



April 23, 2019

The New York State Energy Research and Development Authority (NYSERDA) is seeking proposals under Program Opportunity Notice (PON) 3932 for Novel Business Models and Offerings.

Novel business models that enable reallocation of costs, risks, ownership, returns, and other transacted items can produce offerings that are more attractive to customers even while deploying the same established, demonstrated technology. Novel business models and offerings may include performance-based contracts, power purchase agreements, x-as-a-service, resource sharing, or shared savings agreements. Tools are products that support or enable business models by reducing business soft costs, improving response time to customers, facilitating sales among other benefits. In many markets, conventional clean energy product offerings have been met with customer resistance. For example, energy-saving equipment might not be purchased and implemented due to customer concerns with high first costs, uncertainty in recouping financial returns, lack of understanding of non-energy benefits, or other barriers. Thus, many installations of established, commercially available clean energy products will not occur, despite providing a positive return on investment over time. Economic and environmental value resulting from such investments and installations, therefore, remains to be realized. PON 3932 is an approach to help provide clarity and address market barriers.

Through this Program Opportunity Notice 3932 (PON 3932), NYSERDA seeks proposals from companies in two categories:

Category A: Scaling a Novel Business Model or Offering (Maximum Award: \$500,000)

Category B: Developing and Validating a Novel Business Model or Tool for Use in the One-to-four-Family Residential Sector (Maximum Award: \$100,000)

**Submissions are due by:** May 13, 2019

**For additional details and associated documents visit:**

[PON 3932 - Solicitation Detail Page](#)

**Technical questions related to Category A should be directed to:**

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**Technical questions related to Category B should be directed to:**

Bill Keating

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**About NYSERDA**

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit [nyserda.ny.gov](http://nyserda.ny.gov) or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#)



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