

GENERAL  
OVERVIEW



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CMC

CALIFORNIA  
MOBILITY CENTER

# CMC AT A GLANCE

**FOUNDED:** 2019, operations commencing in Q1 2021

**HEADQUARTERS:** Sacramento, CA

**INCORPORATION:** Public-private, nonprofit

**FUNDING:** Member fees, service fees, grants

**FACILITIES:** 25,000 sq. ft. Ramp-up Facility

**AREA OF FOCUS:** Future mobility commercialization

**VALUE PROPOSITIONS:** A single point of access to CA; a faster path to global commercialization

**OFFERINGS:** Partnering, programming, and access to funding for to propel prototype-ready, early-stage Clients into the market. Policy involvement, Client partnering, and cross-industry interaction to support industry incumbent Member future mobility initiatives.

**FOUNDERS:** SMUD, PEM Motion, Sacramento State, EnerTech Capital, GSEC, Terzo Power, Los Rios Community College, City of Sacramento, UC Davis.

The CMC helps promising early-stage companies (Clients) and industry incumbents (Members) to rapidly commercialize future mobility products and services in California and worldwide.

This is accomplished by providing:

- Customized programming
- Client-Member partnering
- A single point of access to CA resources

Client-Member collaboration on commercialization initiatives differentiates the CMC from accelerators and similar early-stage company enablers that prepare companies to meet with, but not work with, large corporate partners.

The CMC is operating from a 25,000 square foot Ramp-up Facility. In coming years, an additional 20-acre future mobility complex will open on the Sacramento State campus.

# CMC ECOSYSTEM

## CLIENTS

Clients receive a complete business review, a comprehensive commercialization plan, and access to funding. Implementation is supported by Preferred Service Providers (PSPs) with oversight from CMC staff. There is no cost or equity requirement to apply, but Clients bear the cost of plan implementation. Access to optional funding, including equity investment opportunities are available.

## MEMBERS

Members benefit from cross-industry interaction, partnering opportunities ranging from observation to demonstration to deployment, collective government outreach, and workforce development. Member dues are based upon annual company revenues.

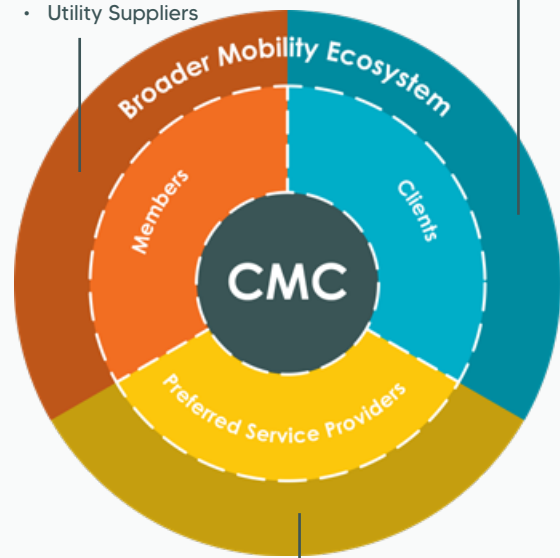
## PREFERRED SERVICE PROVIDERS

Preferred Service Providers (PSPs) are top-tier organizations that have developed down-market offerings to meet the commercialization goals and resource limitations of early-stage companies.

## BROADER MOBILITY ECOSYSTEM

International, national, local, public, and private entities that impact how society will transition to and adopt future mobility innovations.

- OEMs
- Tier 1 Suppliers
- Tech Companies
- Electric Utilities
- Fleet Owner/Operator
- Academia
- Government
- Utility Suppliers
- Autonomy
- Connected Mobility
- Electrification
- Shared/Smart Mobility
- Charging/Fueling Infrastructure



- Business Services
- Digital Technology
- Engineering & Manufacturing
- Testing & Validation
- Requirements & Compliance
- Debt & Equity Funding
- Grant Funding
- Workforce Development
- Demonstration & Deployment

