

MAKE IT Prize
Strategies Track

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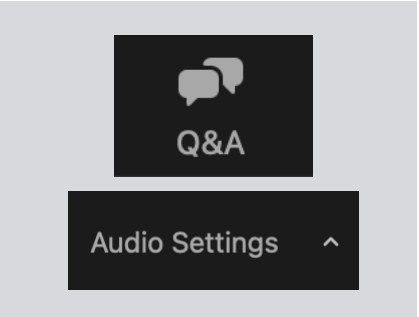
Housekeeping

- This webinar covers the Strategies Track. For more information on the Facilities Track, visit the Facilities Track HeroX page, where you can find the recording of the Facilities Track webinar.
- Attendee microphones and cameras are disabled.
- Webinar is being recorded and will be made available on HeroX.
- Submit questions through the "Q&A" box. Answers will be compiled and shared via HeroX in the coming days.
- If you experience issues, please check your audio settings under the “Audio Settings” tab.



Agenda

1. Overview of the American-Made Program
2. Introduction to the MAKE IT Prize
3. Background information
4. Prize eligibility
5. Timeline
6. Submission requirements
7. How to compete
8. Support and resources



supercharge

A REVOLUTION OF **BOLD IDEAS**

AMERICAN MADE
U.S. DEPARTMENT OF ENERGY

$260M in cash prizes and support

70+ prizes

450+ Network members

Manufacture of

Advanced

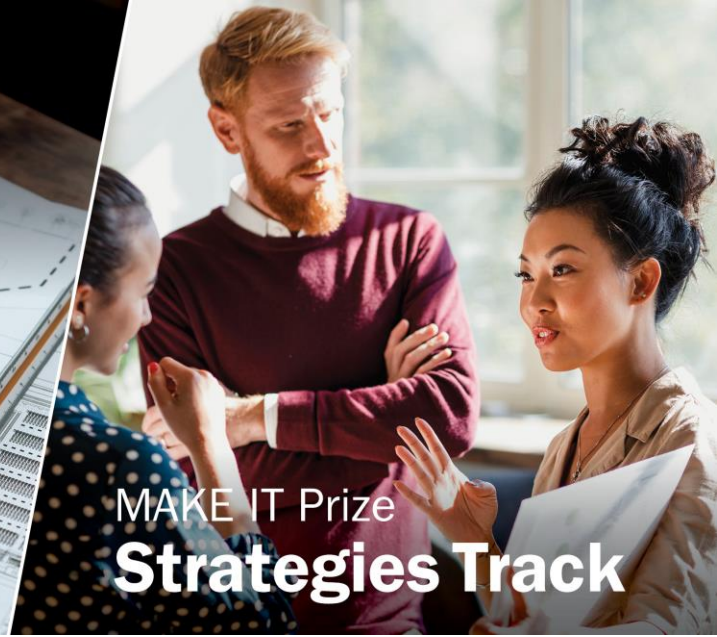
Key

Energy

Infrastructure

Technologies





- MAKE IT aims to **catalyze domestic manufacturing** to enable replication and commercial liftoff of clean energy demonstration projects, moving manufacturing facilities of critical clean energy technology components **from planning to shovel-ready** and enabling communities to prepare strategies for vibrant manufacturing activity.
- Approximately **$30 million in prizes** across two tracks with different target audiences, timelines, and prize amount structures in each.



What is the MAKE IT Prize Strategies Track?

The MAKE IT Prize Strategies Track aims to help build interest and engagement around manufacturing clean energy technologies and expand the potential for more clean energy jobs and economic opportunity.

Teams working to develop a roadmap that establishes clean energy manufacturing in their region can compete for **up to $400,000 cash prizes.**

Photo by Getty Images

Background



Office of Technology Transitions

The Department of Energy's (DOE's) Office of Technology Transitions (OTT) works to expand the commercial impact of the Department's research investments and drive private sector uptake of clean energy technologies.

