U.S. Department of Energy Office of Energy Efficiency and Renewable Energy** 

For more than 70 years, America's national laboratories have been instrumental in improving our world. Researchers at these [#science](#) powerhouses have developed many high-impact clean [#energy](#) products such as those which have fueled the growing electric [#vehicle](#) battery manufacturing industry and rapid deployment of more affordable [#wind](#) power technologies. Today, the Energy Department announced the launch of Lab-Corps, a new pilot program that will help bring even more clean [#energy](#) national laboratory innovations to the marketplace. Learn more about the program and find out which national laboratories will participate: <http://go.usa.gov/7rwe>



Key News Clips

DOE Wants to Channel the Entrepreneurial Spirit at National Labs

Greentech Media

Katherine Tweed | November 4, 2014



Sometimes a little money can go a long way. That is the hope of the Department of Energy's new \$2.3 million pilot program, Lab-Corps, which will attempt to accelerate technology transfer from the national labs to the marketplace.

The program is similar to the National Science Foundation's Innovation Corps, or I-Corps, which has successfully ushered technology from universities to the commercial space.

For decades, each national lab has had a technology transfer office that helped develop patents and then offered licenses to interested companies when they come along. But that approach has grown stale in today's robust, startup-focused technology world.

Lab-Corps intends to bring a more proactive spirit. It will provide the funds for lab researchers to go out and identify commercialization paths and industry partners to ultimately provide a better return on some of the \$130 billion that taxpayers spend annually on research and development.

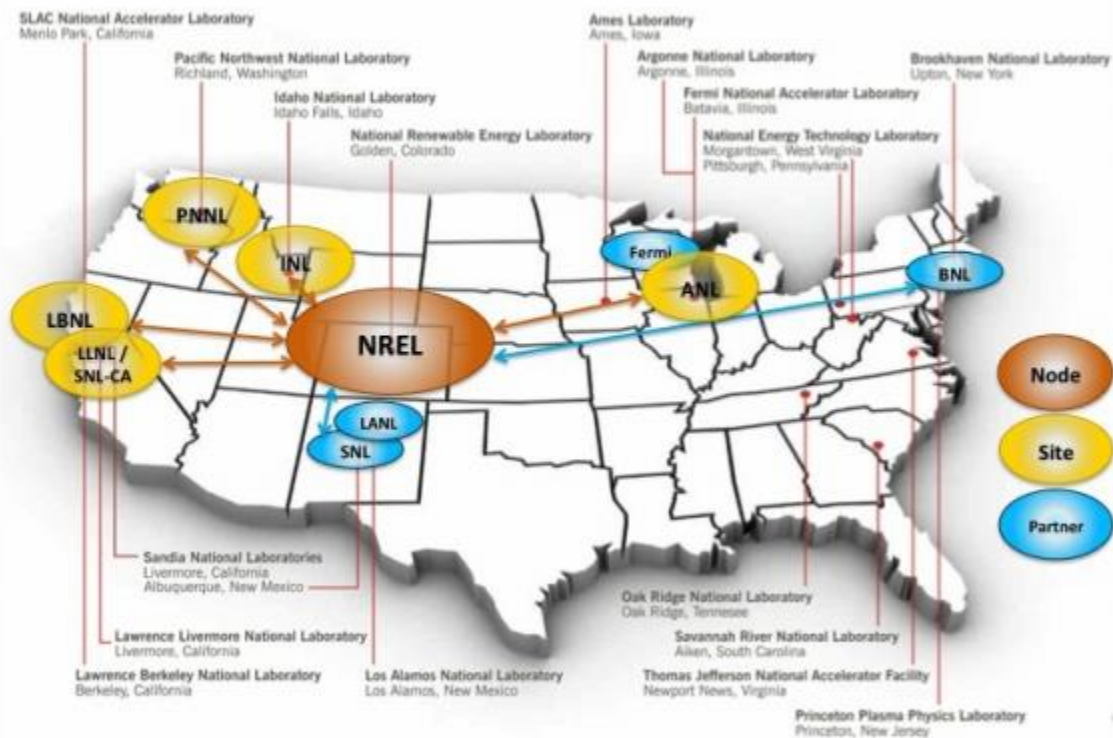
"The Energy Department's National Laboratories are science and engineering powerhouses," David Danielson, assistant secretary for Energy Efficiency and Renewable Energy, said in a statement. "In support of the president's Lab-to-Market Initiative, the Lab-Corps program supports the entrepreneurial spirit at our national labs and will bring new lab technologies to market that advance American leadership in clean energy."

