Solar Prize Round 7 Informational Webinar

July 11, 2023

Topics

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3 Eligibility

4 Important Dates and Events

5 Submitting to the Ready! Contest

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Solar Prize Overview

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
- JEDI Contest
- Power Up Contest

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
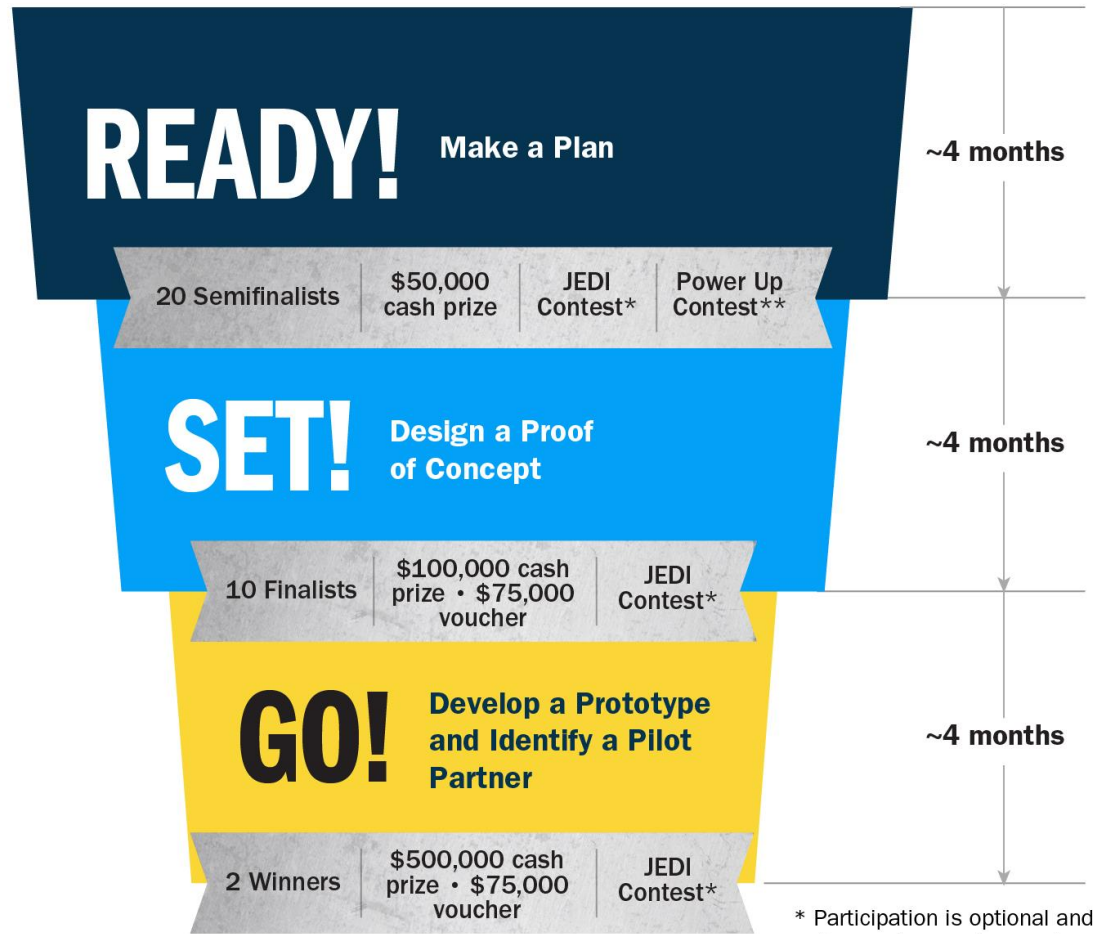- Complete submission packet
- Judges score submissions
- Winners receive payment

Prize Structure

- Three contests
- $3 million in cash prizes
- $900,000 in support vouchers
- $200,000 in optional JEDI Contest prizes
- $100,000 available in Power Up Contest for select non-winners

- **Ready! Contest:** Make plan and show off your idea.
- **Set! Contest:** Take that plan and design a proof of concept.
- **Go! Contest:** Develop a prototype, identify a pilot partner, and show a commercialization plan.

READY! Make a Plan

~4 months

| 20 Semifinalists | $50,000 cash prize | JEDI Contest* | Power Up Contest** |

SET! Design a Proof of Concept

~4 months

| 10 Finalists | $100,000 cash prize • $75,000 voucher | JEDI Contest* |

GO! Develop a Prototype and Identify a Pilot Partner

~4 months

| 2 Winners | $500,000 cash prize • $75,000 voucher | JEDI Contest* |

* Participation is optional and does not guarantee a prize
** Awarded to select non-winners

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 Solar Prize semifinalists	$100,000 split equally among JEDI Contest winners, with individual prizes capped at $25,000
Set!	Up to 5 Solar Prize 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.

