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| **American-Made Perovskite Startup Prize**  **SUBMISSION FOR LIFTOFF** |
| **PROJECT NAME**  Innovation tagline (e.g., your mission in a few words)  *Keyword tags*  **KEY PROJECT MEMBERS**  Names, geographic locations, contact info, and LinkedIn profiles  **BUSINESS NAME**  Name, city, state, and nine-digit zip code  **PARTNERS AND AMERICAN-MADE NETWORK**  Key project partners and organizations (if any)  The Connectors and Mentors (up to 3) that significantly helped you advance your solution and the major items they helped with (if applicable) |

Link to your 5-Minute video

**1**

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American

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Made Solar Prize Official

Rules



#### Video Pitch: Provide a five-minute pitch about your company and what you have accomplished.

*Post your publicly accessible video online (e.g., YouTube, Vimeo, etc.). Be creative and produce a video that conveys the required information in exciting and interesting ways, but do not focus on time-consuming activities that only improve production values (i.e., technical elements such as décor, lighting, and cinematic techniques). Assistance from others with experience in this area may be helpful. Members of the American-Made Network may be able to help you create your video.*

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| **Online Pitch and Demo Video –** Provide a five-minute pitch about your company and what you have accomplished. | |
| **Suggested content you provide**   * A description of your perovskite technology and why it is transformational compared with existing perovskite technology. * A description of progress made during the competition. * A description of who you are and why you have a competitive edge. * A description of your beachhead market and the scale of the opportunity. * A plan for how you will create a sustainable business with U.S. manufacturing. * The next steps in your development process and a plan for how you will attract the necessary resources to complete it. | **Each statement is scored on a 1-6 scale**   * The video describes a unique perovskite approach that has a realistic ability to become a successful business in the long term. * The video demonstrates the team has made significant progress during the competition. * The video shows a knowledgeable and skillful team. * The video identifies a reasonable beachhead market and a path to making a significant impact on the U.S. solar industry. * The video identifies a domestic manufacturing strategy that leverages the strength of the U.S. solar industry. * The video demonstrates a clear path for future development. |

#### Four Question Written Narrative

*Answer each of the following four questions:*

1. ***Technology and Accomplishments –*** *What is your technology platform, what have you done to date, and what qualities give you a competitive edge?*
2. ***Demonstration of the Liftoff Contest Goals –*** *Have you successfully demonstrated that you achieved your goals?*
3. ***Team –*** *What qualities give you a competitive edge, and how have you improved?*
4. ***Plan –*** *What is your plan to achieve your goals?*

*For convenience, these questions are provided in the headings of the tables on pages 3-6 along with suggested content (and corresponding judging statements) to help guide your responses. You decide where to focus your answers.*

*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, 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 supporting images, figures, or graphs. The reviewers will score the questions based on the content you have provided.* ***Responses should not be entered into the existing table format for each question*** *(Question tables may be deleted prior to submission).*

**Note:** If you have substantially pivoted from the deliverable table submitted in the Countdown Contest, you must provide an explanation of how and why. It is understood that innovation and entrepreneurship are not usually a linear path, but major changes in direction should always be well rationalized. You were selected on the strengths of your Countdown Contest submission, and significant changes without justification are unlikely to be successful.

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| **Question 1: Technology and Accomplishments –** What is your technology platform, what have you done to date, and what qualities give you a competitive edge? | |
| **Suggested content you provide**   * A description of the current state of development of your perovskite technology platform and how it has evolved over the competition period. * A description of the innovation or unique value proposition of your technology platform compared to the current state of the art. * A description of how your fabrication capabilities have improved or expanded. * A description of your IP position, the owner of the IP and the agreements established with any third-party owners of IP. | **Each statement is scored on a 1-6 scale**   * Sufficient technical detail was provided to understand the underlying core tenets of the team’s innovation * The team demonstrates a strong understanding of the competitive landscape and their unique value proposition and differentiators. * The team has demonstrated significant improvement in their ability to make manufacturing-relevant perovskite devices. * The team has secured the necessary IP to begin to develop a business suitable for third-party investment. |

**Response to Question 1:**

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| **Question 2:** ***Demonstration of the Liftoff Contest Goals –*** *Have you successfully demonstrated that you achieved your goals?* | |
| **Suggested content you provide**   * Provide the final deliverables submitted in the Countdown Contest and the actual outcomes. * Describe the critical technical and business milestones that have been accomplished during the competition? * Provide details on your perovskite devices, with an explanation of how the various layers were deposited, the encapsulation scheme, and the materials used. | **Each statement is scored on a 1-6 scale**   * The competitors successfully met their Liftoff Contest technical milestones, per their deliverable table, and are demonstrating continued critical progress toward de-risking their technology. * The competitors successfully met their Liftoff Contest business milestones, per their deliverable table, and are demonstrating continued critical progress toward validating the market demand for this innovation. * The samples for which performance validation were provided demonstrate a proof of concept of the key materials and processes on the critical de-risking path. |