The pilot involves five national labs as test sites: Argonne National Laboratory, Idaho National Laboratory, Lawrence Berkeley National Laboratory, Lawrence Livermore National Laboratory, and Pacific Northwest

National Laboratory. The labs will build two teams each that will identify high-impact technologies that could be transferred to the private sector.

A sixth lab, National Renewable Energy Laboratory, will operate as the node for the pilot, developing the commercialization training curriculum, executing the training and coordinating the program across the other lab sites.

Lab-Corps: A National Network to Unleash Lab Impact



The funds, provided by the Office of Energy Efficiency and Renewable Energy (EERE), can be used for technology that serves its mission, including sustainable transportation, renewable power and energy-efficiency applications. The goal is for lab researchers to better understand the commercialization process and have the space, time and tools to seek out commercial applications when appropriate.

The ultimate success for the one-year pilot would be a licensing agreement or a startup spun off from a lab, but given the short duration of the pilot, success will be defined on a smaller scale.

One metric of success, for example, will be the pivots that a team might make during the process, such as deciding that different commercialization partners are a better fit for the technology than are the partners or pathways they had originally identified. The pilot has a goal that at least two teams will have entered into negotiations for commercial deals by the end of the process.

If the pilot brings even a single commercial success and some institutional cultural change, such as updated entrepreneurial leave policies, it could be expanded. If the labs had more commercialization programs in place, it could also help researchers bring in more money from ARPA-E, the DOE's research agency.

The Lab-Corps announcement comes on the heels of other opportunities for early-stage cleantech looking to go to market. NREL just launched a \$10 million Innovation Incubator program with Wells Fargo that will provide money to universities and regional accelerators in the Western U.S. Berkeley Lab also launched the M37 program earlier this year, which will bring in entrepreneurial scientists to help transition energy technologies from the lab out into the market.

The Lab-Corps curriculum will be developed in the first half of 2015 and launched later next year. If the pilot is successful, the DOE may seek funding not just from EERE, but also other offices such as the Office of Nuclear Energy or the DOE's Office of Science.

Rep. Lipinski Helps Spur Launch of New Department of Energy Program that Will Drive Innovation and Create Jobs

Chicago Tribune

Isaac Sancken | October 31, 2014

Congressman Dan Lipinski (IL-3) is announcing that the U.S. Department of Energy (DOE) is starting a new program designed to accelerate the movement of innovative clean energy technologies from the DOE's National Laboratories into the commercial marketplace. This is part of Lipinski's efforts to grow American jobs by taking advantage of the innovations created with the help of federally-funded research. In doing so, not only are more jobs created, but Americans get a better return on the investment of their tax dollars.

Built on the National Science Foundation's Innovation Corps (I-Corps) program long-championed by Rep. Lipinski, Lab-Corps aims to better train and empower national lab researchers to successfully transition their

discoveries into high-impact, real world technologies in the private sector. The I-Corps program was initially developed from a course conceived by Silicon Valley serial entrepreneur Steve Blank, and has led to the creation of many new companies in its short existence. As the top Democrat on the Research and Technology Subcommittee of the House Science, Space, and Technology Committee, Lipinski used his leadership position to advocate for the development of this program, which will involve Argonne National Laboratory in Lemont.

"The total cost of this program is relatively modest compared to its potential value," said Congressman Lipinski. "Just like I-Corps, Lab-Corps represents a low-cost way to take laboratory discoveries and turn them into profit-making companies and high quality jobs that boost economic growth and American competitiveness."

