



Agenda Date: 3/17/10  
Agenda Item: 8B

**STATE OF NEW JERSEY**  
**Board of Public Utilities**  
**Two Gateway Center**  
**Newark, NJ 07102**  
**[www.nj.gov/bpu/](http://www.nj.gov/bpu/)**

CLEAN ENERGY

|  |                        |
|--|------------------------|
| IN THE MATTER OF THE EDISON INNOVATION ) | ORDER                  |
| COMMISSION ON SCIENCE AND TECHNOLOGY )   |                        |
| CLEAN ENERGY FUND SOLICITATION – )       |                        |
| AWARD RECOMMENDATION )                   | EO08070471,EG10010030, |
| )  | EG10010031, EG10010032 |

Amelio Solar, Inc., 200 Ludlow Drive, Suite C, Ewing, NJ, 08638  
PowerFlower Solar, 2 Executive Suite, Cherry Hill, NJ, 08002  
WattsLots, LLC, 1932 Long Hill Road, Millington, NJ, 07946

**BY THE BOARD:**

By this Order, the Board of Public Utilities ("Board"), considers the recommendation of the Commission on Science and Technology ("CST") and Board Staff ("OCE") to approve awards to Amelio Solar Inc., PowerFlower Solar, and WattLots L.L.C. pursuant to a competitive solicitation for The Edison Innovation Clean Energy Fund ("Edison Innovation Fund").

**BACKGROUND**

On March 16, 2009, the Commission on Science and Technology ("CST") posted a public competitive solicitation ("the Solicitation") for the Edison Innovation Fund. The CST, which is responsible for the development and oversight of policies and programs promoting science and technology research and entrepreneurship in New Jersey, administers the Edison Innovation Fund pursuant to a Memorandum of Understanding ("MOU") entered into with the Board on September 30, 2008. The Solicitation offered financial assistance in the form of grants to support New Jersey technology companies in developmental and ancillary activities necessary to commercialize identified renewable energy technologies and innovative technologies that significantly increase energy efficiency. Among other things, eligible applicants were companies whose primary business is the provision of a scientific process, product, or service; whose principal place of business is located in New Jersey; and who filed for, holds a license to use, or owns intellectual property. Eligible applicants were encouraged to partner with a New Jersey

PhD granting university or with a company or institution with a primary business location in New Jersey.

Approximately \$6 million in funds was available for the Solicitation.<sup>1</sup> With that funding, the Solicitation stated that awards would range from \$100,000 to \$500,000 per project. The Solicitation stated that companies could apply for only one award per round of funding. All grant applications were required to include a "demonstration project" which would be funded by a portion of the grant funding requested.

The Solicitation included application deadline dates for both the first and second round of funding. Applications in response to the first round of funding were accepted until April 17, 2009. After an extensive review process, the CST and the OCE submitted a recommendation for funding to the Board. On October 29, 2009, the Board issued an Order approving awards to the entities recommended by the CST and the OCE: New Visual Media Group, L.L.C., in the amount of \$500,000; PD-LD, Inc., in the amount of \$494,809; and Nostrum Energy L.L.C., in the amount of \$499,834.

Applications in response to the second round of funding were accepted until September 4, 2009. The CST received five proposals, which were first reviewed for completeness by CST before receiving an initial external review by TVM Associates ("TVM") and a review for technical sufficiency by OCE. Of the five applications received, three companies were invited to make oral presentations to the CST's Clean Energy Advisory Board ("Advisory Board"): Amelio Solar Inc., WattLots LLC, and PowerFlower Solar.

The Advisory Board, pursuant to paragraph four of the MOU, is made up of CST Commission members, Staff of the Board ("OCE" or "Staff"), EDA staff, and venture fund managers that have signed non-disclosure and confidentiality agreements.<sup>2</sup> The venture fund managers, as non-governmental employees, participate only in a consultative role and do not vote on recommendations. The Advisory Board reviewed the three applications consistent with the stated evaluation criteria set forth in the Solicitation and scored the applicants based upon its review of the applications together with the presentations made by the three companies.

Following those reviews, the CST prepared an Evaluation Summary Report and Recommendation. In its report, the CST reviewed the evaluation criteria and the weight given to each application. Based on all of the reviews, CST then recommended that the Board consider the following companies for funding:

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<sup>1</sup> That funding consisted of \$3 million in Board approved funding for 2008, which was carried forward, as well as \$3 million in Board approved funding for 2009. In 2010, the Board approved \$6,365,000 in funding for the program, consisting of \$3,365,000 carried forward and \$3 million in Board approved funding for 2010. Although the Solicitation stated that \$3 million in annual funding is anticipated for this program through 2012, funding decisions are subject to Board approval and further subject to State appropriations law.

<sup>2</sup> As noted in the Board's October 29, 2009 Order approving awards for the first round of funding, the terms "Review Panel" and "Review Committee" were also used to refer to the Clean Energy Advisory Board. Board Staff will continue to work jointly with CST to clarify this process going forward.

| Company           | Proposed Amount of Funding |
|-------------------|----------------------------|
| Amelio Solar      | \$500,000                  |
| PowerFlower Solar | \$500,000                  |
| WattLots LLC      | \$500,000                  |

Amelio Solar has developed a low cost, high performance thin-film solar cell that will improve efficiency and lower the cost of the cell. PowerFlower Solar has designed and needs to further develop its PowerFlower Solar device, a mobile device that can be placed in a field and which is targeted towards the agricultural community. WattLots LLC seeks to pursue the development and commercialization of its solar Power Arbor designed for installation in parking lots to reduce electric costs and maintenance.

