



U.S. DEPARTMENT OF ENERGY

Solar Prize Round 6 Informational Webinar

July 13, 2022

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Solar Prize Overview



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Purpose



ENERGIZE

American ingenuity in
solar **innovation**.



EMPOWER

innovators to rapidly
transform **ideas into**
prototypes.



ENGAGE

a network of labs,
facilities, and partners
to **prepare for market**.



What is the Solar Prize?

Multimillion-dollar prize competition

- Ready!, Set!, and Go! Contests

National network of support organizations

- American-Made Network

Grants vs. Prizes

Financial Award Process

Write and submit concept papers

Concept paper review

Applicants write and submit full applications

Full applications review

Selections and negotiations

Begin performing

Prepare and submit reimbursement request

Request reviewed and reimbursement issued

Prize Award Process

Begin performing

Achieve predefined goal

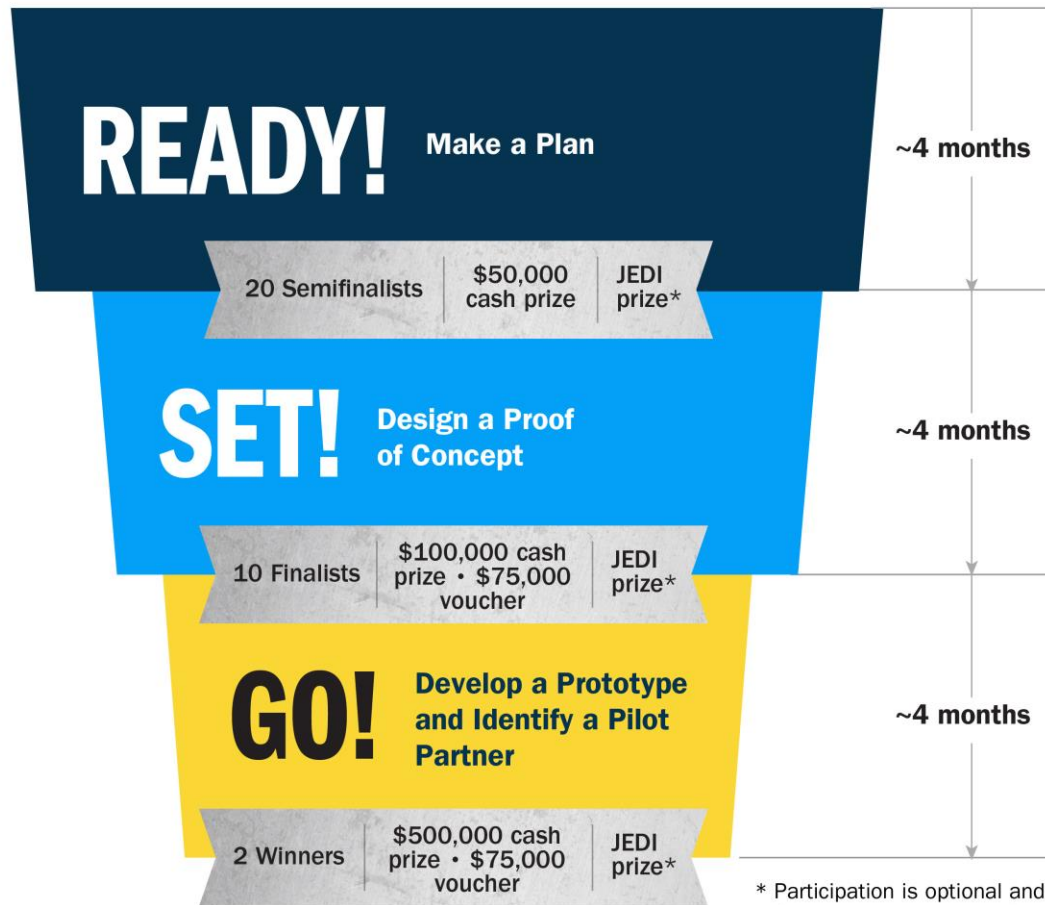
Complete submission packet

Judges score submissions

Winners receive payment

Prize Structure

- Three contests
- \$3 million in cash prizes
- \$900,000 in support vouchers
- \$200,000 in optional JEDI Contest prizes



* Participation is optional and does not guarantee a prize

JEDI Contest

- JEDI = Justice, Equity, Diversity, and Inclusion
- \$200,000 additional prize funds
- Optional component
- Describe how solution addresses solar market barriers facing underserved communities and work to substantially advance their approach toward JEDI goals as they progress through the competition
- Additional funding available at each contest (Ready!, Set!, and Go!) for successful JEDI submissions
- Must win the Ready! Contest in order to win the JEDI Contest.