Argonne is one of just five national labs that will recruit and support the Lab-Corps teams, helping new innovations reach their commercial potential. Rep. Lipinski wrote to then-Energy Secretary Steven Chu in April of last year urging him to allow scientists at Argonne to participate, and raised the issue again with current Secretary Ernest Moniz in hearings before the Science Committee.

DOE to speed up tech-to-market transfer to market

Politico Pro

Darius Dixon | October 29, 2014

The Energy Department launched a pilot program today aimed at speeding up the transfer of clean energy technology developed at its national labs to the private sector. The move is an attempt to ease long-held frustrations of agency leadership as well as DOE critics.

DOE says the program, dubbed Lab-Corps, is being launched with \$2.3 million to train researchers at six national labs to support "entrepreneurial" teams that will seek ways to commercialize technologies in transportation, renewable energy and efficiency.

The labs involved are National Renewable Energy Lab, Argonne National Laboratory, Idaho National Lab, Lawrence Berkeley National Lab, Lawrence Livermore National Lab, and Pacific Northwest National Lab.

DOE unveils \$2.3M program to teach researchers to think like MBAs

E&E News

Katherine Ling | October 29, 2014

The Energy Department today launched a \$2.3 million pilot program that will give national laboratory researchers the tools to transform innovative ideas to real-world market applications.

The agency's new Lab-Corps will foster lab-based teams that will receive training and support to think and act like entrepreneurs identifying private market opportunities, technical testing and business structures necessary to bring research into the marketplace.

The program is based off a similar program at the National Science Foundation, known as Innovation Corps (I-Corps), where teams had six months with mentors and guidance to identify valuable product opportunities for academic research. I-Corps started in 2011 and initially had support for up to 100 projects per year at \$50,000 a project. The program has been deemed successful by stakeholders and by members of both parties in Congress, who wanted to emulate the program for DOE's national labs, including a bill to enact such a program from Sen. Tom Udall (D-N.M.) and several others (*E&E Daily*, March 14).

"The Energy Department's National Laboratories are science and engineering powerhouses," David Danielson, assistant secretary for DOE's Energy Efficiency and Renewable Energy Office, said in a statement. "In support of the president's Lab-to-Market Initiative, the Lab-Corps program launched today supports the entrepreneurial spirit at our national labs and will bring new lab technologies to market that advance American leadership in clean energy."

The pilot program will be managed by the National Renewable Energy Laboratory, with support from Brookhaven, Los Alamos and Sandia national laboratories, and will work with five others to recruit and support the lab teams: Argonne, Idaho, Lawrence Berkeley, Lawrence Livermore and Pacific Northwest national laboratories.

NREL yesterday announced another \$10 million clean technology incubator to bring ideas from the lab to commercialization that it will manage on behalf of Wells Fargo (*Greenwire*, Oct. 29).

DOE Announces New Program to Accelerate National Labs' Cleantech Commercialization

North American Windpower

October 30, 2014

The U.S. Department of Energy (DOE) has launched a new \$2.3 million pilot program to accelerate the transfer of innovative clean energy technologies from the DOE's national laboratories into the commercial marketplace.

The DOE says the new Lab-Corps program, which builds on the National Science Foundation's Innovation

Corps model, is a specialized technology accelerator and training curriculum for the national laboratories that will enable lab-based teams to gain direct market feedback on their technologies and pursue the development of startup companies, industry partnerships, licensing agreements and other business opportunities.

“The Energy Department’s National Laboratories are science and engineering powerhouses,” says Assistant Secretary for Energy Efficiency and Renewable Energy David Danielson. “In support of the president’s Lab-to-Market Initiative, the Lab-Corps program launched today supports the entrepreneurial spirit at our national labs and will bring new lab technologies to market that advance American leadership in clean energy.”

Six national labs have been selected to participate in the Lab-Corps pilot program. Over the next year, they will assemble, train and support entrepreneurial teams to identify private-sector opportunities for commercializing promising sustainable transportation, renewable power and energy efficiency technologies.