Power Up Contest

- $100,000 prize pool split by up to 10 teams.

- Designed to support and advance new and diverse teams that have compelling applications but are not selected as Ready! Contest winners.

- Receive tailored business support from a Power Connector following the Ready! winner announcement.

- Support will help refine their technology road map, improve business plan, and validate their product/market fit.

- No additional submission components – Ready! Contest submission package is used to evaluate.

Power Up Contest	Prize
Up to 10	$100,000 in cash split among winners and tailored support from Power Connector(s)

Eligibility

Eligibility Requirements

Entrepreneurs + **Students & Faculty** + **Scientists** + **Anyone with a BIG! Idea***

*Any U.S.-based individual or team with a desire to transform an idea that can be commercialized in 3 to 5 years through the later phases of the prize into impactful new solutions and develop those ideas into prototypes.

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.

A single competitor or team may submit a maximum of three submissions.

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.

What Kind of Ideas are We Looking For?

- Hardware
  - Efforts to create and support advanced manufacturing solutions
  - Products to drive down costs with manufacturing, adoption, installations, etc.
- Software
  - Business models/design tools
  - Regulatory compliance, customer acquisition, financing, operations and maintenance, grid integration costs
  - Advances in load disaggregation and control, proliferation of energy storage tech, and increase resiliency

- Can be commercialized in 3-5 years
- Make a case for how your idea will change or advance the solar industry
- Refer to the rules!

Not sure if your idea is right for the Solar Prize?

Contact a Power Connector for support and insight

What to Keep in Mind for JEDI

The JEDI Contest is focused on four key areas:

1. **Opportunity Space:** Competitors rigorously assess the needs of underserved communities and uncover key insights from potential customers or end users of the product.

2. **Solution Development:** Competitors design and develop a solution to overcome identified barriers.

3. **Market Impact:** Competitors measure progress and validate assumptions with potential customers, users, or market experts during development and testing to demonstrate the solution's impact and need in underserved communities.

4. **Network Activation:** Competitors advance the proposed solution by cultivating a diverse network of mentors and partners, which can include members of the American-Made Network, funders, and other relevant entities.

What to Keep in Mind for JEDI

Not sure if you have a JEDI idea or need help adding JEDI goals to your innovative idea?

Contact a Power Connector for support and insight!

Refer to the rules on the JEDI Contest and the JEDI Contest Submission Requirements

JEDI solutions addresses solar market barriers to adoption and deployment in underserved communities and work to substantially advance their approach toward JEDI goals as they progress through the competition.

JEDI Contest competitors must also demonstrate:

1. Their understanding of the unique needs of the communities they plan to engage;
2. Their credibility with the community, such as via a shared background or previous experience working with underserved or disadvantaged communities; and
3. Their commitment to long-term support of these communities.

Where Can I See Previous Winning Ideas?

Visit https://www.herox.com/American-Made-Challenges to find all previous rounds of Solar Prize. Refer to the Teams tab to access the videos of previous winners at each contest.

You can also check out Solar Prize Round 5 Software Track, https://www.herox.com/solarprizeR5software/teams, and Solar Prize Round 6, https://www.herox.com/solarprizeround6, for teams that have been awarded JEDI Prizes in the past.

Important Dates & Events

Important Dates

Now!

- Follow the Solar Prize Round 7 on HeroX and start working

Power Connector Workshops/Webinars

- Through the summer – refer to HeroX timeline to find recordings under the Resources tab

Sept. 27 at 5 p.m. ET

- Deadline to submit an entry to the Ready! Contest

Submitting to the Ready! Contest

Read the Rules

Official Rules
American-Made Solar Prize Round 7

THESE RULES ARE EFFECTIVE JUNE 12, 2023, FOR
ROUND 7 OF THE SOLAR PRIZE

Official Rules of the

American-Made Solar Prize Round 7

are available online

https://americanmadechallenges.org/challenges/solarprize/docs/rules/r7/American-Made_Solar_Prize_Rules.pdf

Ready! Contest Goals

Rapidly transform an important problem from a conceptual or early-stage solution to a plan for building a proof of concept.

- **Problem-Solution Fit:** Develop a proposed solution that addresses a real-world problem facing the solar industry.
- **Team Capabilities:** The team has a demonstrated background and drive 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.

