



AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY

Feeder of the Future Prize Informational Webinar

Lance Holly
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Agenda

- 1 American-Made Overview
- 2 Office of Electricity Overview
- 3 Feeder of the Future Prize Overview
- 4 The HeroX Platform
- 5 Q&A

This webinar will be recorded and made available on HeroX after the event.



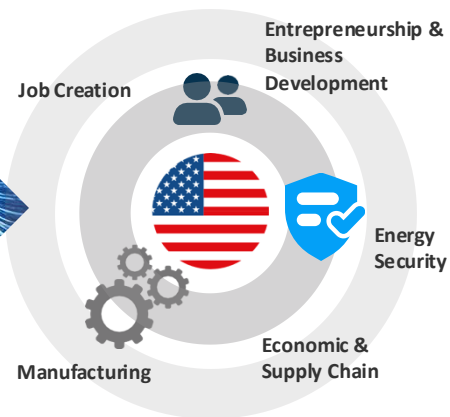
American-Made Overview



AMERICAN MADE

U.S. DEPARTMENT OF ENERGY

The American-Made program is your **fast track to energy innovation**. Funded by the U.S. Department of Energy, we incentivize innovation through prizes, collegiate competitions, vouchers, and opportunities to work with our network of experts, helping science and technology solutions go **further, faster**.





supercharge

A REVOLUTION OF **BOLD IDEAS**

Fast track your ideas to accelerate energy innovation



100+

Prizes &
competitions



550+

Network
members



1200+

Teams
funded

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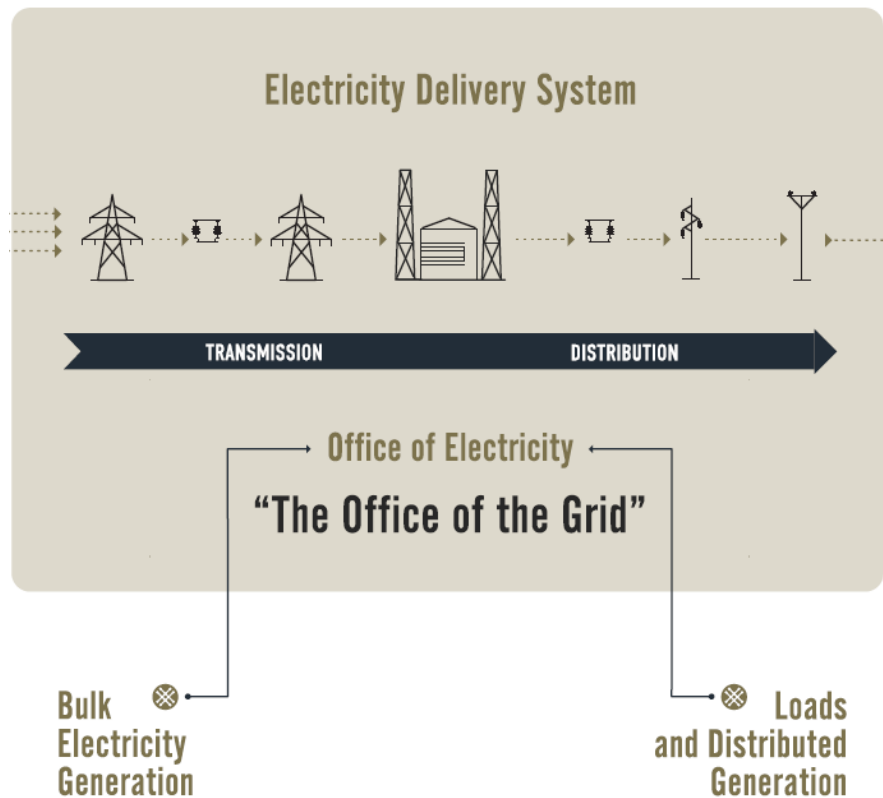
Office of Electricity Overview

Sandy Jenkins

Chris Irwin



Office of Electricity Overview





Feeder of the Future Prize Overview



Prize Overview

The Feeder of the Future Prize is a **\$100,000 single-phase competition** which aims to encourage the development of advanced distribution system feeder and circuit designs that align with the evolving demands of 21st-century power delivery, including dynamic loads, onsite generation, and distributed devices.