The National Renewable Energy Laboratory, located in Golden, Colo., will leverage its expertise to develop, deliver and manage the Lab-Corps training program across the laboratory sites.

IN2 and Lab-Corps Help Green Technologies Get to Market

SustainableBusiness.com News

October 30, 2014

Two programs announced today will help green technologies get to market, IN² and Lab-Corps.

In a first in the banking industry, the Wells Fargo Foundation is funding a cleantech incubator in partnership with National Renewable Energy Lab (NREL), called Innovation Incubator (IN²). Its \$10 million grant makes the program possible and will support entrepreneurs that have early stage technologies related to greening commercial buildings.

Selected companies will receive up to \$250,000, R&D support at NREL's state-of-the-art lab and mentoring from Wells Fargo. An independent advisory board will choose the companies from universities and regional accelerators.

After reaching technology milestones at NREL's lab, companies will be able to test them in real world conditions at Wells Fargo buildings.

In the first year the focus is on cost-cutting technologies that improve peoples' health and cut emissions, such as net-zero energy solutions in lighting, building envelope, water, materials and waste efficiency, operations and maintenance, and indoor environmental quality. Over time, the program will expand its portfolio of companies and the scope of clean technology sectors.

The grant is part of the foundation's "2020 Environmental Commitment" to support environmentally-focused nonprofits and universities with \$100 million by 2020. Grants support innovative projects and programs that promote clean technologies and break down barriers to a green economy. On the corporate side, Wells

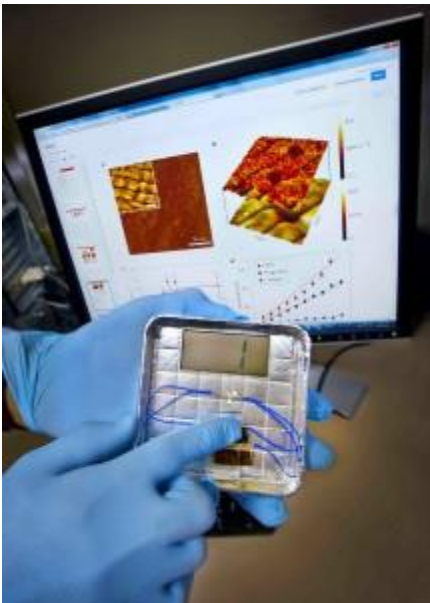
Fargo committed to finance \$30 billion by 2020 for projects that span renewable energy projects to efficient buildings. It also has the strongest policy against financing mountaintop removal coal mining.

Department of Energy's (DOE) Lab-Corps

This \$2.3 million pilot program will help researchers in DOE's National Labs get their products to market.

"The Energy Department's National Laboratories are science and engineering powerhouses," says David Danielson, Assistant Secretary for Energy Efficiency and Renewable Energy, but they need help getting them out of the lab and into the marketplace.

Lawrence Berkeley National Lab is the first to harness a virus to generate electricity:



Research teams will be able to get market feedback on their technologies and pursue development of startup companies, industry partnerships, licensing agreements, and other business opportunities.

Over the next year, six national labs will assemble, train, and support entrepreneurial teams to identify private sector opportunities for commercializing promising technologies in sustainable transportation, renewable energy and energy efficiency. Each Lab-Corps team will receive comprehensive training and access to commercialization resources, such as technology validation and testing, techno-economic analysis, and other incubation services.

NREL is managing the program, which starts at Argonne, Idaho, Lawrence Berkeley, Lawrence Livermore and Pacific Northwest National Labs.

Earlier this year, DOE's [Energy Frontier Research Centers](#), which support basic research that lays the groundwork for energy breakthroughs received \$100 million. [ARPA-E](#) also supports transformative research projects too early for commercialization.

DOE's new Lab-Corps to bring clean energy technologies to market faster

SmartGrid News

October 31, 2014



In an effort to bring useful, innovative clean energy technologies to market faster, the Energy Department has established what it refers to as Lab-Corps, an initiative intended to train and enable researchers from national laboratories to take the results of their work to the private sector marketplace faster.

The lab collaboration will focus on sustainable transportation, renewable energy and energy efficiency.

