

EAS-E
Home
Electrification
Prize

Informational Webinar

Jan. 12, 2023

Housekeeping

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- Questions may be answered live, but all questions will be answered in writing on HeroX.

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- A video/audio recording of this webinar and the slide deck will be made available

Topics

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American-Made Overview



The American-Made program is your **fast track to the clean energy revolution**. Funded by the U.S. Department of Energy, we incentivize innovation through prizes, training, teaming, and mentoring, connecting the nation's entrepreneurs and innovators to America's national labs and the private sector.

The American Made Program is growing:



\$100M
in cash prizes and
support



30+
prizes



300
Network
members

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

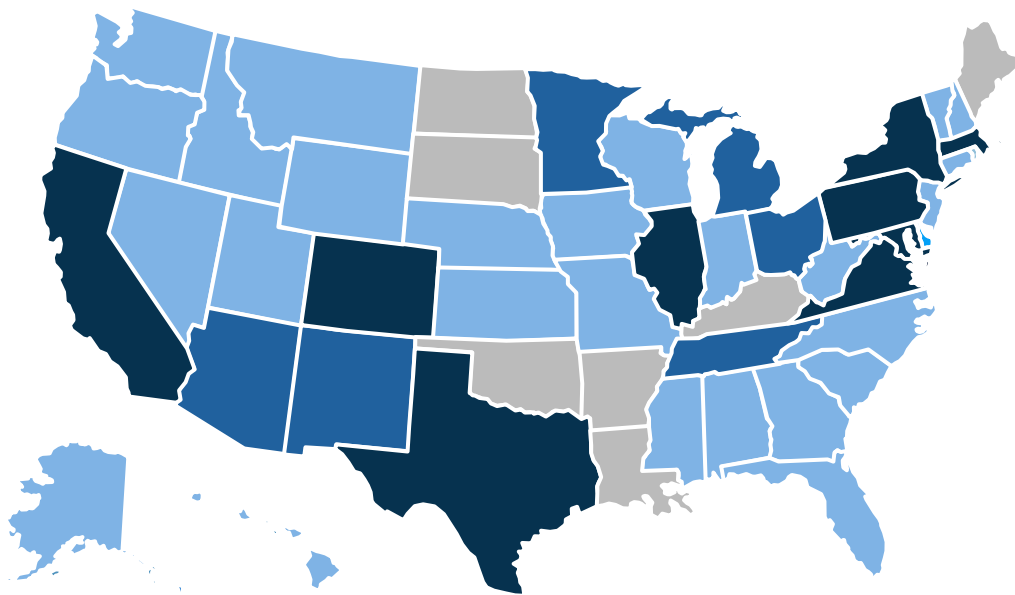
Achieve predefined goal

Complete submission packet

Judges score submissions

Winners receive payment

American-Made Network



300+

Connectors

CONNECTORS

- Connectors are professionals from national laboratories, accelerators, incubators, universities, facilities, and industry who support competitors through the development and launch process.
- They recruit entrepreneurs to participate in the American-Made Challenges and provide the support, resources, and necessary connections participants need to succeed in the competition.

Connectors in the EAS-E Prize are eligible for:

- \$2,500 recognition award for supporting winning competitors
- \$1,000 award for holding an approved recruitment event

EAS-E Prize Overview

The Building Technologies Office Approach

The U.S. Department of Energy Building Technologies Office (BTO) invests in energy efficiency and related technologies that make homes and buildings more affordable and comfortable, and make the U.S. more sustainable, secure and prosperous.

Activities include:



Research & Development

Pre-competitive, early-stage investment in next-generation technologies



Integration

Technology validation, field & lab testing, metrics, market integration



Codes & Standards

Whole building & equipment standards technical analysis, test procedures, regulations

Introducing the Equitable and Affordable Solutions to Electrification (EAS-E) Home Electrification Prize

The EAS-E Prize seeks novel, cost-effective technology solutions for whole-home electrification of all types of residential buildings.

EAS-E Prize competitors will develop and demonstrate “easy electrification” approaches that are faster and more affordable for homeowners and simplify electrification processes for contractors and implementers.

