



INNOVATION INCUBATOR

Founded by **WELLS FARGO** | **NREL**

Driving Scalable Technology Adoption Through IN2

The Wells Fargo Innovation Incubator (IN2) accelerates the deployment of derisked scalable technologies by bridging the gap between market adopters and cutting-edge startups.

Through its Scalable Tech track, IN2 helps corporations and municipalities adopt validated technologies that deliver operational efficiency and measurable business impact.



IN2 provides funding from **Wells Fargo & Company** to pilot high-potential startup technologies in the built environment and infrastructure sectors. Each technology is vetted by the U.S. Department of Energy's **National Renewable Energy Laboratory (NREL)** and curated to align with adopter needs, simplifying decision-making, reducing risk, and easing the burden of early-stage technology selection.



How IN2 and NREL Support Technology Adopters

As a national laboratory, NREL provides independent evaluation and technical leadership for each IN2 project. Program participants benefit from:

- Access to experts in technology selection, deployment, and evaluation
- Third-party performance testing, modeling, and impact assessments
- Advanced facilities, simulation tools, and data systems
- Systems-level analysis for cost-effective integration and scalability.

For application inquiries or program questions, email IN2@nrel.gov.

Program Details

IN2 utilizes a collaborative framework that connects startups, technical experts at NREL, and technology adopters to streamline pilot deployment, reduce adoption risks, and accelerate time to market.

One-Year Time Commitment



Learn

Two participants from each organization participate in IN2's structured curriculum, which includes monthly one- to two-day sessions held virtually and at NREL's Colorado campus. The program empowers adopters with insights to analyze market trends, develop tailored adoption playbooks, and address key barriers such as:

- Limited technology confidence and internal expertise
- Organizational dynamics and change management challenges
- Complex procurement hurdles and decision-making
- Siloed ecosystems that limit collaboration and scalability.

Do

At the end of the educational programming, participants present implementation strategies during a reverse pitch competition. Judges award Wells Fargo funding to the most compelling proposals, enabling selected organizations to pilot energy technologies aligned with their goals.

Over a six-month period, participants launch short-term pilot projects supported by NREL experts. Throughout implementation, adopters receive hands-on technical assistance and third-party evaluation to ensure the technology meets performance expectations and business goals.

Connect

During the program, peer working groups foster cross-industry collaboration and knowledge sharing, enabling a strong network of adopters to scale emerging solutions faster and more effectively.

After graduation, IN2 stewards an "adoption-ready" network of Energy Champions by building trusted relationships that support long-term impact and shared success.