**WELCOME!**

We are excited that you and your team have interest in joining Halliburton Labs. We cultivate a world-class crossroads of innovators, academics, investors as well as members of the Halliburton team…all in an effort to help you reach scale, faster!

Our application begins by asking you to consider our targeted clean energy challenges*.* Think of these statements as a focal point broadly intersecting your company’s mission and our capabilities. What challenge is the best fit for your company and why?

While there are many important elements of building and scaling a startup in the energy sector, we’d love to understand the customer pain you’re solving, the founding team, the addressable market opportunity, and your progress so far on your journey.

We look forward to reviewing your application and helping you usher in the future of energy. Let’s get started!

**For this application, please don’t share any information you and your team consider to be confidential.**

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# **LET’S GET STARTED!**

|  |  |
| --- | --- |
| First NameLast Name | *(Primary Contact Point)* |
| *(Primary Contact Point)* |
| Phone NumberEmail |  |
|  |
| Company NameCompany URL |  |
|  |
|  |

# **Choose your Challenge – What area of clean energy are you advancing?**

Fill the circle or replace it with an “X” to select:

|  |  |
| --- | --- |
|  |  |
|  | **CLEAN ENERGY GENERATION****How Might Halliburton Labs** help scale transformative new energy, climate and sustainable technology companies **in ways that** improve solar, wind, geothermal, hydro, and other clean energy generation sources **so that** meaningful advances in the Levelized Cost of Energy occur?  |
|  | **TRANSMISSION/DISTRIBUTION****How Might Halliburton Labs** bring its scale, logistics and process resources to early stage companies **in ways that** advance the development of energy transmission and distribution technologies to minimize losses and improve efficiency **so that** clean energy becomes more consistent and available?   |
|  | **ENERGY STORAGE****How Might Halliburton Labs** help scale transformative new energy technology companies **in ways that**advance energy storage capabilities **so that** density, longevity and cost targets improve leading to adoption of more renewable generation?  |

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|  | **ENERGY CONSERVATION****How Might Halliburton Labs** help scale transformative energy companies **in ways that** advance energy conservation technologies and services **so that** less energy is wasted by industry, businesses and consumers while meeting their needs for economic growth? **CIRCULAR ECONOMY****How Might Halliburton Labs** help scale circular economy companies in ways that reduce overall carbon footprint **so that** useful materials can be created and flourish from previously inefficient energy use?**OTHER CLEAN ENERGY****How Might Halliburton Labs** help scale new companies developing other clean energy and sustainable businesses **in ways that** meaningfully change the energy industry **so that** our world has new efficient sources to enable economic growth? |  |

**About Your Company**

|  |  |
| --- | --- |
| Company location?Year Founded:How many employees work for the Company? | *(City/State/Country)* |
|  |
| *How many of your employees would you envision residing at Halliburton Labs? Would they be at the Labs full or part-time? Please also describe your relationship with any non-company people that might access the Halliburton Labs facilities. (Word Limit 150)* |
| What is the Company’s mission? | *One Sentence* |
| Briefly describe the product/service you plan to deliver | *In 3 – 4 sentences, write a compelling pitch from the perspective of generating value to a customer. (Word Limit 150)* |

(Remember to write these in the context of the customer and other stakeholders)

# **The Problem You are Solving**

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| --- | --- |
| Describe the specific problem(s) or customer pain you are solving. | *(Word Limit 150)* |
| Broadly, what are the major segments of customer types and applications you are targeting? | *(Word Limit 500)* |
| How are customers solving the problem today? | *(Word Limit 400)* |

# **Your Envisioned Solution for the Problem**

|  |  |
| --- | --- |
| Describe your solutionOutline the primary use casesWhat are the most important elements that make your solution unique? | *Please describe your* value proposition*. A separate section asks about your Proposed Technologies. (Word Limit 500)* |
| *How does your solution deliver extraordinary value for customers? (Word Limit 700)*  |
| *Describe at a summary level the most important advantages that will be difficult for others to achieve. (Word Limit 200)* |
|  | Value Proposition*: The products and services that create value for a specific segment by solving a customer pain and satisfying a customer need.* |