Office of Clean Energy Demonstrations

DOE's Office of Clean Energy Demonstrations' mission is to deliver clean energy technology demonstration projects at scale in partnership with the private sector to accelerate deployment, market adoption, and the equitable transition to a decarbonized energy system.

U.S. DEPARTMENT OF ENERGY | Office of ENERGY EFFICIENCY & RENEWABLE ENERGY

DOE's Office of Energy Efficiency and Renewable Energy's mission is to accelerate the research, development, demonstration, and deployment of technologies and solutions to equitably transition America to net-zero greenhouse gas emissions economy-wide by no later than 2050, and ensure the clean energy economy benefits all Americans, creating good paying jobs for the American people—especially workers and communities impacted by the energy transition and those historically underserved by the energy system and overburdened by pollution.

Technology Commercialization Fund Overview

- The DOE Technology Commercialization Fund (TCF) was established by Congress through the Energy Policy Act of 2005 and reauthorized by the Energy Act of 2020 to "promote promising energy technologies for commercial purposes."
- Within DOE, the Office of Technology Transitions (OTT) is charged with leading policy and programs related to technology commercialization.
- The Base Annual Appropriated TCF uses 0.9 percent of the funding for the Department's applied energy research, development, demonstration (RD&D) and commercial application budget for each fiscal year.
- In November 2021, Congress passed the Infrastructure Investment and Jobs Act (IIJA), more commonly known as the Bipartisan Infrastructure Law (BIL),which provided **$62 billion** in new funding to support a broad array of clean energy activities and programs.
    - As with the Base Annual Appropriated TCF, 0.9% of the RD&D and commercial application funding provided by BIL is allocated to the TCF.

FY23 Bipartisan Infrastructure Law TCF

Under BIL TCF, OTT pursues activities that broadly support the commercialization of promising energy technologies while simultaneously enhancing and improving American infrastructure, competitiveness, opportunity, and equity and addressing the climate crisis. OTT will achieve this by working collaboratively across relevant DOE programs.

OTT seeks to cultivate a broader innovation network around the BIL provision activities to enable faster replication and scaling of demonstration projects for broader private sector uptake.

Strategies Track Phases Overview



Phase 1: Engage

Team description and plan for developing roadmap to bring clean energy manufacturers to their community



Phase 2: Create

Concept roadmap and stakeholder engagement with community



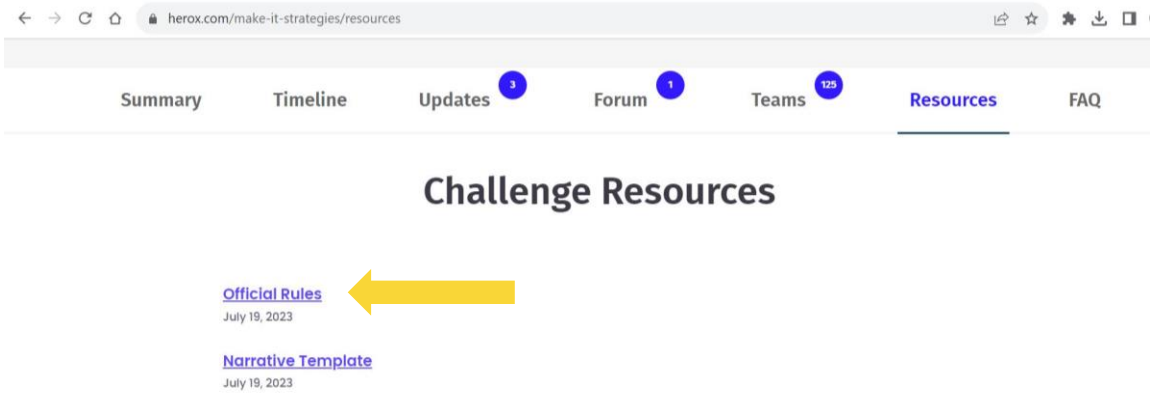
Phase 3: Activate

Final roadmap and letter of commitment from at least one manufacturer

Photos by Getty Images

Official Rules Document

Official rules for the MAKE IT Prize Strategies Track are available online: www.herox.com/make-it-strategies/resources