TIMELINE

\$2.4 Million in Prizes

PHASE 1

Concept Paper

- Up to 5 winners
- \$5,000 cash prize + \$75,000 voucher for technical assistance

**DEC 14
2022**

Application
Opens



**MARCH 8
2023**

Submissions
Due



**APRIL
2023**

Winners
Announced



**APRIL–OCT
2023**
Teaming &
Network
Support



PHASE 2

Pilot Demonstration

- \$1 million cash prize to 1st place
- Up to 2 runners-up to receive additional cash prizes

**OCT
2023**

Phase 2
Opens



**APRIL
2024**

Submissions
Due



**JUNE
2024**

Winners
Announced



Key Objectives Seek Innovations Across Ten Areas

1. Scale	Applicable to a large number of homes. Competitors must be able to estimate the number of households to which the proposed solution is applicable.
2. Impact	Substantially impacts the ease of retrofits/upgrades and/or load reduction (as demonstrated by estimating the magnitude of electric load reduction in each affected home relative to existing electrification options).
3. Affordability	Affordable for the majority of homes. Affordability considerations may include the net monthly cost of ownership, financing approaches, and reductions in installation and/or operation costs.
4. Speed	Faster to implement than current solutions. Solutions should facilitate rapid end-use electrification in homes, shortening time periods such as those attributable to third-party requirements, permits, supply chain, and inspections.
5. Ease	Simplifies the experience during installation and/or usage.
6. Flexibility	Supports solutions that can be applied across multiple end uses, housing types, climates, and configurations/situations.
7. Novelty	Offers performance and affordability that goes beyond existing commercial products or services, providing a clear advantage over business-as-usual solutions.
8. Rapid Deployment	Is capable of rapid deployment by the close of the EAS-E Prize contest period, with consideration of workforce constraints for the technologies in question.
9. Equitable Benefits	Makes electrification easier in low-income communities, not only through affordability but also by targeting solutions specific to dwellings more common in these communities.
10. Multiple Benefits	Provides more than one benefit (e.g., load sharing to avoid panel replacement combined with time-of-use electricity pricing controls).

Phase 1 – Concept Paper

- Present an innovative design and/or technology solution that advances affordable electrification.
- Submit a **Concept Paper** of up to 3,000 words.
- Phase 1 is focused on presenting the proposed solution, comparing them with current practice, forming a capable team, identifying market opportunities, outlining risks, and describing the intended Phase 2 demonstration.
- Up to five Phase 1 winners will:
 - Receive a **\$5,000 cash prize** each
 - Be eligible to compete in Phase 2
 - Receive a **\$75,000 voucher.**

Phase 2 – Demonstration

- Phase 1 winners will finalize their teams, complete solution design documentation, evaluate the size of the potential market and the commercial viability of the solution, and demonstrate functional prototype solutions.
- Pilot demonstrations: show that the technology is reliable and capable of broad application and makes a substantial difference in the economic viability of electrifying the homes in question.
- Up to three prizes will be awarded under Phase 2:
 - With a top prize of \$1 million
 - The remaining prize pool will be shared equally between the other Phase 2 winners.

Who is Eligible?

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



Entrepreneurs



Students &
Faculty



Researchers



Utilities



Companies
& NGOs



Anyone with a
technically
relevant concept

Eligibility Requirements

The competition is open to individuals; private entities (for-profits and nonprofits); nonfederal government entities such as states, counties, tribes, and municipalities; and academic institutions, subject to the following requirements:

- An individual prize competitor (who is not competing as a member of a group) must be a U.S. citizen or permanent resident.
- A group of individuals competing as one team may win, provided that the online account holder of the submission is a U.S. citizen or permanent resident. Individuals competing as part of a team may participate if they are legally authorized to work in the United States.
- Private entities must be incorporated in and maintain a primary place of business in the United States.
- Academic institutions must be based in the United States.

Refer to the official rules for the complete eligibility requirements.