# **Your Team**

|  |  |
| --- | --- |
| List other Co-Foundersand Roles | *Include LinkedIn address for each founder/co-founder.* *For any co-founder or person key to the startup that is not full-time, please note. (Word Limit 250)*  |
| Please list non-founder senior leadership team members and roles | *(Word limit 200)* |
| Why is the Team uniquely qualified to solve the problem? | *(Word Limit 200)* |
| Current Operational Status | *Idea – Pure Startup Mode; Product in Development; Prototype in Field; Commercial Revenue Generating Product* |
| Why does the team believe that Halliburton Labs is a fit to help scale the Company? | *(Word Limit 300)* |

# **Timing**

|  |  |
| --- | --- |
| Why is the timing right to scale the solution to the market pain at Halliburton Labs?  | *(Word Limit 100)* |

# **Competitive Landscape**

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| --- | --- |
| Please describe the competitive landscape with an objective assessment of the most significant key players. | *Please include the pros & cons for the most important 3-4* ***incumbents and/or new entrants*** *that offer solutions targeting the same customer problem (Word Limit 700)* |
| What is the source of the sustainable competitive advantage you are bringing to market? | *Describe specifically how your solution will be better than the competitor’s solutions over time. (Word Limit 50)* |
|  |

# **Proposed Technologies**

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| --- | --- |
| What proposed technologies and/or solutions will your team attempt to scale?  | *How would participation in Halliburton Labs amplify your team’s technical strengths? (Word Limit 150)* |

# **Your Product**

|  |  |
| --- | --- |
| Describe your Minimum Viable Product (MVP)? | *(Word Limit 800)* |
|  |

# **Your Business Model**

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| --- | --- |
| Revenue model: How will you monetize your solution? | *Are you selling a service, system, license, product, or something else? Pls be clear about the value capture model. (Word Limit 500)* |

# **Your Go-to-Market Strategy**

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| --- | --- |
| How do you envision going to market at scale and what are the most constraining rate-limiting factors? | *(Word Limit 200)* |

# **Market Size and Growth** (Make assumptions explicit and cite sources)

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| --- | --- |
| What is your estimation of the market size? Explain your assumptions | *How do you envision the market size growing?(Word Limit 750)* |

# **Halliburton Labs**

|  |  |
| --- | --- |
| What Halliburton capabilities do you plan to utilize? | *Technology Issues, Sample Data, Certifications, Manufacturing, Customer Development, Research and Development, Product Development, Prototype Development, Product Testing, Supply Chain, Other? (Word Limit 100)* |
|  |
|  |  |

# **Financing**

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| --- | --- |
| What is the company’s priority upcoming financing milestone? | *In addition, how has the Company been funded to date – Personal funds, friends/family, accredited investors/angels, institutional VC funds, other? How many months of financing does the company currently have on hand?) (Word Limit 300)* |

|  |  |
| --- | --- |
| Please outline the milestones you plan to achieve over the next 12 months. | *How and why? (Word Limit 200)* |

# **Additional Information**

|  |  |
| --- | --- |
| Is there anything else we should know about your Company? | *(Word Limit 200)* |

|  |  |
| --- | --- |
| How did you hear about Halliburton Labs? | *What convinced you to apply? (Word Limit 100)* |

By submitting this form and checking the box below, I confirm the following:

* The information I am submitting in this application is not confidential or proprietary. Halliburton Labs will use the information submitted to initiate a review and an analysis of applicants.
* I am submitting this application for the sole purpose of being considered and evaluated as a participant in Halliburton Labs.
* I have the right to disclose the information contained in this application.
* I consent to the disclosure and use of my personal information that is contained in this application.
* If I have included the personal information of others in this application, I have obtained such person(s) consent to the disclosure and use of his/her personal information.
* I am 18 years of age or older.

[ ]  I agree. (Required before submission can be accepted.)

[ ]  Stay up to date and get the latest information on Halliburton Labs news, events, and much more. I agree. (Optional)