What to Submit

Submission Form, including Connector Recognition Reward, on HeroX:

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. **New!** - JEDI Contest submission (not to exceed 500 words, optional)
5. One summary PowerPoint slide (public)
6. Technical assistance request (public)
7. Letters of commitment or support (optional).
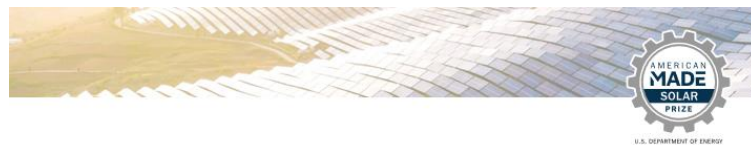
American-Made Solar Prize Round 7 Ready! Contest Submission

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)

Are you competing in the JEDI Contest?

Link to your 90 second video

Innovation in 90 Seconds

Suggested content

- The real-world problem you are solving

- Your solution and why it is transformative

- Who you are and why you have a competitive edge

- (Optional, for JEDI Contest consideration) Describe the specific JEDI barriers that your solution is poised to address and how you will be successful.

Reviewers will consider these criteria

- The video explains a compelling real-world problem.

- The video describes a unique innovation that can achieve market entry within the next 3–5 years.

- The video shows a passionate, 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

Technical Narrative: 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
+ 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 3: *Accomplishments and Team* – What have you done to date, who are you, and what qualities give you a competitive edge?

Suggested content you provide	Evaluation Criteria
• Describe your efforts to advance your solution since or prior to the announcement of the Prize and highlight key learnings and/or milestones achieved. • Explain why winning the Ready! Contest will substantively change the likely outcome for the proposed solution. • Introduce your team, explain how it came together, and highlight the knowledge, experience, and skills that make it capable of achieving success. • What experience do you have trying new things, solving difficult problems, and overcoming barriers to bring ideas to reality? • Discuss your team's diversity and plans to build upon your team diversity in the future. • Describe what drives your team to realize this solution and why you will continue when facing difficulties.	• A considerable amount of high-quality effort was put into defining and advancing the proposed solution. • A clear explanation of how winning the Ready! Contest will significantly increase the team's chances of creating a viable business based on this solution was provided. • The team's track record demonstrates notable entrepreneurial qualities such as adaptability, creativity, decisiveness, passion, and resourcefulness. • The team's commitment to diversity is evident in its current makeup (including advisors and partners), as well as in its long-and short-term plans for future recruitment, collaboration, and other related internal diversity strategies. • The team has the knowledge, experience, and determination to transform their proposed solution into a viable business in the near future.

Narrative Content & Review

Suggested content you provide

- Describe where you stand in your solution's development cycle and define goals for Set! and Go! Demo Days and a one-year goal (see special instructions in Official Rules). If your team has received DOE funding in the last 5 years for a similar solution, discuss how you used those funds to date and how your goals during Solar Prize would complement prior funds.
- Describe your team's readiness to meet your goals and whether your team requires additional talent and resources.
- Provide a high-level budget and plan to meet your goals between the conclusion of the Ready! Contest and the Go! Demo Day, including how you will leverage program resources, members of the American-Made Network, or other entities (include references to letters of support/commitment if applicable). Include a plan for 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).
- Describe risks to the development plan and mitigation strategies (e.g., data requirements and plans to acquire the necessary data).

Evaluation Criteria

- The stated goals are ambitious, reduce risks, show a commitment to an accelerated development cycle, and build upon prior funding (if applicable).
- Meeting the stated goals will demonstrate critical progress toward developing, testing, and validating the functionality and market demand of this innovation.
- The proposed plan effectively uses resources available in this program to advance the innovation.
- Sufficient risks to the development plan have been identified, and reasonable risk mitigation strategies have been described.

JEDI Submission
(Optional, for JEDI Contest Consideration)

JEDI Submission (Optional, for JEDI Contest Consideration) – 500 words max

Suggested content you provide

- Describe your organization's unique value proposition(s) to underserved communities, how these propositions will lead to a sustainable business with paying customers, and how you validated your assumptions.
- Describe how your organization is integrating JEDI principles into your innovation.
- What makes your team uniquely capable of addressing issues of solar adoption in underserved communities?
- Define JEDI goals for Set! and Go! Demo Days (based on the schedule listed in Section 1.6) and a one-year goal.

Evaluation Criteria

- The competitor is pursuing an innovative and compelling solution to expand solar access in underserved communities.
- The competitor quantifies a critical JEDI problem, and their assessment of current solutions shows a comprehensive understanding of the opportunity space.
- The team is uniquely capable of addressing issues of solar adoption in underserved communities.
- The stated JEDI goals are SMART.