\$200,000 in additional prizes

	JEDI Contest Winners	Prize*
Ready!	Up to 10 Ready! semifinalists	Up to \$25,000 in cash
Set!	Up to 5 Set! finalists	\$50,000 in cash split evenly
Go!	Up to 2 Go! competitors	\$50,000 in cash split evenly

*Prizes are shown as funding ranges when they depend on the number of winners.

Eligibility



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Eligibility Requirements



Entrepreneurs

Students & Faculty

Scientists

**Anyone with a
BIG! idea**

Any U.S.-based individual or team with a desire to transform ideas
into impactful new solutions

Eligibility Requirements

Individuals, teams of individuals, private entities (for-profits and nonprofits), and nonfederal government entities (such as states, counties, tribes, municipalities, and academic institutions) are eligible to compete in the Ready! Contest.

- Individual Competitor – Must be a U.S. citizen or permanent resident
- Group of Individuals – Online account holder must be a U.S. citizen or permanent resident
- Private Entities – Incorporated in and maintain primary place of business in the U.S.
- Academic Institutions – Must be based in the U.S.

Refer to the official rules for the complete eligibility requirements

Note: For the Set! and Go! Contests, competitors must be a for-profit business entity.

Important Dates & Events



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Important Dates

Now!

- Follow the Solar Prize Round 6 on HeroX and start working

Oct. 6, 2022, 5 p.m. ET

- Deadline to submit an entry to the Ready! Contest



Submitting to the Ready! Contest



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Read the Rules



Official Rules American-Made Solar Prize Round 6

THESE RULES ARE EFFECTIVE JUNE 15, 2022, FOR
ROUND 6 OF THE SOLAR PRIZE

Official Rules of the
American-Made Solar Prize Round 6
are available online

https://americanmadechallenges.org/challenges/solarprize/docs/rules/r6/American-Made_Solar_Prize_Rules.pdf



Ready! Contest Goals

- **Problem-Solution Fit:** Develop a credible solution concept to a real-world problem facing the solar industry. Perform substantive due diligence to gather feedback and validate that the proposed solution addresses a real problem and is technically feasible.
- **Team Capabilities:** Form an exceptional and committed team to accomplish the stated goals of the proposed solution.
- **Network Engagement:** Cultivate relationships with members of the American-Made Network and/or other entities to maximize the likelihood of creating a viable business based on the proposed solution and enhance the quality of the submission package. The Network is there to help you succeed, and they are rewarded for assisting you, so do not hesitate to engage them to help make your solution better.

What to Submit

1. 90-second video (public)
2. Cover page content
3. Narrative that answers four questions about the problem, solution, team, and plan (not to exceed 2,500 words)
4. One summary PowerPoint slide (public)
5. Technical assistance request (public)
6. Letters of commitment or support (optional).



American-Made Solar Prize Round 6 Ready! Contest Submission

Project Name

Innovation tagline (e.g., your mission in a few words)

Keyword tags

Team

Names, geographic locations, contact info, and LinkedIn profiles

Partners and American-Made Network

Key project partners and organizations (if any)

The Connectors that significantly helped you advance your solution and the major items they helped with (if applicable)

[Link to your video](#)

Innovation in 90 Seconds

- **Suggested content**
 - The real-world problem you are solving
 - Your solution and why it is transformational
 - Who you are and why you have a competitive edge
 - [Optional, for JEDI Contest consideration] Describe the specific JEDI barriers that your solution addresses and why you will be successful.
- **Judges will consider these criteria**
 - The video explains a compelling real-world problem
 - The video describes a unique innovation that is implementable within the next five years
 - The video shows a knowledgeable and skillful team
 - [Optional, for JEDI Contest consideration] The video describes a compelling solution to stated JEDI barrier(s).



TIPS and TRICKS

- This is your first impression
- Be creative and focus on content
- Watch previous winners' videos
- Get feedback before you post online

Four Questions

1. PROBLEM

What is the problem and why is solving it important?

2. SOLUTION

What is your solution, and why will it be successful?

Word Limit: 2,500 words

+ JEDI Contest – 500 extra words)

+ 5 images or figures

3. ACCOMPLISHMENTS AND TEAM

What have you done to date and what qualities give you a competitive edge?