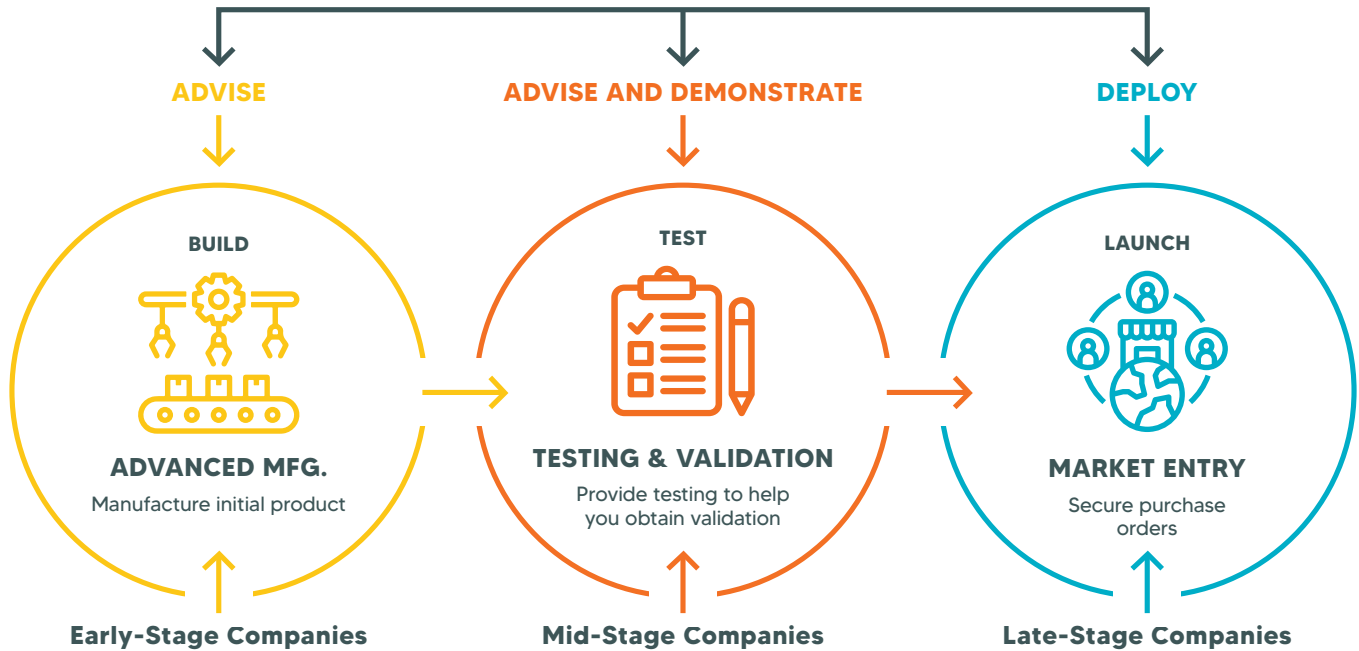
# CMC ORCHESTRATED INTERACTION

## PROGRAMMING AND PARTNERING

The CMC orchestrates results-oriented, commercially meaningful interactions within the ecosystem. This is primarily achieved through programming that is tailored to meet Client needs from prototype stage to through market entry. The CMC also provides Client-

Member partnering that ranges from observation or advisory relationships to more active demonstration and deployment-oriented involvement. CMC PSPs are available as needed, or Clients may opt to use independently sourced providers.

## MEMBER PARTICIPATION ROLES



## KEY ACCOMPLISHMENTS

In 2021, the CMC focused on launching commercial operations and building its ecosystem of Clients, Members, and Preferred Service Providers.

**COMMENCED** commercial operations with initial Clients from future mobility segments including medium-duty electric truck manufacturer, smart charging infrastructure provider, light-duty electric truck manufacturer, electric bus manufacturer, off-highway equipment manufacturer, and several technology companies.

**ADDED** industry executives to the CMC Board of Directors including C-level leaders from a Tier 1 supplier, a leading software company, OEM research, venture investors, and others.