Weekly Trend: National Laboratories Welcome Entrepreneurs

1776

Peter Lougee | November 12, 2014



Since the 1940s, the United States has had a system of national laboratories under the umbrella of the Department of Energy, with the mission to tackle the most challenging problems facing the nation. Now, for the first time, entrepreneurs and startups will be able to benefit from their knowledge.

On October 29, the U.S. Department of Energy issued a press release announcing a “new \$2.3 million pilot program” designed to “accelerate the transfer of clean energy technologies” from the national laboratories to

commercial sector markets. This new program, called Lab-Corps, is designed a curriculum of training and mentorship that will bring in outside entrepreneurs to the six national labs that have been selected to participate in the program.

In the next year, these labs will “assemble, train, and support” a team of entrepreneurs and work together to identify private sector opportunities for the development of “sustainable transportation, renewable power and energy efficiency” technologies.

The White House added to this program in a post the same day, explaining that the Lab-Corps curriculum would be designed to “maximize commercial impact” and that while startup-sized companies are an obvious candidate for such a program, there will be training and mentorship into pathways to “industry agreements, technology licensing” and other larger-scale partnerships with the private sector. The White House also indicates that if the pilot Lab-Corps program is successful, the program could be extended across additional national laboratories and explore even more aspects of technology for commercialization.

The Energy Collective writes that the Lab-Corps program is, despite the attempts at evoking industry-level agreements, really designed to “channel the entrepreneurial spirit” into the national laboratory system. The Collective notes that the national laboratory system has long had a “technology transfer office” to develop patents and licenses with the private sector, but it has been long apparent that this approach is “stale” in the face of startup culture, and the government is in need of a new infusion of creativity. In this way, the national laboratory network is looking for ways to provide a “better return” on the \$130 billion taxpayer-dollar investment that is spent annually by the United States on research and development.

In conversation with 1776, the DOE furthered made the benefits to entrepreneurs and startups even clearer. The Lab-Corps program would be made up of teams, consisting of a lab-based expert, an industry mentor, and the entrepreneur or MBA-minded student. The commercialization of any technology developed under such a partnership would be licensed in one of two ways: a sharing of royalties between the startup and the national laboratories, or a co-op agreement between the lab and company for joint development and sale.

In either case, a startup would have access to a portfolio of technologies they did not possess before, and have hands-on guidance to commercialize their product. When the details of how to join the Lab-Corps program are announced, startups across the energy sector should pay close attention to how they might benefit.

DOE Pumps \$2.3M into Clean Tech Lab-to-Market Effort; David Danielson Comments *Executive Gov*

Jay Clemens | October 30, 2014

The Energy Department has invested \$2.3 million in a program to transition clean energy technologies from national laboratories to the marketplace.

DOE intends for the *Lab-Corps* initiative to provide market feedback to national lab researchers and train them to develop startup businesses, industry partnerships and licensing agreements, the department said Wednesday.

“In support of the President’s Lab-to-Market Initiative, the Lab-Corps program launched today supports the entrepreneurial spirit at our national labs and will bring new lab technologies to market that advance American leadership in clean energy,” said David Danielson, assistant secretary for energy efficiency and renewable energy.

Six national labs have joined the accelerator program to form and mentor entrepreneurial teams over the next year to bring sustainable transportation, renewable power and energy efficiency lab technologies to market.

Each team will gain access to training and commercialization resources such as technology validation and testing, techno-economic analysis and other services.

The National Renewable Energy Laboratory will work with Brookhaven National Laboratory, Los Alamos National Laboratory and Sandia National Laboratory to develop and manage the training program across the laboratory sites.

Key Social Media Metrics

- [EERE Facebook post](#): 8,456 views, 268 likes, 49 shares
- [@Energy tweet](#): 16 retweets, 5 favorites
- [@WhiteHouseOSTP tweet](#): 15 retweets, 10 favorites
- 70+ additional mentions by [@GreenTechMedia](#), [@ISTCoalition](#), [@FederalLabs](#), Steve Blank and others