4. PLAN

What is your plan to achieve your goals?



TIPS and TRICKS

- Remember your audience
- Be specific (this portion isn't public)
- Pay attention to the word count

Narrative Content & Review

Question 1: *Problem* – What is the problem, and why is solving it important?

Suggested content you provide

- Describe the problem, quantify its significance with metrics, and explain why now is the right time to solve it. Be specific to the problem space that your innovation addresses.
- Explain why existing solutions are inadequate. Be as technically specific as possible to your innovation area, providing examples where possible.
- Show how you know this is a significant problem using evidence-based validation (e.g., interviews with users, case studies, literature).
- [Optional, for JEDI Contest consideration] Describe the how your organization is integrating JEDI principles into your innovation; mission, policies, and processes; and/or geography.

Each statement is scored

- The competitor quantifies a critical problem using important metrics and a compelling analysis of why now is the right time to address it.
- The competitor's assessment of current solutions and their limitations shows a comprehensive understanding of the problem-solution space.
- The competitor uses real-world evidence to validate key assumptions about industry need.
- [Optional, for JEDI Contest consideration] The competitor quantifies a critical JEDI problem, and their assessment of current solutions shows a comprehensive understanding of the opportunity space.

Technical Assistance Request

- Opportunity to identify the areas where you need assistance to realize your solution.
- Use the new American-Made Network Matching Tool to generate your request
- Take the opportunity to connect with organizations that can help you be successful
- Format – must be exported from the American-Made Network Matching Tool.
- We will post a video on HeroX to demo how to use the tool.
- <https://network.americanmadechallenges.org/>



Edit

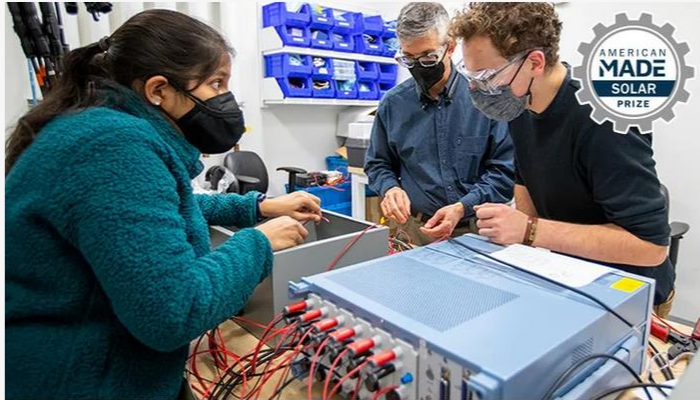


American-Made Challenges

37

Share

Follow



Solar Prize Round 6

The Solar Prize Round 6 offers \$4.1 million in cash prizes to competitors over three progressive contests.