Technical Assistance Request

- Provide a two-page description of the areas where you need assistance to realize your solution.

- Consider the unique capabilities the national labs, a private facility, and/or 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, with the potential to earn Recognition Rewards for that assistance.

Edit

American-Made Challenges

2,541 · Share · Following (113)

Solar Prize Round 7

The Solar Prize Round 7 offers $4.2 million in prizes to competitors over three progressive contests.

Energy, Environment & Resources · Government

Technology

Stage:
MREA - The Energy Fair in Custer, WI

Prize:
$4,200,000

SOLVE THIS CHALLENGE

Summary · Timeline · Updates (1) · Forum (2) · Teams (113) · Entries · Resources · FAQ

Challenge Overview · Guidelines

Challenge Overview

The American-Made Solar Prize Round 7 is a $4.2 million prize competition designed to energize U.S. solar innovation through a series of contests that accelerate the entrepreneurial

Get Support for Your Submission

American-Made Network

400+ Connectors (Network members)

| None | 1-5 | 6-10 | 10+ |
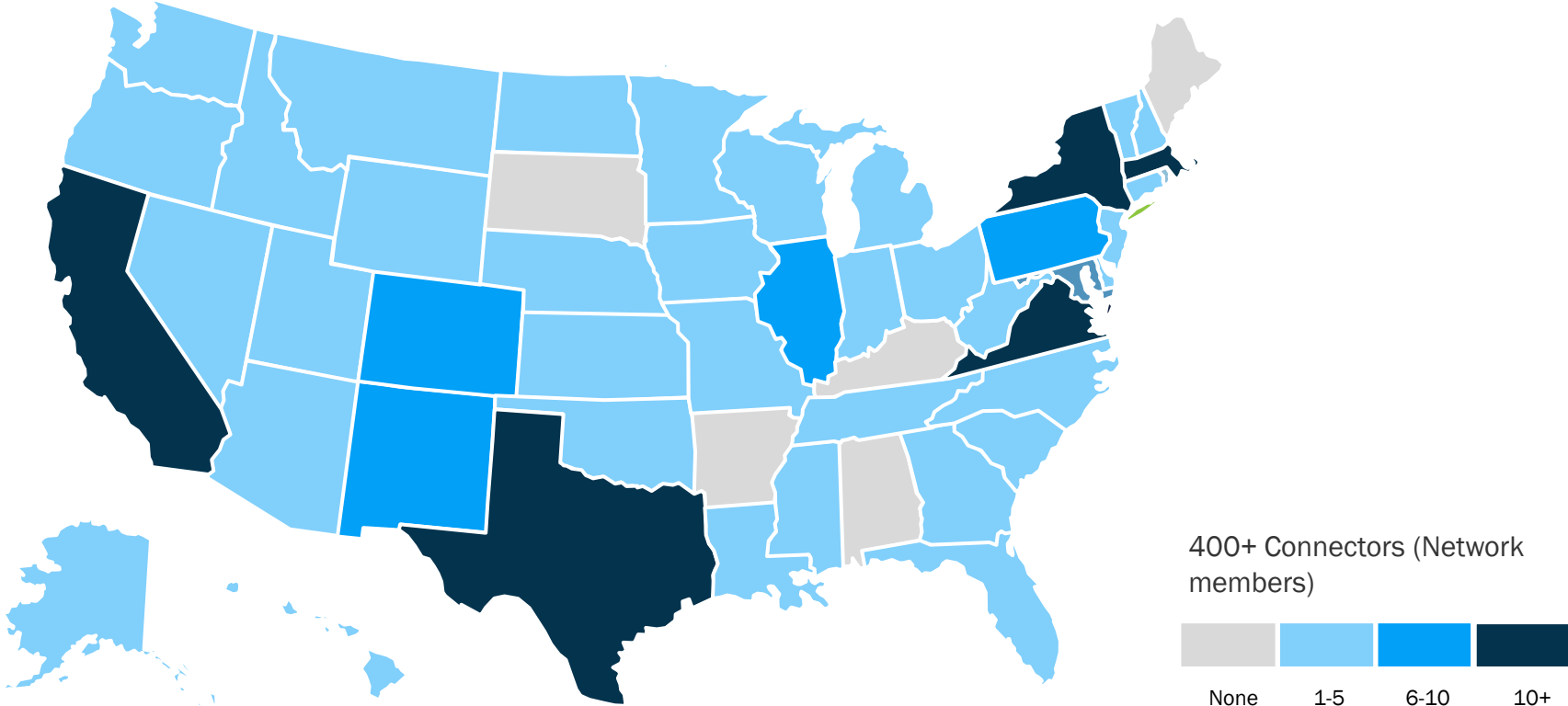
Connector Recognition Rewards

- $261,000 of Recognition Rewards available
- $100,000 available during the Ready! Contest
- You MUST list the Connector on your submission
- Organization MUST be an approved member of the American-Made Network.