Equitable, Affordable Solutions to Electrification

An American-Made Challenges Prize Supported by the
U.S. Department of Energy

Prize Rules

DECEMBER 2022

Rules

Official EAS-E Prize Rules are available online:

<https://americanmadechallenges.org/challenges/eas-e/docs/EAS-E-Rules-December.pdf>

Example Technologies and Illustrative Scenarios

Examples of potential technologies & strategies

- Sharing of electrical loads to limit required wiring/panel upgrades and to address space constraints in existing panels (e.g., load sharing for cooktop and water heating).
 - Dynamic control of electrical loads across the whole home or for key end uses (e.g., appliance load controls that account for whole home electrical demand and ensure it does not exceed rated panel amperage, like existing products for EV charging).
 - **Smart appliances and equipment** that can modulate and manage their own power demand in real time based on whole home electrical demand or a central controller (e.g., heat pumps for heating, ventilating, and air conditioning [HVAC] or water heating, refrigerators). Smart appliances could include small onboard batteries that provide load management and peak shaving capabilities.
 - Simplified installations, including do-it-yourself (DIY) approaches (e.g., window unit cold climate heat pump).
- Drop-in heat pump solutions for existing wall or floor furnaces and fireplaces.
 - New appliance form factors that address space constraints in existing homes (e.g., shorter water heaters for height-constrained spaces).
 - Low-power appliances that reduce the need for electrical panel upgrades and can leverage existing electrical circuits in the home without impacts to consumer utility (e.g., 120V water heaters and 120V HVAC heat pumps).
 - Automated home electrification design specifications and support (e.g., automated electrical load code calculations).
 - Least-cost comprehensive design solutions (e.g., a repeatable upgrade package for electrifying existing manufactured housing).
 - Repeatable solutions that use existing load control and low-power devices to avoid panel upgrades in cold climate homes.
 - Design tools that support the use of low-power appliances and load controls.

Note: These strategies could be, but are not limited to, elements of an “easy electrification” solution

Sample Illustrative Scenarios

HUD Code Manufactured



Multifamily Walkup



Single Family Mild Climate



Single Family Cold Climate

- Illustrative scenarios are intended to give competitors ideas for opportunities and challenges to tackle
- Competitors are not required to target these scenarios, but must detail a specific scenario to qualify
- Scenarios emphasize the whole-home, system-level approach the prize seeks.

Scenario 1: Single-Section U.S. Department of Housing and Urban Development (HUD) Code Manufactured Home



The end uses that could be electrified include:

- Propane forced air furnace
- Propane cooking range
- Propane 40-gallon domestic hot water (DHW)
- Propane vented clothes dryer.

House Feature	Feature Description
Vintage	1970s
Floor area	800 ft ²
Stories	One
IECC Climate Zone	2A
Garage	None
Water heating	40-gallon propane natural draft water heater, side cold water entry, located in an exterior closet, sealed from the home, no 120V in closet
Space heating	Propane-fired ducted forced air furnace located in a small interior closet, with leaky, poorly insulated ducts in the belly; 40 kBtu/hr (thousand British Thermal Units per hour) and 80 AFUE (annual fuel utilization efficiency)
Space cooling	Window air conditioner (AC) in bedroom
Air leakage	15 air changes per hour at a 50 pascal pressure difference (ACH ₅₀)
Cooking	Four-burner propane range
Clothes dryer	120V propane vented clothes dryer
Electric panel	30A panel and service, no free circuit spaces, no arc- or ground-fault circuit interrupter (AFCI or GFCI) protection; indoor panel is wired as a subpanel, with main service feed, meter, and disconnect located on a power pole 20 ft from dwelling
House wiring	Romex three-conductor copper wiring
Foundation	Pier and beam foundation with vinyl skirting, underbelly floor insulation at R-19, detached, ripped, and hanging down in various locations
Above grade walls	R-13 fiberglass batts
Windows	Single-pane, aluminum framed
Attic	Low-clearance, maximum height of 24 in, R-19 fiberglass batts
Roof	Low-slope roof, 20 years old