Staff recommends Board approval of the projects New Jersey Commission on Science and Technology has recommended for consideration. Staff recommends grant awards of \$500,000 to Amelio Solar, \$500,000 to PowerFlower Solar, and \$500,000 to WattLots LLC.<sup>3</sup>

### DISCUSSION AND FINDINGS

The expected benefits of the Edison Innovation Fund include encouraging the growth of the clean energy technology sector in New Jersey by leveraging public and private resources to support a vibrant renewable energy industry in New Jersey; promoting collaboration between New Jersey technology companies and New Jersey research universities, companies and institutions; increasing corporate and venture capital investment in New Jersey technology companies; and providing support for development of technological advances that will assist renewable technologies to become competitive with traditional energy generation technologies.

The products developed as a result of this program should ultimately advantage the New Jersey ratepayers by providing long-term energy needs in an environmentally sound manner and by facilitating competitive and diverse electricity supply for New Jersey in accord with the State of New Jersey Energy Master Plan; New Jersey's implementation of the Regional Greenhouse Gas Initiative, P.L. 2007, c. 340; and the Global Warming Response Act, P.L. 2007, c. 112.

In considering the eligibility of these projects for funding under this program, the Board looks first to the contribution they will make to both distributed generation using renewable energy and lessened energy load due to advancements in energy efficiency. The award of financing through grants to these projects will provide incentives for innovative clean energy technologies, including both energy efficiency and renewably energy manufacturing businesses intended to stimulate the clean energy industry in New Jersey. Staff believes these grants will allow these companies to make important contributions to these goals. The thin-film cell

<sup>3</sup> In addition to the grant funding requested, an eligible applicant's company must provide a cash match at a minimum of 50% of the requested grant amount. A partnering university or company must match a minimum of 20% of the requested grant amount in cash (or in kind, if the partner was a university). Companies awarded grants may receive supplemental financing up to 20% of the approved grant, not to exceed \$100,000, from the New Jersey Economic Development Authority ("EDA"). This supplemental funding from EDA is available pursuant to an agreement between CST and EDA.

developed by Amelio Solar has the potential to be safer, cheaper, and more aesthetically attractive than conventional photovoltaic installations. PowerFlower Solar may provide a substantial opportunity for farmers to save energy with solar. Finally, WattsLots LLC's solar Power Arbor has a unique structural and architectural design, which may result in longer life expectancy, lower maintenance costs, higher output factors and an overall more aesthetically pleasing installation.

Amelio Solar has developed a low cost, high performance thin-film solar cell that will improve efficiency and lower the cost of the cell. PowerFlower Solar has designed and needs to further develop its PowerFlower Solar device, a mobile device that can be placed in a field and which is targeted towards the agricultural community. WattLots LLC seeks to pursue the development and commercialization of its solar Power Arbor designed for installation in parking lots to reduce electric costs and maintenance.

The award of funding to the three recommended proposals will complement the OCE's existing renewable energy and energy efficiency incentives, which fund the installation of renewable energy generation and energy efficiency measures. The awards will be utilized to advance the renewable energy and energy efficiency business infrastructure necessary to deliver to the marketplace cost-effective clean energy technologies and services. These projects will create a positive benefit for the environment, by encouraging investment in clean energy technology companies in New Jersey. The award of the funding to these recommended proposals will be used to assist in the wide scale deployment of renewable energy and energy efficiency systems, which will mean cleaner air, additional peak load generation from renewable energy sources, better use of existing resources, and greater system reliability.

Upon consideration of the facts, the Board **HEREBY FINDS** that Commission on Science and Technology reviewed all the reviews done on the applications and prepared an Evaluation Summary Report and Recommendation, which recommended consideration of these grants. Board Staff reviewed and recommended Board approval. The Board **FURTHER FINDS** that the recommended grant awards of \$500,000 to Amelio Solar, \$500,000 to PowerFlower Solar, and \$499,834 to WattsLots LLC are consistent with the eligibility criteria published in the Solicitation issued on March 16, 2009.

Now, therefore, in accordance with the policy established by the Board and the approval of the Clean Energy Program fund payment policies and procedures, the Board **HEREBY APPROVES** grants of \$500,000 to Amelio Solar, \$500,000 to PowerFlower Solar, and \$500,000 to WattsLots LLC under the Edison Innovation Clean Energy Fund, subject to relevant terms and conditions contained herein and in the Solicitation issued by the CST. The Board **HEREBY DIRECTS** the Director of the Office Clean Energy, jointly with the CST, to issue a commitment letter to these grantees, consistent with the terms of the MOU and this Order. The Board **FURTHER DIRECTS** Staff jointly with CST to prepare the Grant Funding Agreements for execution.

The Board **HEREBY AUTHORIZES** the Board President to sign the Grant Funding Agreements that are consistent with Department of Treasury requirements; program guidelines; and the terms of this Order.

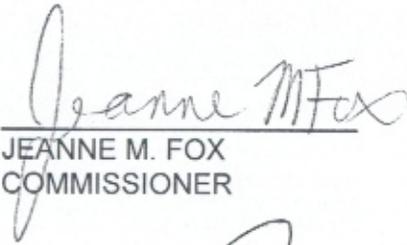
The effective date of this Order is as set forth below.

DATED: 3/17/10

BOARD OF PUBLIC UTILITIES  
BY:



LEE A. SOLOMON  
PRESIDENT



JEANNE M. FOX  
COMMISSIONER



JOSEPH L. FIORDALISO  
COMMISSIONER



NICHOLAS ASSELTA  
COMMISSIONER



ELIZABETH RANDALL  
COMMISSIONER

ATTEST:  
  
KRISTI IZZO  
SECRETARY

I HEREBY CERTIFY that the within  
document is a true copy of the original  
in the files of the Board of Public  
Utilities