Reward Name	Anticipated #	$	Details
Mobilize	Up to one per winning Ready! competitor (20 competitors)	$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
https://network.americanmadechallenges.org/

Solar Prize Round 7 Ready! Power Connectors

matthew.paul@adlventures.com

mwaldock@yet2.com

amanda.buchanan635@gmail.com

swharmby@venturewell.org

Contacts can be found on HeroX under Resources, Guidelines, and the FAQ!

Important Dates

Now!

- Follow the Solar Prize Round 7 on HeroX and start working

Power Connector Workshops/Webinars

- Through the summer – refer to HeroX timeline and you can find recordings under Resources

Sept. 27 at 5 p.m. ET

- Deadline to submit an entry to the Ready! Contest

Resources

1. Follow the challenges on HeroX: https://www.herox.com/solarprizeround7
2. Rules: https://americanmadechallenges.org/challenges/solarprize/docs/rules/r7/American-Made_Solar_Prize_Rules.pdf
3. Network Matching Tool: https://network.americanmadechallenges.org/
4. Send Questions: solar.prize@nrel.gov
5. Start Working!
6. Submit by Sept. 27.
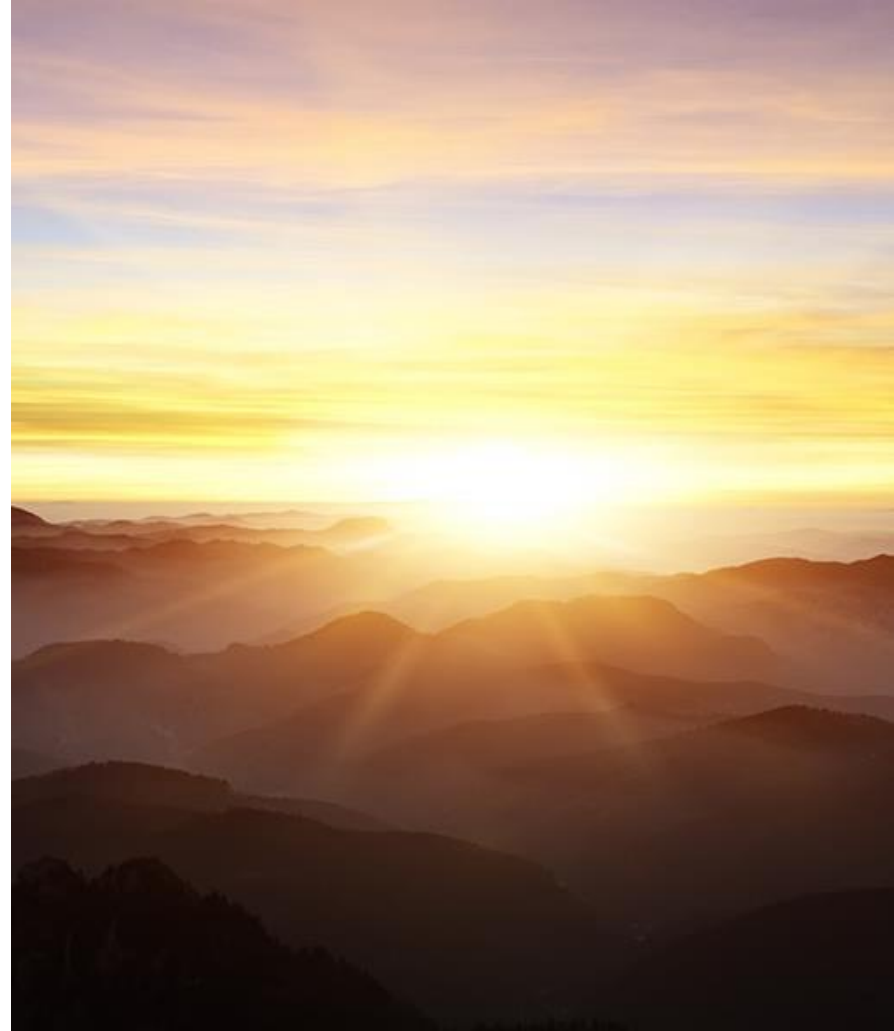
Questions?

Email: Solar.Prize@nrel.gov