House Feature	Feature Description
Vintage	1950s
Floor area	750 ft ² per unit, six units (two per floor) plus common areas
Stories	Three
IECC Climate Zone	5A
Garage	None
Water heating	Shared natural gas boiler in unconditioned basement, 199 kBtu/hr
Space heating	Two shared natural gas boilers in unconditioned basement, 80 AFUE, 199 kBtu/hr
Space cooling	Window AC in each unit
Air leakage	15 ACH ₅₀
Cooking	Natural gas, four-burner cooking range
Clothes dryer	Three shared 120V natural gas vented clothes dryers in unconditioned basement
Electric panel	50-amp subpanel in each unit. Building service does not have overcurrent protection. No free circuit spaces, no AFCI or GFCI protection
House wiring	Original two-conductor knob and tube wiring
Foundation	Unconditioned basement with slab floor
Above grade walls	Brick cladding, uninsulated
Windows	Single-pane, wood frame
Attic	None
Roof	Flat roof membrane, uninsulated

Scenario 2: Low-Rise Multi-family Building



The end uses that could be electrified include:

- Gas central boiler for space heating
- Gas cooking ranges in each unit
- Gas central boiler serving hot water to all units
- Shared gas vented clothes dryers (3).

Scenario 3: Mild Climate Single-Family



The end uses that could be electrified include:

- Gas 80-kBtu floor furnace
- Gas log set fireplace
- Gas four-burner cooktop and double stack wall ovens
- Gas 40-gallon vented DHW
- Gas vented clothes dryer
- EV charging.

House Feature	Feature Description
Vintage	1928
Floor area	1350 ft ²
Stories	One
IECC Climate Zone	3C
Garage	None
Water heating	40-gallon, atmospherically vented natural gas water heater in kitchen closet/laundry room with minimal clearances and no 120V outlet in closet
Space heating	80 kBtu/hr natural gas floor furnace in central hallway (design load: 42 kBtu/hr); one natural gas log set fireplace
Space cooling	None
Air leakage	15 ACH ₅₀
Cooking	Natural gas four-burner cooktop; separate double-stack natural gas wall ovens
Clothes dryer	120V natural gas vented clothes dryer located in shared kitchen/laundry room
Electric panel	100-amp panel and service, no free circuit spaces, no AFCI or GFCI protection
House wiring	Mixture of original two-conductor knob and tube, plus modern Romex three-conductor copper wiring from various unpermitted remodels; numerous exposed splices visible in vented crawlspace.
Foundation	Vented crawlspace, poured concrete stem wall, height clearance varies from 12 to 36 ft, severely degraded fiberglass batts, no ground moisture barrier
Above grade walls	Lathe and plaster, 2x4 uninsulated, 1x4 diagonal sheathing, tar paper, cement stucco
Windows	Original, wood framed, single-pane glazing, no modern flashing
Attic	Gable wall venting; 4:12 roof slope over main house; unvented, compact roof over family room addition; existing sparse R-13 fiberglass batting; rodent feces and evidence of pests; attic height at roof peak is 42 in
Roof	15-year-old, single-ply asphalt shingle roof; four skylights; no gutters

House Feature	Feature Description
Vintage	1910
Floor area	3100 ft ² , including basement
Stories	3.5, including basement and finished attic
IECC Climate Zone	5A
Garage	None
Water heating	40-gallon, atmospherically vented natural gas water heater in unconditioned basement with no 120V outlet nearby
Space heating	120 kBtu/hr natural gas boiler, 80 AFUE in unconditioned basement, hot water radiators throughout conditioned space (design load: 94 kBtu/hr); heat lamps in each of three bathrooms; two masonry chimneys and wood fireplaces
Space cooling	None
Air leakage	15 ACH ₅₀
Cooking	Natural gas six-burner range with standing pilot lights, 40" wide
Clothes dryer	120V natural gas vented clothes dryer in unconditioned basement
Electric panel	100-amp panel and service, no free circuit spaces, no AFCI or GFCI protection
House wiring	Original two-conductor knob and tube wiring
Foundation	Unconditioned, partly finished walk-out basement, slab floor, poured concrete stem wall; finished basement has carpet on top of slab, wall paneling, and drop ceilings
Above grade walls	Lathe and plaster, 2x4 balloon-framed uninsulated, 1x4 diagonal sheathing, tar paper, brick cladding
Windows	Exterior storm windows plus wood framed, single-pane glazing, no modern flashing
Attic	Unpermitted finished attic, knee walls, 2x6 rafters, 6:12 roof slope; R-19 in flat attic knee wall sections
Roof	15-year-old, single-ply asphalt shingle roof; no gutters