Eligibility

- ☑ Private entities
- ☑ Consortia
- ☑ Academic institutions
- ☑ Non-governmental organizations
- ☑ Non-federal government entities

Full eligibility details in the official rules



Photo by Getty Images

Strategies Track Structure



Phase 1: Engage
Approximately 30 winners, $50,000 each

Phase 2: Create
Approximately 20 winners, $100,000 each

Phase 3: Activate
Approximately 8 winners, $250,000 each



Strategies Track
Round 1 Phase 1 Winners

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STRATEGIES TRACK

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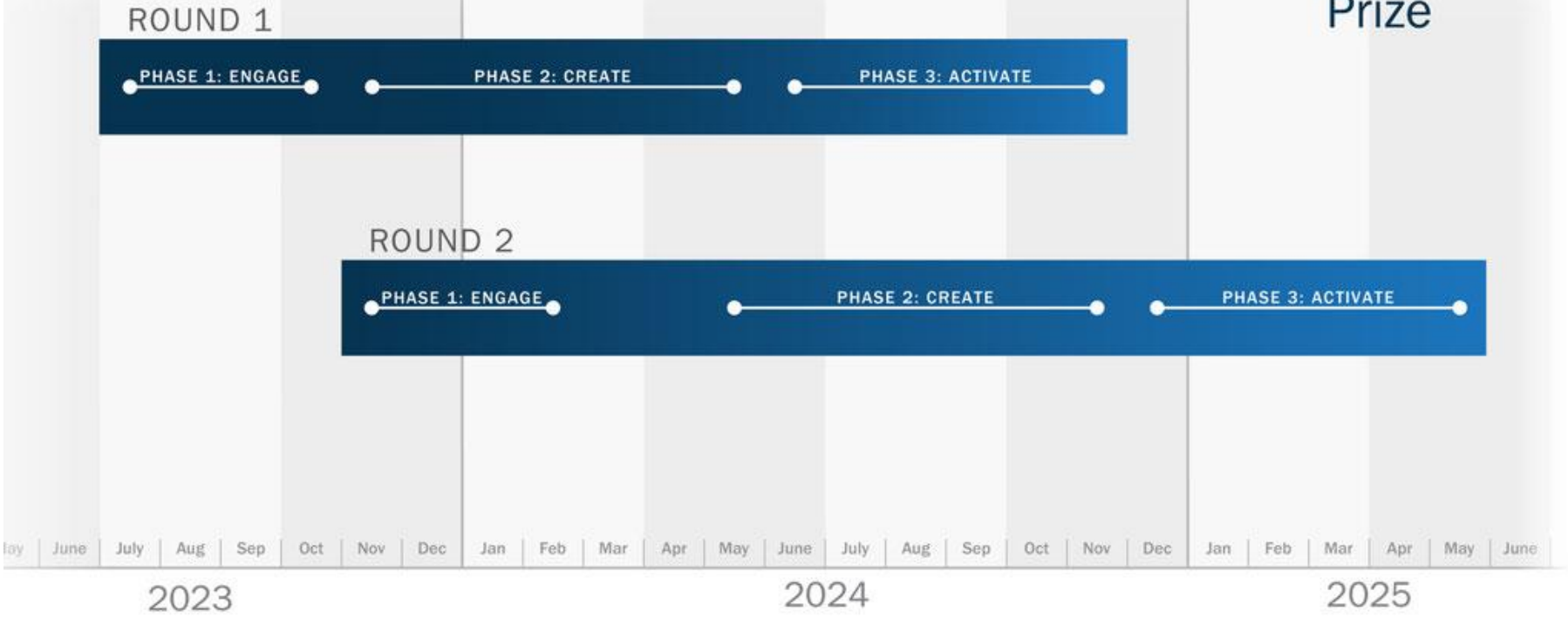

