

American-Made Solar Prize SUBMISSION FOR READY!



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 (up to 3) that significantly helped you advance your solution and the major items they helped with (if applicable)

[Link to your 90-second video](#)

[Link to HeroX Ideation Posting \(if applicable\)](#)

VIDEO PITCH: SHOWCASE YOUR IDEA IN 90 SECONDS

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. The American-Made Network may be able to help you with creating your video.

Online public video – What is your innovation in 90 seconds?	
Suggested content you provide <ul style="list-style-type: none"> • The real-world problem you are solving. • Your solution and why it's transformational. • Who you are and why you have a competitive edge. 	Judges score each statement on a 1-6 scale <ul style="list-style-type: none"> • The video explains a compelling real-world problem. • The video describes a unique innovation that is implementable within the next five years. • The video shows a knowledgeable and skillful team.

FOUR QUESTION WRITTEN NARRATIVE

Answer each of the following 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?
3. **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?

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**. You may also include up to five supporting images, figures, or graphs. The judges 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).*

Question 1: <i>Problem</i> – What is the problem and why is solving it important?	
Suggested content you provide	Judges score each statement on a 1-6 scale
<ul style="list-style-type: none"> Describe the problem, quantify its significance with metrics, and explain why now is the right time to solve it. Explain why existing solutions are inadequate. Show how you know this is a significant problem using evidence-based validation (e.g., interviews with users, case studies, literature). 	<ul style="list-style-type: none"> The competitor quantifies a critical problem using important metrics and a compelling analysis of why now is the right time to address it. The competitor's assignment of current solutions and their limitations show a comprehensive understanding of the problem-solution space. The competitor uses real-world evidence to validate key assumptions about the industry need.

Response to Question 1:

Question 2: *Solution* – What is your solution and why will it be successful?

Suggested content you provide	Judges score each statement on a 1-6 scale
<ul style="list-style-type: none"> • Describe your innovation and how it is better than existing products or emerging solutions. • Describe your innovation's unique value proposition and how it will lead to a sustainable business with paying customers. • Define the proof-of-concept you will produce by the Set! Demo Day and explain what critical failures would cause you to reconsider your approach. 	<ul style="list-style-type: none"> • The solution represents an innovative approach built on reasonable assumptions, valid technical foundations, and lessons learned from other notable efforts in this space. • The competitor is pursuing an innovative and compelling solution that will lead to a sustainable business with paying customers. • The planned Set! Demo Day proof-of-concept is reasonably ambitious and validates the critical assumptions necessary to advance.

Response to Question 2:

Question 3: *Team* – What have you done to date and what qualities give you a competitive edge?

Suggested content you provide	Judges score each statement on a 1-6 scale
<ul style="list-style-type: none"> • Introduce your team, explain how it came together, and highlight the knowledge and skills that make it uniquely capable of achieving success. • Highlight your team's experience in trying new things, solving difficult problems, and overcoming barriers to bring ideas to reality. • Describe what drives your team to realize this solution and why you will continue when facing difficulties. • Explain why winning the Ready! Contest will substantively change the likely outcome for the proposed solution. • Describe your efforts to advance your solution concept since the announcement of the prize contest or prior and highlight key milestones achieved. 	<ul style="list-style-type: none"> • The team's track record demonstrates notable entrepreneurial qualities such as adaptability, creativity, decisiveness, and resourcefulness. • The team's drive, knowledge, and complementary skillsets provide a strong competitive edge towards realizing this solution in the near future. • Winning the Ready! Contest will significantly increase the team's chances of creating a viable business based on this solution. • A considerable amount of high-quality effort was put into defining and advancing the proposed solution. • This team has the knowledge, experience, and determination to transform their proposed solution into a viable business.

Response to Question 3:

Question 4: *Plan* – What is your plan to achieve your goals?

Suggested content you provide	Judges score each statement on a 1-6 scale
<ul style="list-style-type: none"> Describe where you stand in your solution's development cycle and define goals for Set! and Go! Demo Days (based on the schedule listed in section I.6 and a one year goal (see special instructions in official rules)). Describe your team's readiness to meet your goals and if additional talent and resources are needed. 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). 	<ul style="list-style-type: none"> The stated goals are ambitious, reduce risks and show a commitment to an accelerated development cycle. Meeting the stated goals will demonstrate critical progress towards 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. This innovation, team, and plan should be strongly considered for a Ready! Contest Prize (score only a 1 or a 6).

Response to Question 4:

SUPPLEMENTARY INFORMATION

FOUR QUESTION NARRATIVE WORD COUNT: _____ **total words**

TECHNICAL ASSISTANCE REQUEST (2 pages, including images, will be made public)

Provide a two-page description of the unique challenges and needs a national lab, private facility, and/or member of the American-Made Network could potentially help you resolve. The Prize Administrator will make this request broadly available so members of the American-Made Network can understand your needs and assist you through the voucher program or otherwise.

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

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.

LETTERS OF COMMITMENT OR SUPPORT (optional)

Attach one-page letters (of support, intent, or commitment) from other relevant entities (e.g., potential users of the proposed innovation) to provide context. 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 multi-page letters.