MaxAltOn Accelerator: *Energizing Innovation Across the Pacific Northwest*

1. Organization

- ***MaxAltOn Accelerator***: Hard-tech startup accelerator for the Pacific Northwest, transforming research into viable market solutions, supported by a network of academic and organizational partnerships.
- ***Partnerships***: Regional and industry leaders like UW IAC, PNW BTAC, UW CoMotion, and the WA Dpt. of Ecology, as well as our network of many alumni. Our partners foster regional growth and innovation.
- ***DEIA Commitment***: Our diversity, equity, inclusion, and accessibility initiatives and programs support Washington State communities in energy innovation and entrepreneurship.
- ***Selected Members of Our Team***:

Dr. Alexander Mamishev: Expert in sustainable sensor design and energy technology, with a track record in academia, industry contributions, and recognition for sustainability efforts.

Dr. Sep Makhsous: Expert in technology commercialization and entrepreneurship education, with a strong background in startup development and support.

Aaron Zielinski: Expert in startup support, technical writing, and project management, with a strong background in funding acquisition, technical writing, and research dissemination.

Maxwell Mamishev: Expert in social media, broader outreach, and marketing. He has patents and publications on topics like COVID-19 and the importance of social distancing.

3. New Elements and Focus Areas

- ***Focus Areas***:
  - Lab-to-Market: Establishing partnerships with national labs (e.g., PNNL, NREL) and university labs (e.g., UW SEAL, UW NRG) to accelerate the commercialization of technologies from research to market.
  - DEIA/Rural and Disadvantaged Communities: Engaging diverse communities for equitable opportunities and innovative energy solutions to foster an inclusive and sustainable energy ecosystem.
- ***New Programming***:
  - AI Integration: AI-driven insights and strategy workshops for energy startups; advanced algorithms for market analysis, trend prediction, and strategic planning.
  - Dynamic Workflows: Shared dynamic workflow environment with gamification themes for engaged learning and continuous improvement; enhanced by AI for real-time updates and feedback.
  - Practical Applications: Regulatory navigation, intellectual property management, and sustainability assessments, including patent strategies, environmental impact evaluations, and lifecycle analysis.

2. Region and MVP

- ***Region***: Pacific Northwest, prioritizing Washington; can extend to Oregon, Idaho, Hawaii, and Alaska.
- ***Targets***: Green startups; rural and tribal communities; startups with energy needs; startup potential.
- ***Existing Ecosystem***: Region hosts 30+ hard-tech accelerators/incubators providing a range of support services. Notable past and present highlights include Techstars Seattle, CleanTech Open, and UW's Jones + Foster.
- ***MaxAltOn's Contributions***:
  - Financial Support: R&D grant assistance, investment preparation, strategic application support, market entry, and technology commercialization.
  - AI-Driven Strategy: Workshops utilizing AI for market analysis and strategy, aiding startups in energy market innovation.
  - Technical and Leadership Development: Consulting, compliance support, and DEIA leadership training in sustainability and leadership with strong university and organizational partnerships.
  - Research and Collaboration: Access to national lab technologies and research facilities, bridging the gap between research and market innovation.
- ***Current Efforts***: Conducts energy assessments and introduces green technologies to small- and medium-sized facilities; training the next generation of undergraduate engineers in sustainability and green technology.
- ***Impact Goals***: >10 startups in the first six months, >30 industry connections; promoting job creation, sustainable industry practices, and a technology-driven environmental approach.

4. Implementation Plan

- ***Progress to Date:***
  - Conducting needs assessments focused on marginalized communities.
  - Expanding partnership network aligned with DEIA commitments.
  - Developing sustainable green energy training modules.
  - Creating a foundational framework for supporting hard-tech startups.
  - Initiating feedback loops with stakeholders to refine programming.
- ***Phase 2 and Beyond:***
  - Demonstrating the startup support pipeline
  - Attracting more funding/partnerships.
  - Securing additional national laboratory partnerships, agreements, and engagements.
  - Expanding training modules and reaching wider communities.
- ***Success Criteria and Evaluation:***
  - 10+ startups within 6 months; 25%+ increase in employment; 15%+ improvement in savings; 40%+ DEIA representation in participating startups.
- ***Timeline***:
  - Support 10 startups; identify startups suited for Startup Pitch Competitions by the end of Phase 2.
  - Initial partnerships and recruitment (0-2 months); launch of support programs (2-4 months); and preparing the continuation plan, scaling support mechanisms, and impact analysis (3-6 months).
- ***Budget***:
  - 40% for startup engagement and outreach, market entry efforts, and supporting materials.
  - 30% for supporting the implementation of energy solutions for underrepresented communities.
  - 30% for impact assessment, community engagement and outreach, and DEIA initiatives.