

# ROUND4

September 1, 2020

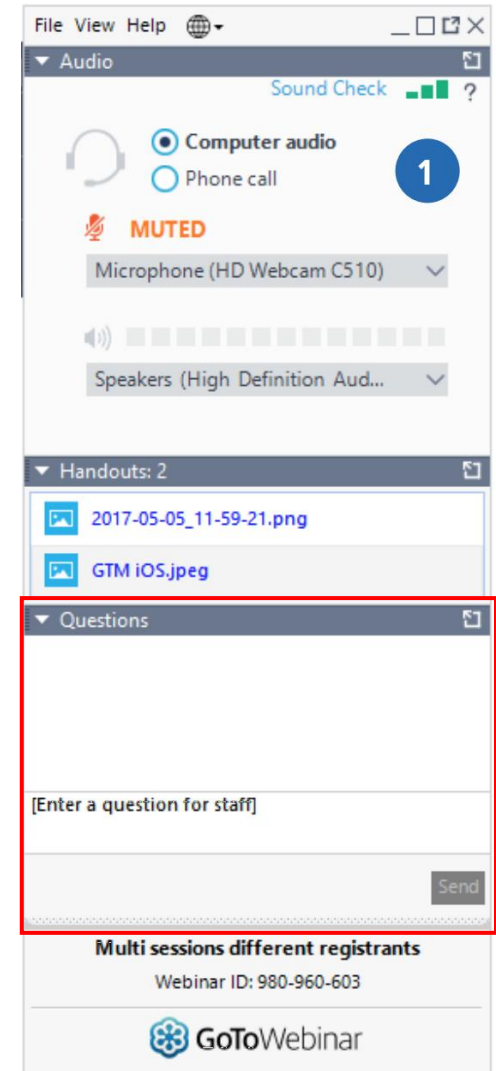


**Disclaimer:** All details necessary to participate in the American Made Solar Prize program are provided in the Official Rules document online. The information provided in this presentation is not intended to amend, modify or substitute details provided in the Official Rules. Information presented should be used in conjunction with the Official Rules. In addition, any reference in presentation to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or preference by the U.S. Department of Energy. Visit [americanmadechallenges.org](https://americanmadechallenges.org)

U.S. DEPARTMENT OF ENERGY

# Housekeeping

- The slides will be posted on HeroX
- Audio issues?
  - Try switching from computer to phone audio
  - If problems persist, contact GoToWebinar technical support at (877) 582-7011.
- Have a question?
  - Please submit it using the "Questions" panel in the GoToWebinar interface at any time.
  - We will answer as many questions as possible at the end of the webinar.



# Countdown to Ready! Topics

- Overview
- Important dates and events
- Submitting to Ready! – How to make your submission shine
- Judging criteria and ranking requirement
- Utilizing the Network
- Questions



# Solar Prize Round 4

## Overview

# PURPOSE



## **Energize American ingenuity**

*in solar innovation  
and manufacturing*



## **Empower innovators**

*with knowledge, resources,  
and access to rapidly  
transform ideas into  
prototypes*