Phase 1: Engage



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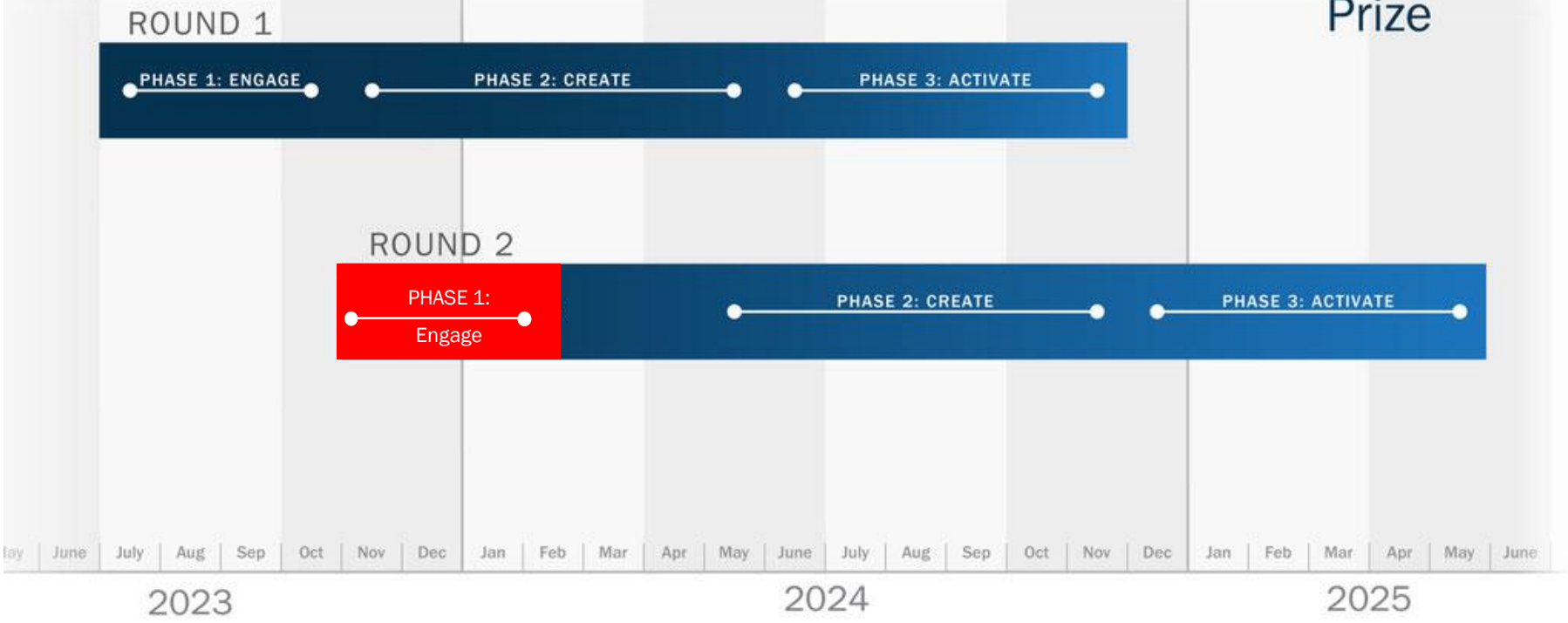


Phase 1: Engage Submission

- Summary slide
- Cover page
  - Project title
  - Organization name
  - Short description
  - Key project members
  - Other partners
  - City, state, and nine-digit zip code
- Narrative
- Letters of support

Round 2 Deadline:
Feb. 15, 2024, 5 p.m. ET

Goal: Submit a brief team description and plan for developing a roadmap for establishing clean energy manufacturing activity in their region.