Scenario 4: Cold Climate Single-Family



The end uses that could be electrified include:

- Gas 120 kBtu/hr boiler with steam radiators
- Two wood fireplaces, masonry chimney
- Gas six-burner range with standing pilot lights
- Gas 40-gallon vented DHW
- Gas vented clothes dryer.

Phase 1: How to Apply and What to Submit

Phase 1 – Important Dates

Now!

- Follow the EAS-E Prize on HeroX for updates and start working.

March 8, 2023, 3 p.m. ET

- Deadline to submit an entry to Phase 1 on HeroX.



 Edit

American-Made Challenges

👁 1,585

 Share Follow (58)

EAS-E Prize

Supports design solutions, tools, and/or technology innovations that make electrification more affordable and accessible in U.S. homes.

Energy, Environment & Resources

Government

Technology

Stage:
EnterPrize:
\$2,400,000

SOLVE THIS CHALLENGE

Summary

Timeline

Forum ²Teams ⁵⁸

Entries

Resources

FAQ

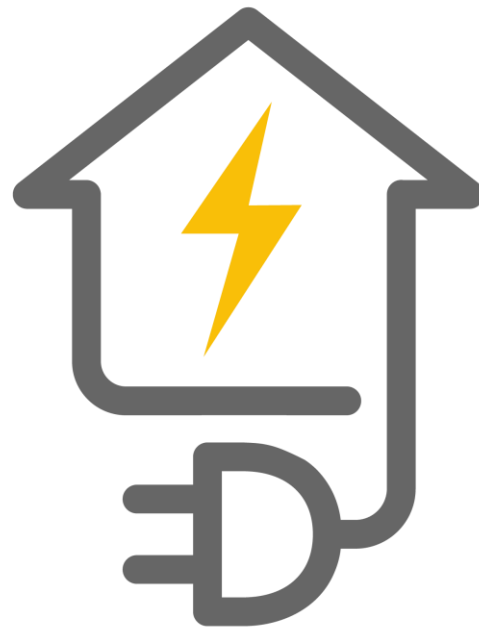
Overview

Guidelines

Challenge Overview

What to Submit for Phase 1

1. One summary PowerPoint slide (public)
2. Concept paper (not public)
 - a) PDF, up to 3,000 words, using a font that is at least 11-point
3. Team CVs (not public, combined in a single PDF)
4. Letters of commitment or support (optional, not public).



Concept Paper

Word Limit: 3,000 words

- Identify the baseline housing scenario(s) (see Section 1.3.2 of official rules) and affordable electrification opportunities to be addressed
- Describe business-as-usual solutions for addressing the selected scenario(s)
- Provide an explanation and description of the novel design/tool and/or technical solution(s)
- Explain how the proposed solution addresses the objectives described in Table 1
- Estimate the market potential and cost of solution(s)
- Review benefits and costs of the solution(s) compared to existing (business-as-usual) solutions
- Summarize risks and barriers to the solution's success
- Summarize and justify the methods proposed for Phase 2 demonstration
- List team members, resources, relevant experience, and relevant letters of support.



