

US-Israel Cleantech Pilot Program 2020-21

Deadline for submissions: December 30th, 2020 | March 21st, 2021

The *Israel Innovation Authority* (IIA) and the *WaterStart* invite interested Israeli companies to submit applications to **pilot water technologies solutions** with several institutions in the US.

WaterStart and the IIA are seeking to advance water technologies by helping Israeli companies get the evidence and assistance they need to fine-tune their development and to enter and be successful in the market.

WaterStart's member organizations would serve as a real-world living laboratory for the Israeli companies to test and improve a process, service, or product.

The goal of this collaboration is to accelerate the availability of water innovations to the public, introduce Israeli water technology to the US, and advance the development and deployment of discoveries for the benefit of the world.

The **IIA** provides resources to aid technology advancement for Israeli companies.

WaterStart is a non-profit organization that connects innovative technology companies with global water agencies and major water consumers in need of innovative solutions to enhance the operations of their business. They are in search of technology providers with novel solutions to specific priorities ready to be proven through large-scale pilots.

WaterStart's members are interested in **innovative, sustainable solutions to address water-related issues**, including the following areas:

- Waste Water
- Drinking-Water
- Microbial Detection
- Smart Water Network
- Agriculture

Supported activities may include piloting, testing (of different kinds; including in real-world conditions), validation, performance verification, device iteration, product and interface customization, pre-pilot activities, R&D activities needed for the pilot, identifying the parameters of the product/technology and potential use cases, optimizing user interfaces, support and assistance to develop business models for the selected lines of work and technologies, etc.

Support Offered

Successful Israeli applicant companies will receive funding from the IIA and funding and/or in-kind services from WaterStart's member organizations.

The IIA would support approved R&D performing companies, registered and operating in Israel, with a grant of up to 50% of the approved Pilot Expenses Budget, according to its regulations and procedures.

When a project eventually results in sales of a product, service, or process, the financial support must be repaid by the Israeli companies in royalties to the *Israel Innovation Authority* according to its regulations. In general, royalties are paid at rates beginning at 3% of sales, depending on various criteria. Royalties are payable until 100% of the amount of the grant has been repaid with interest as provided in the applicable regulations. If the project does not result in sales, no repayment is required.

WaterStart could support approved projects with grants ranging from \$25,000 to \$150,000.

In addition, WaterStart's member organizations could provide in-kind services, expertise, and/or use of facilities. Examples for such in-kind support can include:

- Usage of unique facilities for beta-sites operations;
- Access to real-field-conditions for the tested innovation;
- Usage of internal services, expertise, knowledge, or equipment;
- Access to unique data, data-sets, engines, devices, skills;
- Experts' and consultants' time to guide, co-develop and, identify the parameters of the product/technology for testing or potential use cases;
- Regulatory and legal guidance to ensure full compliance;
- Assistance in co-commercializing the product; for example, through joint work with relevant local business partners (companies, investors, distributors, etc.) that are part of the WaterStart's member organizations' network.

An appropriate agreement between successful applicant companies and WaterStart members will need to be signed before project initiation.

If according to the arrangement the Israeli company needs to pay the WaterStart member partner, this cost could not be funded by the IIA.

Process and Timeline

If you're a tech company **ready to scale-up** by working with **globally recognized customers** with opportunities to **enter new markets** by **solving imminent challenges in water**, please apply!

The application process has two stages:

1. [WaterStart Application](#) (until **December 30th, 2020**) – Israeli companies must first submit a proposal through the WaterStart Request for Proposals (RFP) process. The RFP seeks technologies that address specific priorities identified by WaterStart's members.
The priorities listed represent the collective needs of WaterStart members committed to installing innovative water technology solutions. Proposals should address one or more of these specific priorities. For more details and the application form, click [here](#).
2. [IIA Application](#) (until **noon on March 21st, 2021**) – Israeli companies approved by WaterStart are invited to submit a grant application to help cover the costs of the pilot project. A signed Letter of Intent (LOI) proving the planned collaboration between the Israeli company and its WaterStart member partner is required. For more details and the application form, click [here](#).

Timeline

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| Call for Proposals Launch | November 16 th , 2020 |
| WaterStart Application Submission Deadline | December 30 th , 2020 |
| Notification of WaterStart Decision | February 12 th , 2021 |
| IIA Application Submission Deadline | March 21 st , 2021 |
| Notification of IIA Funding Decision | ~ June-July 2021 |
| Agreement Signing and Submission to the IIA | ~ August 2021 |
| Project Launching | ~ September 2021 |

Contacts

Israel Innovation Authority
North America Desk
NA@innovationisrael.org.il
Tel: +972-3-5118117

WaterStart
info@waterstart.com