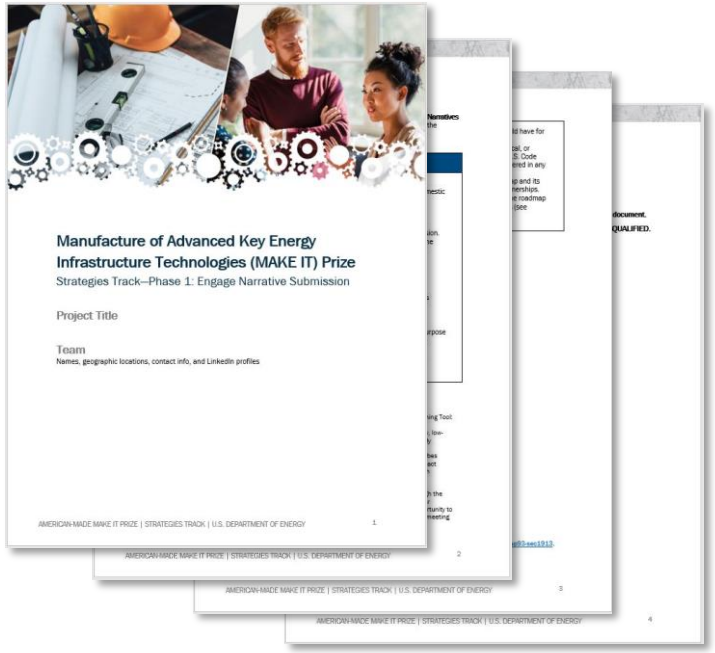
Phase 1: Engage Narrative (required)

Suggested Content

- Maximum of 2,000 words
- Introduce your team
- Describe your experience
- Tell us about your region
  - Discuss DEI
- Identify the potential impact
- Provide initial ideas for your roadmap
- Meaningful community engagement plan

See rules document for more information on suggested content.

Narrative Template



Phase 1: Engage

Summary Slide (required)



Letters of Support (optional)





Assessment

- Team Composition, Capability, and Experience (50%)
- Regional Understanding (30%)
- Community, Tribal, and Labor Engagement and Impact (20%)

Round 2 Deadline: Feb. 15, 2024, 5 p.m. ET

Photo by Getty Images

Phase 2: Create



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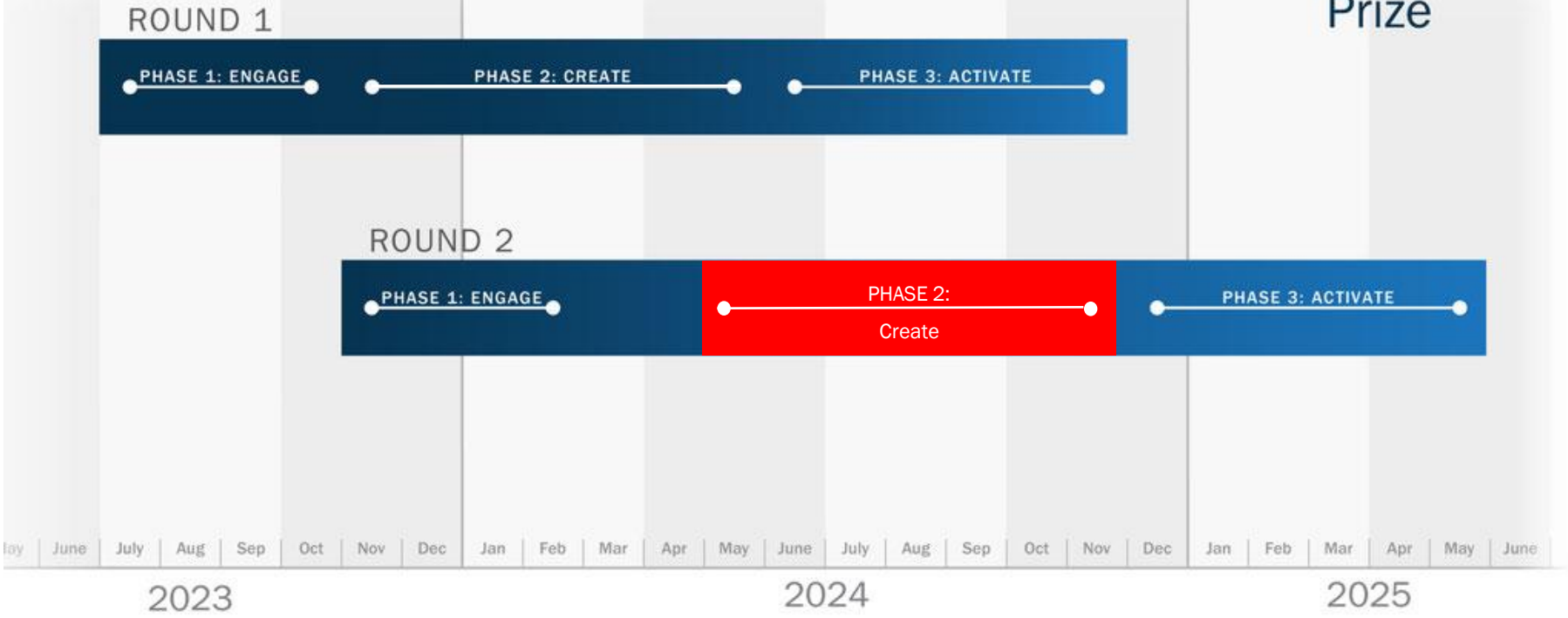