Equitable, Affordable Solutions to Electrification

An American-Made Challenges Prize Supported by the
U.S. Department of Energy

Prize Rules

DECEMBER 2022

Rules

Official EAS-E Prize Rules are available online:

<https://americanmadechallenges.org/challenges/eas-e/docs/EAS-E-Rules-December.pdf>

Phase 1: Submission Scoring and Winner Selection

Phase 1 Submission Scoring Overview

- Expert Reviewers will be assigned to each eligible submission and will assign a score for each scoring statement between 1 and 5 in each of the below review categories:
 - **Category 1:** Equity, Affordability, and Inclusion
 - **Category 2:** Innovation and Impact
 - **Category 3:** Technical Feasibility
 - **Category 4:** Team and Partnering Strategy

Expert Reviewers Scoring Guide				
1	2	3	4	5
Strongly disagree	Disagree	Slightly disagree	Slightly agree	Agree

- Advisory reviewers will review submissions and provide input to the Department of Energy Building Technologies Office (BTO).
- BTO is the final judge and will make selections based on Expert Reviewers scores, comments and program policy factors.

Phase 1 Scoring Criteria

Phase 1 Review Categories	
Advisory reviewers give a score of 1 to 5 for each category below:	
Category #	Equity, Affordability, and Inclusion (40%)
1*	Proposed solution improves the energy security of low- and moderate-income (LMI) households and disadvantaged communities (e.g., by reducing household operating costs associated with utility bills and maintenance). This could be achieved by reducing energy use, load shifting to off-peak periods, or a combination of these and other strategies. (Score will be doubled—up to ten points possible).
2	The concept paper includes market characterization that addresses racially and/or economically diverse communities.
3	Plans for Phase 2 solution demonstration include engaging racially and/or economically diverse communities as part of testing.
4*	Upfront cost. Purchase and installation costs are less than current, business-as-usual solutions. (Score will be doubled—up to ten points possible).
5*	Operating costs. Energy and maintenance costs are less than current, business-as-usual solutions. (Score will be doubled—up to ten points possible).

*scores in categories 1, 4, and 5 are doubled (worth 10 points each)

Phase 1 Scoring Criteria

Phase 1 Review Categories

Advisory reviewers give a score of 1 to 5 for each category below:

Category #	Innovation and Impact (35%)
6	Scale. Solution is applicable to a large number of homes.
7	Impact. Solution will have substantial impacts on load reduction or ease of electrification in each affected home.
8	Speed. Solution is faster to implement than current solutions, reducing delays due to third-party requirements, permits, supply chain, and inspections.
9	Ease. Solution simplifies installation and improves ease of use.
10	Flexibility. Solution has potential applications across multiple end uses, housing types, climates, and configurations/situations.
11	Novelty. Solution is novel, without similar/equivalent solutions available in the market.
12	Multiple benefits. Solution provides more than one benefit (e.g., load control for overcurrent protection and price optimization controls).

Phase 1 Scoring Criteria

Phase 1 Review Categories

Advisory reviewers give a score of 1 to 5 for each category below:

Category #	Technical Feasibility (15%)
13	Solution is technically feasible and practical to deploy.
14	Risks or limitations associated with the solution are well defined and clearly articulated.
15	Proposed Phase 2 demonstration activities are feasible and appropriate to advance deployment.
Category #	Team and Partnering Strategy (10%)
16	The team's track record demonstrates notable entrepreneurial and team-building qualities and has a high likelihood of achieving commercial success.
17	The team does not have any major gaps in expertise or missing partners that may limit the success of the technology.

Program Policy Factors

- Geographic diversity and potential economic impact of projects.
- Whether the use of additional DOE funds and provided resources are nonduplicative and compatible with the stated goals of this program and the DOE mission generally.
- The degree to which the submission exhibits technological or programmatic diversity when compared to the existing DOE project portfolio and other competitors.
- The level of industry involvement and demonstrated ability to accelerate commercialization and overcome key market barriers.
- The degree to which the submission is likely to lead to increased employment and manufacturing in the United States or provide other economic benefit to U.S. taxpayers.
- The degree to which the submission will accelerate transformational technological, financial, or workforce advances in areas that industry by itself is not likely to undertake because of technical or financial uncertainty.
- The degree to which the submission supports complementary DOE-funded efforts or projects, which, when taken together, will best achieve the goals and objectives of DOE.
- The degree to which the submission expands DOE's funding to new competitors and recipients who have not been supported by DOE in the past.
- The degree to which the submission enables new and expanding market segments.
- Whether the project promotes increased coordination with nongovernmental entities for the demonstration of technologies and research applications to facilitate technology transfer.
- Whether the submission content sufficiently confirms the competitor's intent to commercialize early-stage technology and establish a viable U.S.-based business in the near future.