The goal is for prize solutions to **influence both future feeder deployments (green-field) as well as provide an upgrade path to existing distribution feeder (brown-field).**

Prize Pools

Feeder of the Future Prize competitors will focus on fostering innovative feeder designs for consumers in the following three tracks:

Rural, Suburban, and Urban.

Competitors are limited to three submissions in total and a maximum of two submissions per track if submitting multiple submissions.

A cumulative total of **up to 10 winners will receive \$8,000** each in cash prizes and **up to 8 runners-up will receive \$2,500** each in cash prizes.

Prize Tracks

Track 1 – Rural Feeder

Teams focus on areas with agricultural and industrial customers who are more likely to have power interruptions and live far from generation sources.

Track 2 – Suburban Feeder

Teams design solutions for suburban areas with a high use of behind-the-meter assets.

Track 3 – Urban Feeder

Teams conceptualize a feeder that will address the exponential growth of electric using device deployment in an urban environment by providing enroute and home/curbside/workplace charging.

Submission Deadline:
January 29th, 5pm ET

Submission Objective

Competitors will describe their Feeder of the Future designs and **provide justification that their designs are an improvement over the traditional feeder designs** for their chosen track.

Competitors will also describe how their designs could address cybersecurity concerns, adaptability to changing loads and system conditions, modularity, and that their design will contribute to promoting economic prosperity.

Submission Materials

A complete submission package for the prize should include the following items:

- Online public video (will be made public)
- Cover page and narrative
- Submission summary slide (will be made public)
- Letters of commitment or support (optional).

All submission materials, excluding the online public video, must be submitted as PDF files.

Submission Package Details

Online Public Video *(public; scored)*

Suggested content:

- The real-world problem you are solving.
- How your design is different from traditional feeder designs and how it leapfrogs incremental upgrades.
- Who you are (your organization and key team members, as applicable) and what motivates you.

Judges will consider these criteria:

- The video explains a compelling real-world problem.
- The video describes a unique innovation.
- The video shows a knowledgeable and skillful competitor/team.



TIPS and TRICKS

- This is your first impression
- Be creative and focus on content
- Watch previous winners' videos
- Get feedback before you post online

Submission Package Details (cont.)

Cover Page *(private; not scored)*

List basic information about your submission, including:

- Project title
- Team name
- Short description
- Your city, state, and nine-digit ZIP code
- Key project members (names, contacts, and links to their professional online profiles)
- Other partners (if any).

The Cover Page will be submitted with the Narrative submission on HeroX.

Submission Package Details (cont.)

Narrative *(private; scored)*

You should answer each of the following four questions. The individual answers to the four questions do not have a word limit; however, the aggregate response to these four questions must not **exceed 3,000 words**, not including captions, figures/graphs, or references. 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.

Question 1 (Problem): What is the problem with typical feeder designs in relation to your chosen track, and why is solving it important?

Question 2 (Solution): What is your feeder design solution for your chosen track, and why will it be successful?

Question 3 (Accomplishments and Team): What have you done to date to develop your feeder design, and what makes your team uniquely capable of succeeding?

Question 4 (Plan): Is your feeder ready for the future?

Submission Package Details (cont.)