Phase 2: Create Submission

- Cover page
- Concept roadmap (narrative outlining the planned roadmap document)
- Community, tribal, and labor engagement results
- Summary slide (will be made public)
- Potential manufacturer outreach Plan
- Letters of support

Goal: Submit a plan for the roadmap for establishing clean energy manufacturing activity in the region, demonstrate engagement with regional partners, and identify potential manufacturing partners.

Phase 3: Activate



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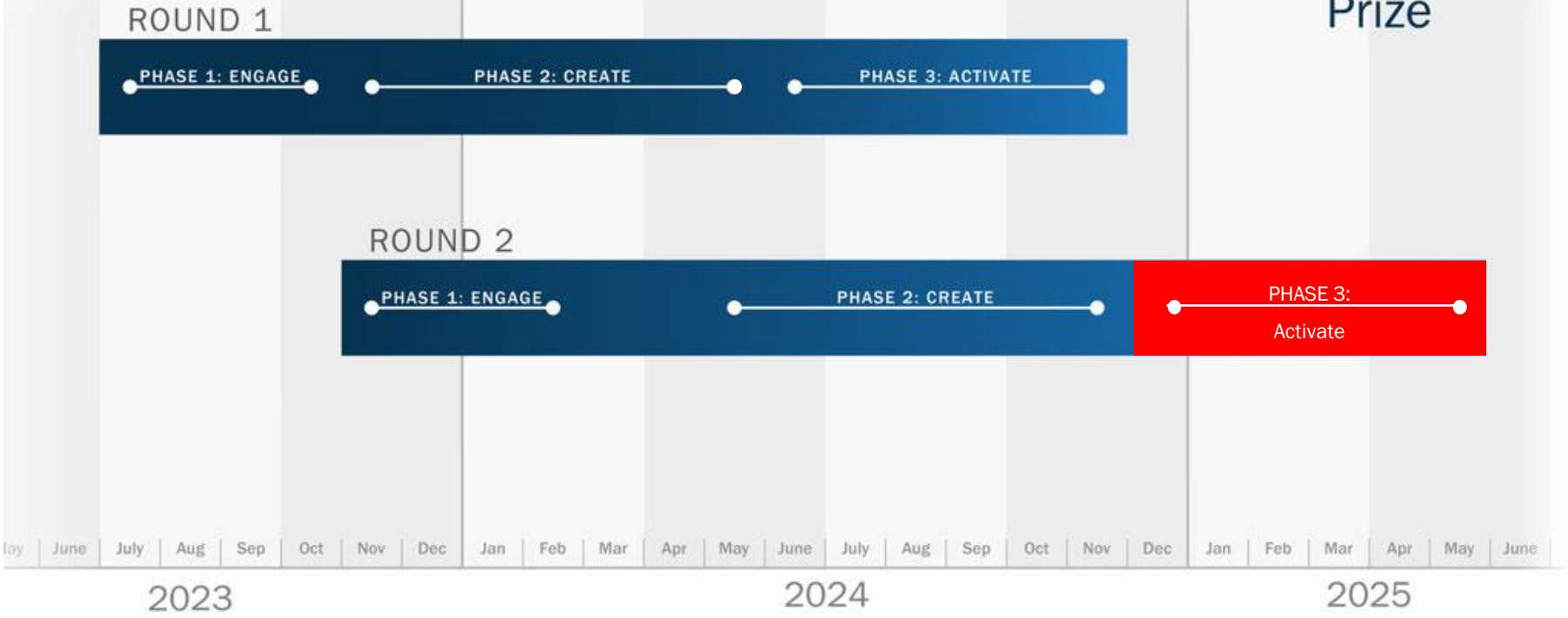