**Response to Question 2:**

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| **Question 3:** ***Team –*** *What qualities give you a competitive edge, and how have you improved?* | |
| **Suggested content you provide**   * An introduction to your team and an explanation of how it came together, highlighting the knowledge and skills that make it uniquely capable of achieving success. * An explanation of how the team identified and filled skill gaps, leveraging the American-Made Network where appropriate. * A statement about why winning the Liftoff Contest will substantively change the likelihood of your success. | **Each statement is scored on a 1-6 scale**   * The team’s drive, knowledge, and complementary skillsets provide a strong competitive edge for developing a perovskite solar company. * The team identified skill gaps and brought in the right people or partners to fill those gaps. * Winning the Liftoff Contest significantly increases the team’s chances of creating a viable business based on their solution. |

**Response to Question 3:**

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| **Question 4:** ***Plan –*** *What is your plan to achieve your goals?* | |
| **Suggested content you provide**   * Defined goals for the next 90, 180, and 365 days (see special instructions below). * A description of your team’s readiness to meet your goals, including laboratory and equipment access plans, and the need for additional resources and/or talent. * An explanation of how you will turn your company into a sustainable business with a competitive advantage to manufacture in the United States. * A high-level budget plan to meet your goals for the next 180 days, including an explanation of how you will leverage program resources—specifically, the voucher funds, members of the American-Made Network, or other entities. | **Each statement is scored on a 1-6 scale**   * Stated 90-, 180-, and 365-day goals are ambitious and risk-reducing, and they show a commitment to an accelerated solution development cycle. * The submission package provides confidence that the team is committed and has access to the resources necessary to execute on their immediate plans. * The team has a reasonable go-to-market strategy with a promising path toward domestic manufacturing. * The competitors’ approach to complete their proposed plan is well reasoned and makes good use of the program resources available to them (such as national laboratories and the American-Made Network). |

**Response to Question 4:**

**Special instructions for Question 4**

* Use only specific, measurable, achievable, relevant, and timely (SMART) outcome-based goals, not activity-based goals, so that a neutral third-party can validate them (if possible).
  + For example: Demonstrate a definitive achievement of progress (e.g., “X letters of interest signed” or “achieve X% efficiency”). **Do not** describe how you spent your time (e.g., “provided a report,” “talked to customers,” or “performed experiments”).
* SMART goals for the next 90, 180, and 365 days should include specific performance and scaling targets for your fabrication/manufacturing capabilities as well as where, how, and when you expect to raise the necessary funding to continue this development.
* In defining your SMART goals, include quantified, risk-reducing, meaningful, practical, and testable interim milestones.
* SMART goals should include assessment and feedback from many relevant stakeholders (e.g., possible investors, customers, and experts in the solution space, and entities that would be the eventual customers or end users of the product.).
* Members of the American-Made Network may be able to help you to formulate your SMART goals.

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

#### Performance Verifcation – Provide Evidence of your prototypes’ technical performance

* Evidence of performance of your perovskite module and device may include:
  + Certification of power conversion efficiency and degradation performance by third-party testing laboratories[[1]](#footnote-1)
  + Videos of device fabrication and performance testing
* Provided written evidence may not exceed 5 pages including all tables and figures.
* Provided video evidence may not exceed 1 minute.

#### sUBMISSION SUMMARY SLIDE (a PowerPoint slide, will be made public)

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| Make your own public-facing, one-slide submission summary that contains technically specific details but can be understood by most people. 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. |

#### Voucher Work Slide (a PowerPoint slide as a PDF)

Using the Voucher Work Slide template, describe how you will use your voucher funds, including the entities you plan to engage and what they will do with the voucher funds. Provide one slide per entity—national laboratory and/or private facility—that you plan to engage. Include a maximum of two slides. Further details about the voucher process are provided in the [voucher guideline](https://www.americanmadechallenges.org/perovskiteprize/docs/Perovskite_Prize_Voucher_Guidelines.pdf).

#### technical assistance request (2 pages, including images, will be made public)

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| Provide up to two pages describing the areas where you need assistance to realize your solution. Consider the unique capabilities that the national laboratories, a private facility, and/or other members of the American-Made Network could provide to you to resolve these barriers. The prize administrator will make this request broadly available, so members of the American-Made Network can understand your needs and assist you. LETTERS OF COMMITMENT OR SUPPORT (optional)  |  | | --- | | Attach one-page letters of support, intent, or commitment from other relevant entities (e.g., lab space providers, share equipment facilities, strategic manufacturing partners, or owner of critical IP) to provide context and evidence to support your written application. Provide the strongest possible evidence that you have the necessary resources and partners lined up to execute on your plan. Letters of support from partners or others that are critical to the success of your proposed solution will likely increase your score. General letters of support from parties that are not critical to the execution of your solution will likely not factor into your score. Please do not submit multipage letters. | |
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#### intellectual property licensing agreements (required if applicable as a PDF)

Provide documentation showing that you have secured access to the IP underlying your perovskite technology stack from the relevant institution where it was originally developed, where applicable.

1. One example of such a facility is the [PV Cell and Module Performance Group](https://www.nrel.gov/pv/insights/posts/pv-performance-measurements-six-weeks-or-less.html) at NREL. The American-Made Network may be able to help find other facilities. [↑](#footnote-ref-1)