Submission Summary Slide *(public; not scored)*

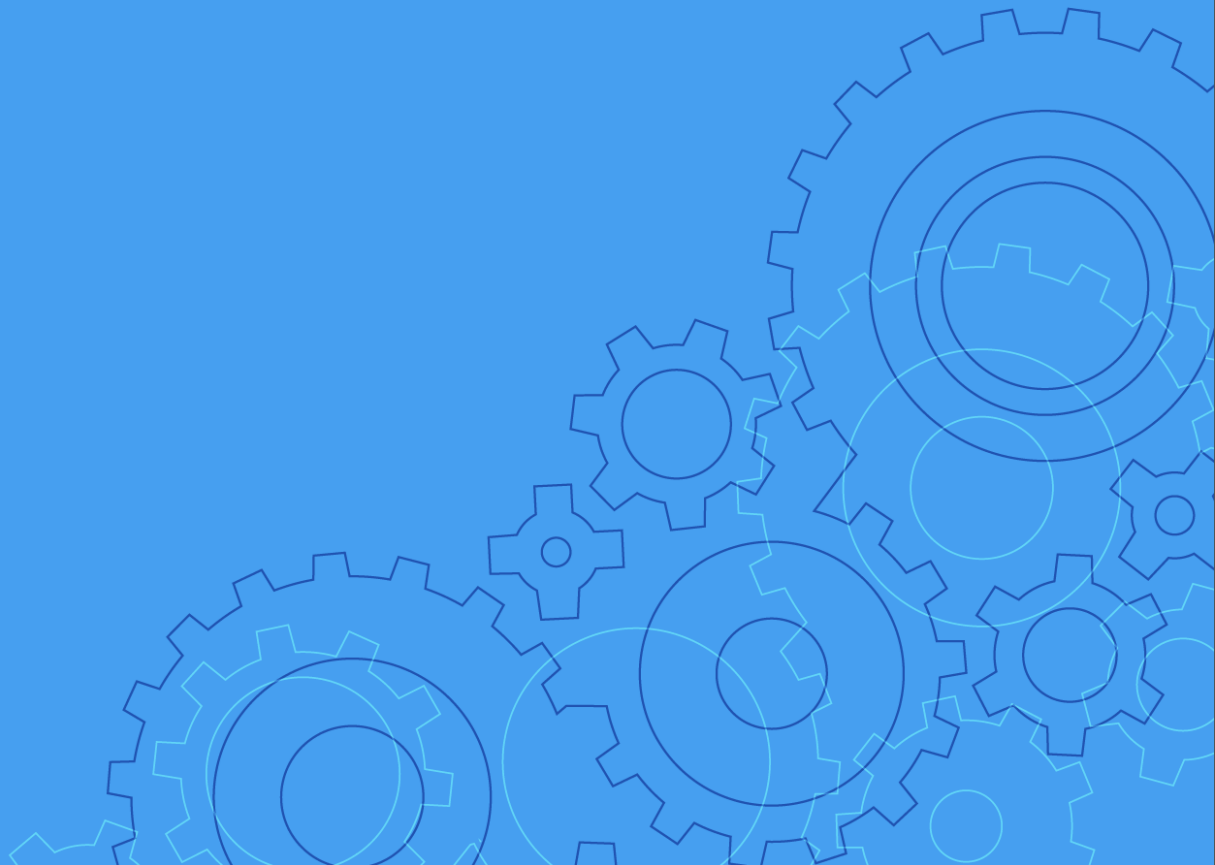
Make a public-facing, one-slide submission summary that introduces the competitor(s) and your mission. There is no template, so competitors are free to present the information in any format. Any text must be readable in a standard printed page and a conference room projection and should be in at least 14-point font.

Letters of Support or Commitment *(private; optional)*

Attach one-page letters (of support, intent, or commitment) from other relevant entities to provide context. Please do not submit multipage letters. Combine all letters of support or commitment into a single PDF for submission.



HeroX





Feeder of the Future Prize

Feeder of the Future Prize

The Feeder of the Future Prize advances distribution system feeders that address current and future power delivery challenges.

Energy, Environment & Resources

Government

Follow, Read, Submit!

On [HeroX](#), you can:

- Follow the page to receive important updates from prize administrators
- Read the Official Rules document
- Watch a recording of today's webinar and access the webinar slides
- Submit your application materials

www.herox.com/feeder-of-the-future-prize

Reminders

- Submit all materials on HeroX by [January 29 at 5 p.m. ET](#)
- **Read the rules** to learn more about the prize and ensure you're eligible to compete
- Send any questions you have to our team at electricity.prize@nrel.gov.



Q&A

Please send your question(s) to the host and panelists using the **chat** function.



Thank you!