Phase 3: Activate Submission

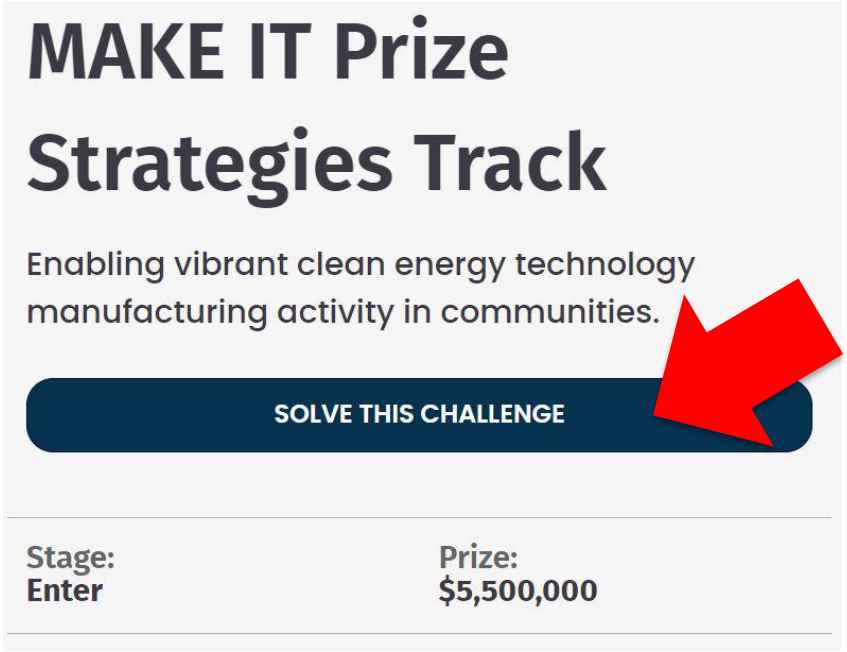
- Cover page
- Roadmap
- Summary of manufacturer outreach
- A minimum of one letter of commitment
- Supporting documentation
- Summary slide (will be made public)
- Live pitch participation
- Pitch session slide deck

Goal: Provide your final roadmap document and demonstrate that you have received a commitment from at least one private entity to establish a clean energy manufacturing facility.

Where to Submit- HeroX



How to Register and Compete



HeroX Prize Page:
www.herox.com/make-it-strategies

- Select “Solve this Challenge” or “Begin Entry”
- Sign in or create a HeroX account
- Agree to Terms of Use
- Confirm your email address
- Accept the Challenge-Specific Agreement

Submit your Statement of Intent before deadline
February 15, 2024, 5pm ET

herox.com/make-it-strategies



MAKE IT Prize Strategies Track

Enabling vibrant clean energy technology manufacturing activity in communities.