Energy, Environment & Resources

Government

Technology

Stage:
EnterPrize:
\$4,100,000

SOLVE THIS CHALLENGE

Overview

Guidelines

Timeline

Forum

Entries

Resources

FAQ

Challenge Resources

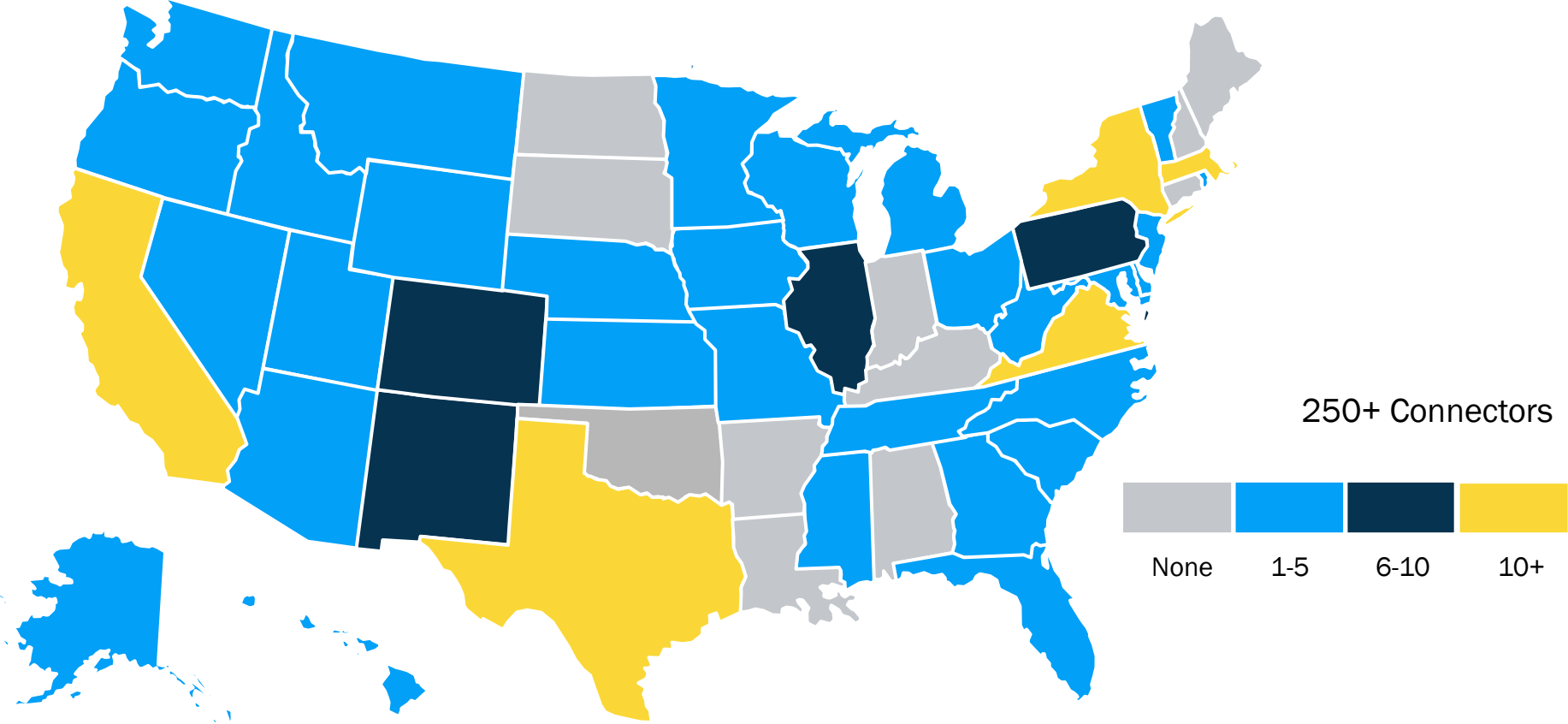
Leave a Message

Get Support for Your Submission



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American-Made Network



Connector Recognition Rewards

- \$345,000 of Recognition Rewards available
- \$120,000 available during the Ready! Contest
- You MUST list the Connector on your submission
- Connector MUST be an approved member of the American-Made Network.

Reward Name	Anticipated #	\$	Details
Mobilize	Up to 1 per winning competitor	\$5,000	Distributed to Connectors who recruit and/or support competitors who go on to win the Ready! Contest

How to Find and Connect with a Connector

Through the Network Matching Tool (also where you generate your TAR)

<https://network.americanmadechallenges.org/>

The screenshot displays the 'American-Made Challenges' website interface, which is divided into three main sections: 'Setup your profile', 'Network', and 'Challenges'.

- Setup your profile:** This section is on the left and includes a progress bar with two steps. Below it, a message states: 'You are editing your own personal account. Your organization information is shared with other members.' The 'Person' tab is active, showing fields for 'Name *' (filled with 'kimberlee.ott'), 'Nickname', and a 'Please share a short biography.' text area. A disclaimer at the bottom notes: 'Your exact address is never shared with other Network members. We use location data to help you find nearby matches. If you do not wish to have geographically enhanced matches, you can turn this off in your settings.'
- Network:** This central section has tabs for 'Browse the Network', 'Matches', 'Followers [0]', and 'Following [0]'. Below the 'Browse the Network' tab, a message says: 'Sign in to start building your American-Made Network.' A list of three connectors is shown:
 - Jay Murray** (Connector, Idea Foundry): Capabilities include Business Development & Commercialization, Strategy, Science, Research and Development, Investments, Product Development, System Design, Technical Analysis, Legal, Insurance, and Public Policy, Manufacturing, Fabrication & Prototyping, Robotics, Software Development, Product Development, Raw Materials, Utility Scale, Marketing & Promotion, Testing and Validation.
 - Jackson May** (Connector, Positive Deviancy): Capabilities include Business Development & Commercialization, Marketing & Promotion, Product Development, Insurance, and Public Policy, Technical Analysis, System Design.
 - Faith Kelnhofer** (Connector, Greentown Labs): Capabilities include Marketing & Promotion, Strategy, Hardware Development, Manufacturing, Legal, Insurance, Business Development & Commercialization, Product Development, Fabrication & Prototyping, Robotics, Science, Research and Development, Funding & Investments, System Design, Software Development, Technical Analysis, Procurement of Raw Materials, Testing and Validation.
- Challenges:** This section on the right is titled 'Sign in to see your Challenges.' It features a 'Featured Challenge' titled 'Solar Prize Round 5 - Hardware Track' with a deadline of 'Enter by 8/31/2021'. Below the challenge title is a 'View Challenge' button. The challenge image shows a woman working on a complex mechanical device.

