



## Frequently Asked Questions

### **Who is Smart City Works?**

SMART CITY WORKS™ is the world's first business actuator and a premier business accelerator for improving livability, operations, and resilience in cities. Our unique focus on the built environment aims to dramatically change the way we design, build, and operate civil infrastructure.

### **What areas of civil infrastructure will be the focus of Smart City Works?**

The built environment is indeed a broad canvas. In particular, we seek innovative commercial solutions that address significant social and civic challenges—safety, security, livability, and resilience—in urban environments across the United States and the world. These solutions may impact any impact of the infrastructure lifecycle from planning, design, construction, operations, maintenance, and final disposition.

For the Fall 2017 cohort, your solution will focus on one of the following key areas of the infrastructure challenge:

- **Transport** – Solutions that reduce costs, extend serviceable life, reduce congestion, improve parking, improve inter-modalities/ facilitate multi-modal transportation (car, train, bus, bike, pedestrian) and ubiquitous mobility, or leverage smart, autonomous, and intelligent transportation solutions to improve our transportation infrastructure network.
- **Resilience and Public Safety** – Solutions and/or IoT technologies that address the safety and security of the urban public; that mitigate the impact of rising sea levels, extreme weather events, or other natural or man-made shocks; that protect critical infrastructure; or those solutions that allow cities to be more livable and sustainable. Of particular interest are unmanned aerial

systems suitable for indoor use and indoor sensing suites that can deliver building renderings and post event change detection using video, imagery, or other technologies. Additionally, solutions that provide sustainable-energy-based, clean-drinking water.

- Construction Techniques – Solutions that improve the design, construction, or maintenance of infrastructure; reduce lifecycle costs or improve safety, schedules, or margins.
- Use of Urban Data and IoT Technologies - Solutions that utilize community, city, state, national, or global data sets to better understand and solve for the most pressing urban issues; that utilize Blockchain methodologies to improve the value, use, and trust of infrastructure data sets and supply chains; or that leverage IoT technologies and devices to improve urban outcomes.
- Energy – Metering, controls, and IoT applications that reduce usage and waste of energy; alternative and renewable energy sources; alternative and improved transmission and distribution of energy sources; and smart lighting as a central core of intelligent services.
- Caring Cities – This Fall we have reserved up to two slots in our cohort for qualifying not-for-profit organizations focused on at-risk communities. While the emphasis on smart cities is traditionally on reducing congestion, improving public safety, facilitating sustainable energy use, etc., other critical challenges of growing urban communities for those most in need -- the poor, the disabled, the homeless, those without access to the Internet—are sometimes ignored. Organizations with disruptive high-impact solutions to support those most in need are encouraged to apply as well.

## **What is a business accelerator?**

A business accelerator provides hands-on personalized business and technical mentoring to emerging businesses over a period of months to speed commercialization of early stage ventures and new technologies. Smart City Works will work intensively with cohorts of selected companies over three months to help them optimize technology, refine business plans, enhance operations, and advance product development. We will provide introductions to key players in industry and the investment community. We will also provide opportunities for testing and scaling products in test beds throughout our partner network. Cohort programs culminate with a “Demo Day”, where each cohort company pitches their plans,

vision, and business to a carefully selected, invite-only audience of potential investors and customers.

## How is Smart City Works doing more than traditional business acceleration?

We go beyond traditional business acceleration and into a new model of commercialization called business *actuation*. What does this mean? It means providing support not just in developing strong business plans and opportunities for funding, but catalyzing business and technology development across the entire innovation-commercialization life-cycle, from demand identification to implementation. With unmatched capability and a world class network of technical resources and cities, we have pioneered new critical pathways to move more rapidly the best technology solutions cities need directly to the market place. The Smart City Works business actuator is designed to propel graduating companies quickly towards commercialization, endowed with proven products, and equipped with the skills to grow and compete for funding and market share.

## What resources and funding do Smart City Works companies receive?

We provide each cohort company:

- **Initial funding.** Smart City Works does not have a formulaic approach to providing financial support to cohort companies. However, it is intended that all Smart City Works companies will receive initial funding of up to \$25,000 and be eligible for follow investment.
- **Acceleration** in a three-month Smart City Works program with intense, hands-on training and mentorship from the Smart City Works' broad network of mentors, industry experts, and technology gurus.
- Facilitate **introductions** to a curated group of cities, universities, laboratories, technical experts, entrepreneurs, and business executives from the Smart City Works network.
- Access to free and reduced-fee **professional services** such as accounting, banking, legal, technology, etc. and perks with significant value.
- Free **office space** for three months (and possibly beyond).
- **Demo Day** and other investor and customer connections.