Looking Ahead to Phase 2

Phase 2 Demonstration

- Anticipated 9 months long – Opens in October 2023 and closes June 2024
- Finalize their teams, complete solution design documentation, evaluate the size of the potential market and the commercial viability of the solution, and demonstrate functional prototype solutions.
- Up to three prizes will be awarded under Phase 2, with a top prize of **\$1 million**. The remaining prize pool will be shared equally between the other Phase 2 winners.

After the Phase 1 announcement, there will be a **six-month gap** between the end of Phase 1 and the beginning of Phase 2 to allow teams time to find a pilot demonstration site for their prototype solution.

- **\$75,000 vouchers** to the winners of Phase 1 can be used to offset the demonstration costs
- Power Connector, ADL Ventures, will help teams with matchmaking and finding a national lab or voucher service provider to complete the work

What is a Demonstration?

In addition to other submission materials, Phase 2 requires the project team to test and demonstrate a working prototype of their solution that is consistent with the solution documentation submitted in Phase 1.

Specific Demonstration Requirements:

- Pilot demonstrations should show that the technology is reliable and capable of broad application, and that it makes a substantial difference in the economic viability of electrifying the homes in question.
- Specific demonstration activities (e.g., laboratory or field testing) and the nature of any functional prototype solutions (e.g., hardware, software) will depend on the solution proposed.
- It is the competitors' responsibility to justify the prototype and demonstration activities.
- Refer to the criteria in the Official Rules to see what the demonstration will be judged on.

Vouchers

Vouchers are additional prize funds that teams use to help test and demonstrate their prototypes.

- Winners of Phase 1 will each receive a **\$75,000 voucher** to spend on technical assistance or demonstration resources at national laboratories and/or American-Made Network Connector facilities to pilot and demonstrate their Phase 2 solutions.
 - These vouchers are intended to **offset the cost** of Phase 2 demonstration. They may not cover the entire effort of the demonstration.
- If there is a facility outside of the AMN that you want to work with, they can join the AMN and become eligible to accept the voucher.
- ADL Ventures (EAS-E Prize Power Connector), will assist Phase 2 teams with matching with a VSP to demonstrate their innovations.
- We will supply a list of VSPs and their capabilities on HeroX. Follow HeroX for updates on when this list is released.

Get Support for your Submission

Connector Recognition Rewards

Reward Name	\$	Details
Phase 1: Concept Paper	\$2,500 per winning competitor	Distributed to Connectors who recruit and/or support competitors who go on to win the Phase 1
Recruitment Event	\$1,000 per event	Distributed to Connectors who recruit and/or support competitors who go on to win Phase 1.

- If you work with a Connector, you can nominate them for Connector Recognition Rewards!
- You MUST list the Connector on your submission.
- Connectors can host recruitment events and receive a cash award!
- Connector MUST be an approved member of the American-Made Network.
- Power Connectors and National Labs are not eligible.

Power Connector Assistance

Power Connectors are subcontracted to provide direct support to competitors.

Phase 1

They will be conducting recruitment and outreach, and providing application assistance to competitors.

Phase 2

Before the start of Phase 2, the ADL Ventures will serve as the matchmaker for teams and VSPs to help teams find the Voucher Service Provider that best suits their needs, as well as providing technical and application assistance throughout Phase 2.



To connect with ADL Ventures, contact Alyssa@adlventures.com.

What's Next?

1. Follow the challenge on HeroX
<https://www.herox.com/EASEPrize>
2. Read the rules
<https://americanmadechallenges.org/challenges/eas-e/docs/EAS-E-Rules-December.pdf>
3. Connect with ADL Ventures at
Alyssa@adventures.com
4. Get support from an [American-Made Network Connector](#).
5. Email BuildingsPrize@nrel.gov with any questions.
6. Submit by March 8, 2023, at 3 p.m. ET.



Questions?