Power Connector Assistance

Lab**Start**

**NEW
ENERGY
NEXUS**



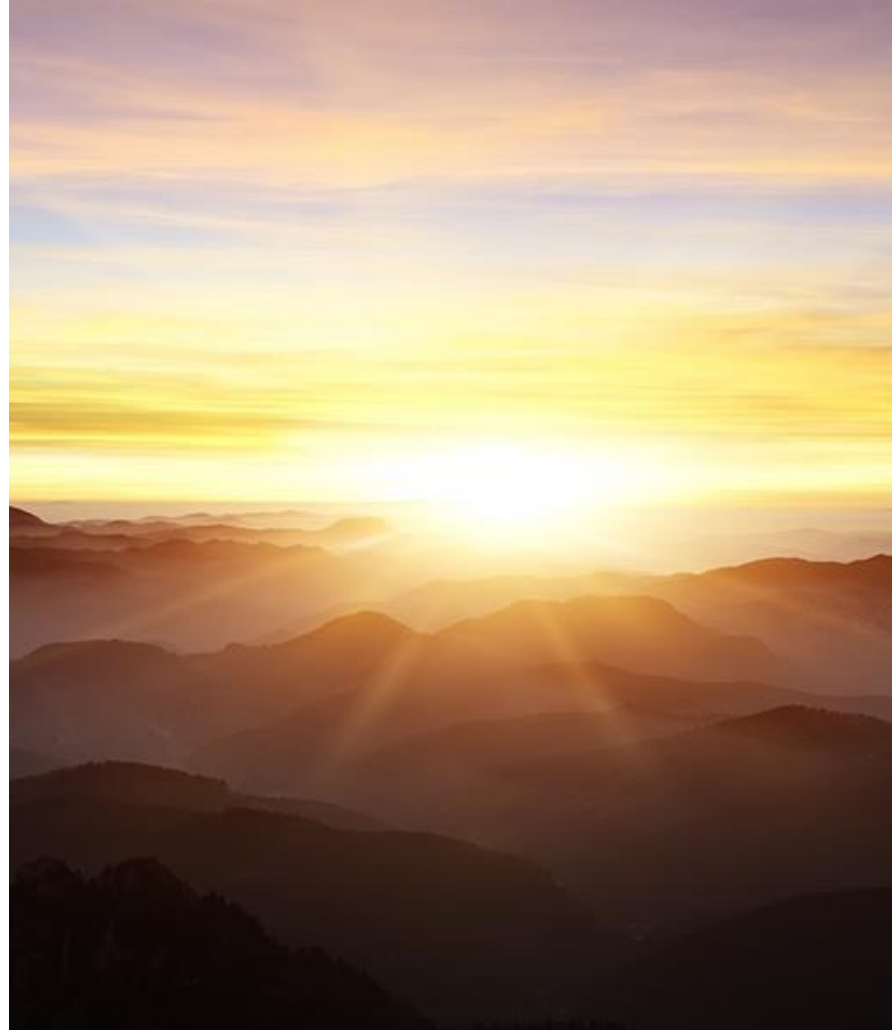
THE UNIVERSITY OF ARIZONA
**CENTER FOR
INNOVATION**



VENTUREWELL™
idea to impact

What's Next?

1. Follow the challenges on HeroX
<https://www.herox.com/solarprizeround6>
2. Read the rules
https://americanmadechallenges.org/challenges/solarprize/docs/rules/r6/American-Made_Solar_Prize_Rules.pdf
3. Sign up in the Matching Tool and connect
<https://network.americanmadechallenges.org/>
4. Start innovating
5. Submit by October 6.



Questions?

Email: Solar.Prize@nrel.gov



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