## **What type of training will companies receive in the cohort acceleration program?**

You will receive and participate in top-level immersive training and mentorship across all the important elements of creating a successful business. The program has multiple learning streams including: how to best organize and manage a startup, business planning, building a world class team, product design and development, raising capital, communications and pitching your ideas, sales and go to market strategies, building and implementing a financial plan, and ultimately testing and commercializing the product. We maintain regular and scheduled deliverables and check-ins with the Smart City Works team to make sure that all companies stay on track and progress throughout the experience. And we partner every company up with an industry mentor to support business growth and improvement, and provide hands-on guidance, resources, and immediate opportunities for industry connections.

## **How can I participate in a Smart City Works cohort?**

Twice yearly, Smart City Works will issue a *Call for Innovation (CFI)* to announce a new cohort class is forming. Companies that seek to compete for a place in a cohort class, should sign-up for notifications through the Smart City Works website at [www.smartcityworks.io](http://www.smartcityworks.io). Each cohort may be tailored to advance a particular aspect of how society designs, builds, and operates certain areas of civil infrastructure, which will be announced with the RFI.

Sign up now and get ready to innovate!

## **How are cohort companies selected?**

We are looking for the best ideas or inventions and companies to reinvent cities and communities to make them smarter, safer, and more resilient. Companies that meet eligibility requirements will be included in a selection process that requires responding to a written questionnaire, and for finalists to participate in an interview process. We are looking primarily at three key criteria having to do with the nature of your proposed solution and its ability to change the way we design, build, and operate urban infrastructure; the feasibility of your innovation to reach commercial markets; and the strength of your business and business team. If you are competitive in these areas, you will be well-positioned to be selected to participate in a cohort.

## **Am I eligible to participate in a Cohort?**

To be eligible, you must be an established business, with a specific product or solution in the Smart City mission space. You and key members of your team must be willing to travel to the accelerator and re-locate for 3 months to participate in person with other motivated entrepreneurs and professionals.

## **Do I have to be in the Smart City Works location for the entire 3-month period?**

Yes. We believe co-locating at the site with other leading entrepreneurs for the entire three months of the program adds tremendous value to start-ups and will yield the most from the experience. We have an in-depth curriculum and ongoing events and learning opportunities daily as well as industry leaders and mentors regularly spending time on site. We provide opportunities for business building, actuation, and time with customers as part of the program. We want you to be successful. The best means to achieve that success is through the synergies that come from similarly-focused entrepreneurs and participation together in the business acceleration program.

## **Can I apply if our company or founders are not from the US?**

### **Can you help with visa/immigration issues?**

Yes. Anyone from anywhere can apply. You do have to be legally in the U.S. during the program, of course. Once accepted, we can help with legal/immigration issues by leveraging our contacts and network to help. However, we cannot help with them in advance of acceptance to Smart City Works.

## **What level of business maturity should our team have to be eligible?**

We will look at all applications from established businesses, at all levels of development. We are looking for great ideas and great teams. We are looking for solutions most likely to re-invent the way we design, build, and operate cities. You may be that difference. And, if so, we want to work with you to help make your company a success!

## When is the next opportunity to join a Cohort?

*We are now OPEN for Fall 2017 Cohort Class! APPLY NOW!!*

< <https://www.f6s.com/smartcityworks/apply> >

Smart City Works issues a *Call for Innovation (CFI)* twice yearly, typically about 1-2 months in advance of our Spring and Fall Cohorts. If you are interested in competing for a place in a cohort, sign-up now for notifications through the Smart City Works website at [www.smartcityworks.io](http://www.smartcityworks.io).

## What are my responsibilities?

Two things. First, each cohort company will need to determine who on the team will participate. Participants will be responsible for travel, living arrangements, and local transportation. Second, and most importantly, bring your passion, ingenuity, and dedication to our cohort, and your commitment to listening, communicating, challenging, and adapting your ideas to create a viable commercial business ready to change the world.

## What happens when the program ends?

After your three months in residence with Smart City Works ends, it is the beginning of a long-term relationship. You are now part of the Smart City Works family and alumni network. We will continue to support and guide you through the journey. You will be invited to events, thought leadership, and industry gatherings. We will continue to monitor your progress and look for opportunities for further investment, partnering, and customer contacts, and we will look to you as future cohort companies come through our accelerator program, to lead the way, sharing your lessons and success with them.

Our goal is to help you be wildly successful!

## Where will the Fall 2017 cohort be located?

The Fall 2017 cohort will be located in the Washington, D.C. metropolitan area at the Virginia Center for Innovative Technology <http://www.cit.org/>

## **Where will I live?**

If a company is accepted into a Smart City Works cohort, we will work with the team to find suitable living arrangements, but ultimately your living arrangements are up to you.

## **How can I invest in cohort companies?**

Great idea. We can work with you on how to best partner with, sponsor, or invest in Smart City Works and its cohort companies. Send us an email through our website [www.smartcityworks.io](http://www.smartcityworks.io). We look forward to starting this journey together with you!