# EPIC Prize Round 2

Design It! Submission

## Project Name

### Organization Name

### Track you are applying to

## Team – Key Project Members

### Names, roles, contact info, and LinkedIn profiles

**Your city, state, and nine-digit zip code**

**Relevant Partners and Affiliates (if applicable)**

Link to your 90 second video

## Online Video: 90-Second Video (Public)

Post your publicly accessible video online (e.g., YouTube, Vimeo). Be creative and produce a video that conveys the required information in exciting and interesting ways, but remember that time-consuming activities that only improve production values (i.e., technical elements such as décor, lighting, and cinematic techniques) are not necessary.

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| **Online Public Video** |
| **Suggested content you provide**  • Describe your organization and how it is uniquely qualified to address the needs of the entrepreneurs and energy technologies it serves  • Describe your target program requirement(s) and why it is critical that your organization addresses it  • Describe your MVP  While there is no specific scoring criteria for the video, it will be evaluated as part of the entire submission package. The video serves as a first introduction of your organization and MVP to the reviewers. |

## Cover Page

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| **Cover page – List basic information about your submission Template[[1]](#footnote-1)** |
| • Organization name  • Link to your 90-second video online  • Key project members (names, roles, contacts, and links to their LinkedIn profiles)  • Track you are applying into  • Program requirement(s) you are addressing  • Your city, state, and nine-digit zip code  • Relevant partners and affiliates (if applicable). |

#### Core Narrative

Answer each of the following four questions:

1. **Problem Overview** - Describe the regional context and the need for the program requirements you’re addressing.
2. **Minimum Viable Program (MVP)** - Describe your MVP and how it fulfills the EPIC Prize objectives
3. **MVP Implementation Plan** - Describe how you would implement the MVP and validate its success
4. **Organization and Team** – Describe your organization, team, and network and why you are qualified to implement the MVP

For convenience, these questions are provided in the headings of the tables on pages 4-7 along with suggested content (and corresponding judging statements) to help guide your responses. You decide where to focus your answers.

Each of the following four questions should be addressed in the Core Narrative deliverable. The content bullets are only suggestions to guide your responses. The individual answers to the four questions do not have a word limit; however, **the aggregate response to these four questions must not exceed 2,500 words at 12-point font size**, not including captions, figures/graphs, or references. A word count must be included at the end of your submission (see template for details). You may also include **up to five labeled, supporting images, figures, or graphs**. The reviewers will score the questions based on the content you have provided.

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| **Problem Overview**  **Question 1:** Describe the regional context and the need for the program requirements you’re addressing. | |
| **Suggested content you provide**   * Describe the regional context in which your organization works * Identify any regional challenges or gaps that exist for providing support to energy entrepreneurs and start-ups * Identify the program requirement(s) you are addressing and why it is critical that your organization address them now * Describe the outcomes you hope to achieve. | **A single 1-6 score is provided, taking the following statements into consideration:**   * The competitor clearly defines and demonstrates a strong understanding of the regional needs for serving energy entrepreneurs * The competitor makes a compelling case for why new programming in the identified program requirement area(s) will make a positive impact on their region * The competitor demonstrates a strong understanding of the selected program requirement area(s) * • The outcomes directly address the problems and program requirement area(s) identified |

**Response to Question 1:**

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| **Minimum Viable Program (MVP)**  **Question 2:** Describe your MVP and how it fulfills the EPIC Prize objectives | |
| **Suggested content you provide**   * A description of the MVP and how it adds value to supporting energy start-ups and regional partnerships * How the program addresses the program requirement area(s), including the required emphasis on supporting hard-tech companies * Why new programming is needed and why addressing a program requirement adds value to your organization * Describe how your MVP is new/different from your current programming * Identify leading indicators and metrics that will be used to evaluate your MVP’s success. | **A single 1-6 score is provided, taking the following statements into consideration:**   * The competitor’s proposed program will deepen regional partnerships and add value to the energy start-ups they support * The competitor clearly addresses the criteria outlined for their selected program requirement area(s), including the required emphasis on supporting hard-tech companies * The MVP has potential to make significant progress toward the goals described in the selected program requirement area(s) * The competitor has identified appropriate qualitative and quantitative success metrics * The MVP represents an innovative approach built on reasonable assumptions and lessons learned from other notable efforts in this space. |

**Response to Question 2:**

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| **MVP Implementation Plan**  **Question 3:** Describe how you would implement the MVP and validate its success | |
| **Suggested content you provide**   * Define your goals, implementation plan, and budget for your MVP in Move It and Prove It, including specific milestones * Describe your team’s readiness to implement your MVP * Provide evidence that after winning Design It, you have the talent, resources, and finances to achieve your Move It goals. If additional resources are necessary, describe you plan for obtaining them. * Describe how you envision sustaining, replicating, or scaling the MVP after the EPIC Prize * Describe the plan to track identified leading indicators and metrics that will be used to evaluate your MVP’s success. (see APPENDIX 5: IMPACT TRACKING METRICS for additional details) | **A single 1-6 score is provided, taking the following statements into consideration:**   * The implementation plan is ambitious, includes a risk mitigation strategy, and shows a commitment to an accelerated program development cycle * The stated Move It and Prove It goals represent substantial progress toward developing the MVP * The competitor has demonstrated access to necessary resources, and/or a plan to obtain additional resources needed to execute their proposed plan * The plan to track identified metrics appears reasonable and useful to evaluate the MVP’s success. |

**Response to Question 3:**

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| **Organization and Team**  **Question 4:** Describe your organization, team, and network and why you are qualified to implement the MVP | |
| **Suggested content you provide**   * Describe the mission and objectives of the organization and how it fulfills the program requirements * Describe your team members and/or organization’s past performance of assisting entrepreneurs launch or grow business ventures * Describe your external advisors, advisory board, and/or regional partnerships * Describe what practices you engage in to advance equity and inclusion among your team, partners, and advisors * Describe what makes your team uniquely qualified to implement the MVP * How your organization will attract start-ups. | **A single 1-6 score is provided, taking the following statements into consideration:**   * The competitor has described a comprehensive mission and set of objectives that align with DOE’s portfolio of energy-related missions * The competitor has a successful track record of supporting entrepreneurs to launch or grow business ventures * The competitor has access to a strong network of individuals and organizations that complement the competitor’s expertise * The competitor has engaged in thoughtful and specific practices to advance equity and inclusion among their team, partners, and advisors * The submission presents a cohesive plan to attract and support new start-ups. |

**Response to Question 4:**

## Supplementary Information

### Four question narrative word count: \_\_\_\_\_\_\_ total words

### Submission Summary Slide (a PowerPoint slide, will be made public)

Make your own public-facing, one-slide submission summary that contains information about your organization, MVP, and plan for implementation. There is no template, so feel free to present the information as you see fit. Please make any text readable in a standard printout and conference room projection.

### Letters of Commitment or Support (optional)

Combine and upload as a single file one-page letters from relevant entities (e.g., partners, potential customers) to provide context and show the viability of the MVP. This could include letters from partners or others you believe are critical to the success of your proposal. Any letters of commitment or support must be on letterhead, uploaded as a single file, and readable by Microsoft Word or Adobe PDF.

**Please read and comply with additional requirements about your submission in the Official Rules.**

**COMPETITORS THAT DO NOT COMPLY WITH THESE REQUIREMENTS MAY BE DISQUALIFIED.**

1. Use of the template is optional; however, all components listed here must be included in your document if you chose to create your own. [↑](#footnote-ref-1)