Limit the response to **five** pages. See the formatting recommendations in Section IV.D.2.

The Pre-Application Project Abstract must describe the proposed project and respond directly to each criterion below.

**Project Summary**

1. Describe the proposed project, including which Project Group it addresses and how the project will accelerate the successful commercial deployment of the proposed innovative technology or business model.
2. Describe how the proposed project is innovative and provides competitive advantages over conventional charging solutions and/or business models.
3. Describe the proposed project’s target market and economic viability.

**Project Readiness and Implementation**

1. If the technology or business model within the proposed project has been successfully demonstrated before, describe how, with details including size or capacity, number of previous installations, location and duration, results, etc. Identify critical barriers to commercial deployment and explain how the proposed project will address and work towards overcoming these barriers.
2. If the technology or business model within the proposed project has never been demonstrated before, describe how the proposed project will meaningfully move the technology and/or business model forward and towards successful commercial deployment.
3. Described the qualifications, experience, capabilities, and credentials of the key team members.
4. Describe the team’s approach for executing the proposed project in a successful and timely manner.

**Project Benefits and Cost Effectiveness**

1. Describe and quantify the costs associated with the proposed project, using observed data and/or reasonable assumptions. The cost of charging should be calculated as dollars of investment requested from the CEC per kWh of charging capability. The kWh term shall be calculated as the product of 1) the power capacity of the charging capability enabled and 2) the time in hours that the charger could be utilized, per documentation of previously-measured use or projected use.

The variables in this equation are defined as:

* Investment requested – Dollar amount of CEC funds requested for the project.
* Power capacity – The sum of the power capacity of each charger that will be deployed.
* Time utilized – The portion of hours per day the charger is used (utilization rate) multiplied by the total number of days the charger is used at that rate during the two designated time periods denoted below.

1. Describe and quantify the benefits to disadvantaged and/or low-income communities, job creation, and other co-benefits that will be realized by successful completion of this project.
2. Describe and quantify the benefit-cost score, defined as the ratio of grams of CO2 equivalent reduction per dollar of CEC investment. Explain underlying assumptions.
3. Describe any committed in-kind or cash support from the team or other organizations at this stage.