Energy, Environment & Resources | Government | Technology

Stage:
Enter

Prize:
$5,500,000

SOLVE THIS CHALLENGE

Summary | Timeline | Updates 2 | Forum 1 | Teams 120 | Resources | FAQ

Overview | Guidelines

Help

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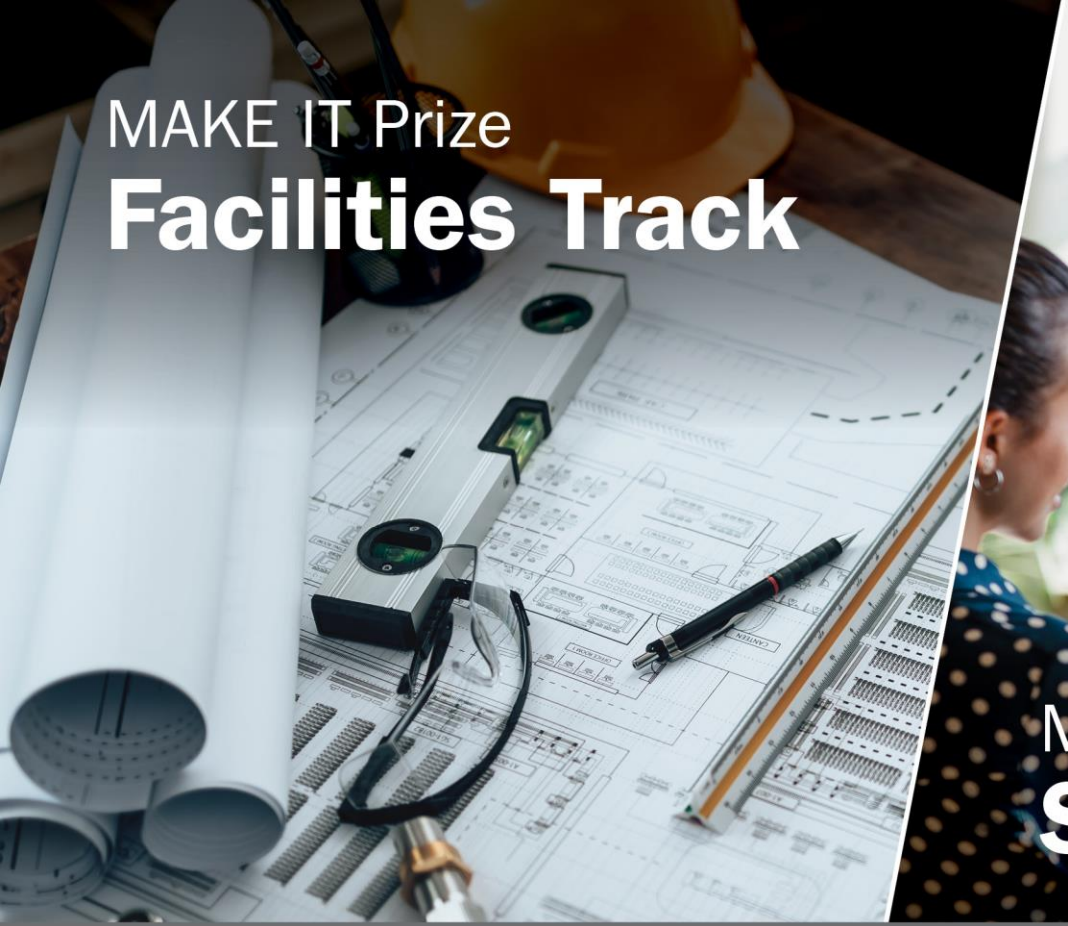
Power Connectors

CLEAN ENERGY BUSINESS NETWORK™

Office Hours



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Facilities Track



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Strategies Track

Office of Technology Transitions

OCED Office of Clean Energy Demonstrations

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Next Steps

Recruit

Team members, community partners, local organizations

Register

Your team on HeroX

Read

The rules, plan your participation, leverage support resources

Compete

Submit by February 15th



Q&A

Submit questions to the Q&A box.

Submit questions after the webinar to **MAKEITprize@nrel.gov**.



Thank you!