**IMPLEMENTED** numerous partnering agreements with industry leading organizations including

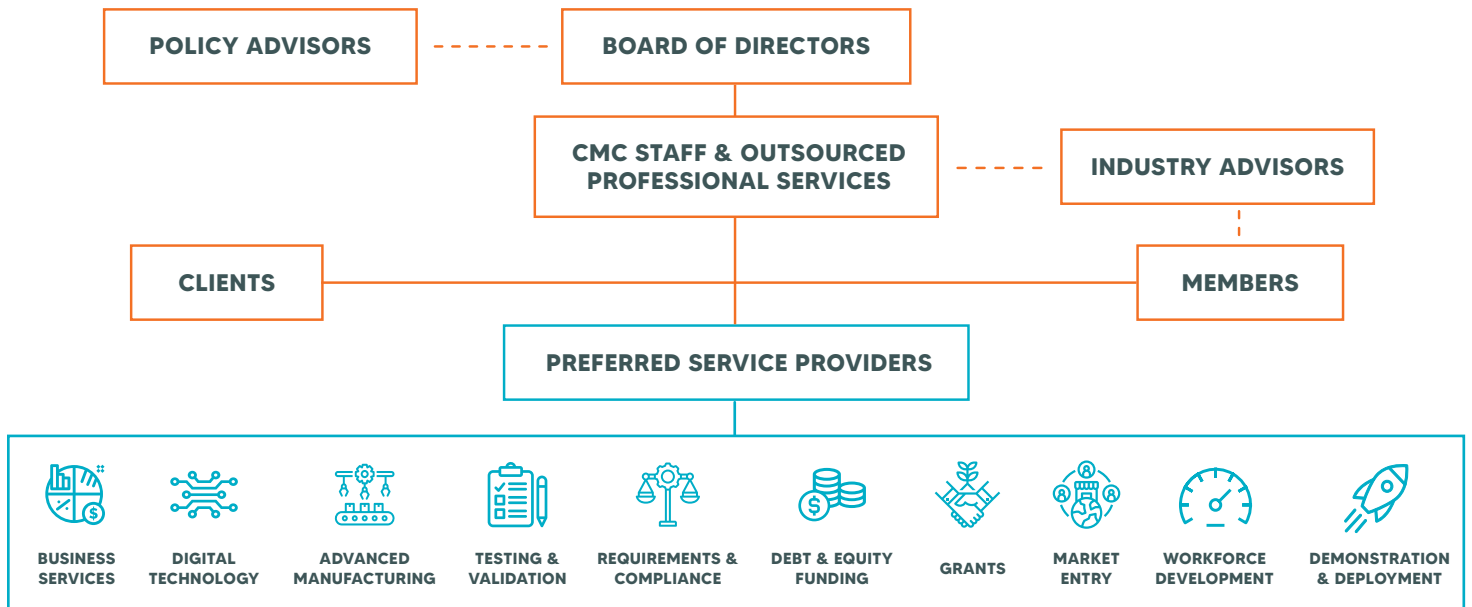
Guidehouse, California Strategies, E Source, Smart Electric Power Alliance (SEPA), Intelligent Transportation Society of America (ITSA), and others.

**ADDED** and continue to add industry Members from the broader mobility ecosystem including automotive OEMs, automotive Tier 1 suppliers, utilities, utility suppliers, technology companies, fleet operators, academia, government, and others.

**SECURED** initial 25,000 square foot facility at Depot Park, Sacramento for use as headquarters and Ramp-up Facility.

**EXPANDED** the workforce training program with community organizations, adult learning centers, and Sacramento State, with funding from the California Workforce Development Board's High Roads Training Partnership.

# CMC NONPROFIT STRUCTURE



## CMC MANAGEMENT

**PRESIDENT & CEO:** The President & CEO oversees development of the strategic plan, general administration, program execution, membership recruitment, fundraising, marketing, and community outreach. The CEO reports to the Board Chairperson but is accountable to the full Board.

**COO:** The COO position focuses on internal execution of the CMC business plan, including the original design and implementation of processes and systems to deliver value to its Members and Clients along with general administration of CMC operations. This position administratively reports directly to the CEO once hired, and to the Board Chairperson until such time.

**DIRECTOR - BUSINESS DEVELOPMENT:** A Director of Business Development builds and guides relationships with organizations that can expand the reach of the CMC, including additional PSPs or strategic partners.

**DIRECTOR - MEMBERSHIP SERVICES:** A Director of Membership Services sources and signs new Members, defines and manages delivery of value-added services.

**DIRECTOR - CLIENT SERVICES:** A Director of Client Services defines and manages Client interfaces with the Members and PSPs.

**INVESTMENT FUND:** Financial support in the form of equity or debt structures will be available to qualifying Clients in the CMC ecosystem through a mobility-focused investment fund managed by EnerTech Capital, a CMC founding partner.

**POLICY ADVISORY GROUP:** The Policy Advisory Group (PAG) aligns the CMC with California state policy impacting future mobility. The CMC PAG representatives work with state and federal policy makers and regulators to strengthen linkages between innovations and the regulations that govern them.

**MEMBER COMMITTEES:** Industry associations may establish committees to focus attention on certain topics. Each Member committee will have a charter and a chairperson, and each will be sanctioned by the CMC Board. The diagram on this page outlines the envisioned interactions for the industry advisors and the CMC applicant process streams.

**INDUSTRY ADVISORY COUNCIL:** The Industry Advisory Council will serve an important role providing advice and guidance during the initial launch phase to help the CMC staff build the CMC ecosystem, shape the priorities of the CMC, and define various modes of industry participation.