## **Network-powered pathway to disruptive innovation**

*so ideas can become  
real products in  
months, not years*



# What's the Solar Prize?



**\$3 million prize  
competition**

Ready!, Set!, and Go! Contests



**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

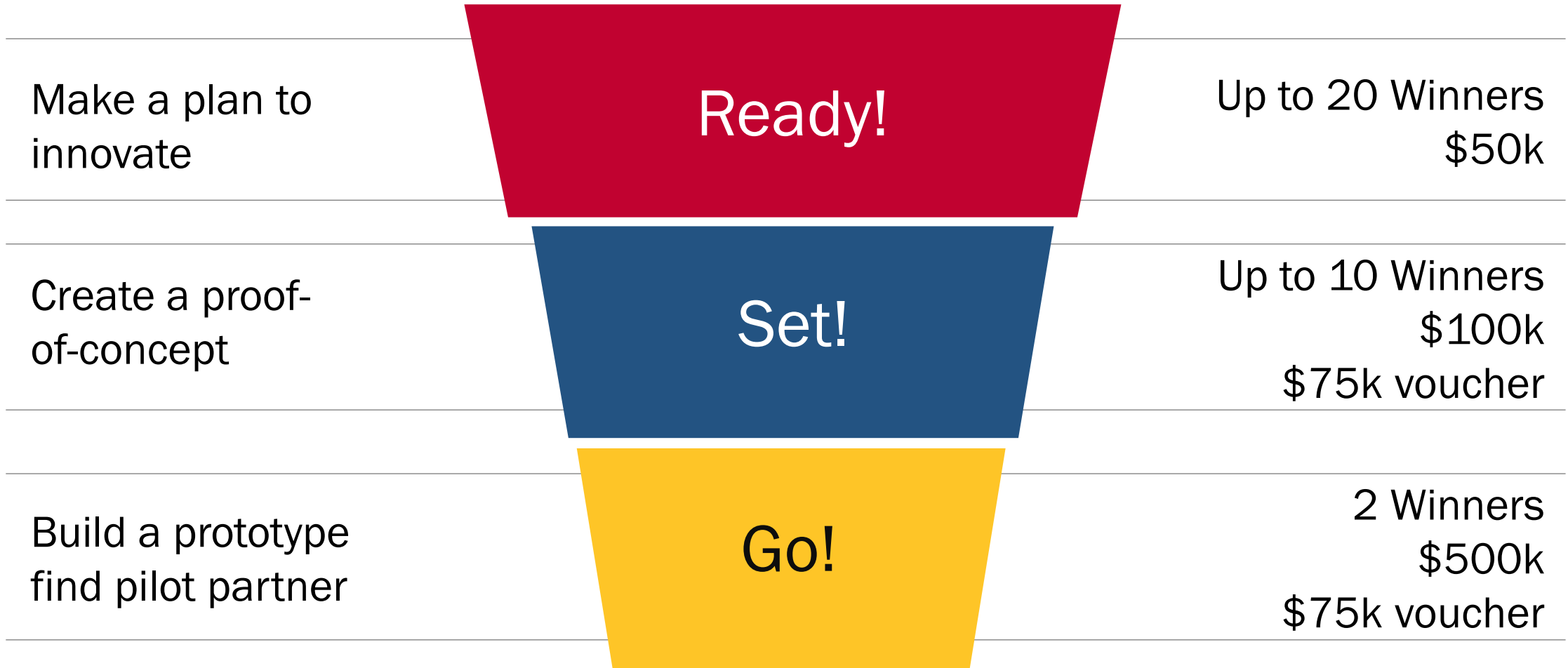
Complete submission  
package

Judges score submissions

Winners receive  
payment



# Prize Contests: 3 x \$1 million x 90 days



1. Only winners of Ready! can compete in Set! and Go!
2. To compete in Ready! (a) Consider Ideation problems (b) Post a 90-sec video of your innovation. (c) Answer four questions + info
3. Read Official Rules for all details and apply before Dec. 10, 2019 at 2 p.m. EST



# WHO?

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

CAN COMPETE



**Scientists**



**Students &  
Faculty**



**Entrepreneurs**



**Anyone with a  
BIG! idea**

# Eligibility Requirements

## Private entities, academic institutions, and individuals

- Private Entities - Be incorporated in and maintain a primary place of business in the US
- Academic Institutions – Based in the US
- Individual – US citizen or permanent resident
- Group of Individuals – Online account holder of team captain must be a US citizen or permanent resident

# Important Dates

## Now!

Sign up to be part of the Challenge to learn about Connectors and see what types of services they offer

**October 8, 2020 3:00 PM ET**

Last day to complete a submission for the Ready! Contest





## Solar Prize Round 3

# What You Need to Know About the Ready! Contest



A group of people are gathered around a table, with their hands stacked in a huddle, symbolizing teamwork and achievement. The table is covered with a dark grid pattern and has several items on it, including a laptop, a can of Red Bull, a bottle of beer, and a yellow highlighter. The background is slightly blurred, showing more of the table and the people's arms.

# Ready! Goal

**Transform an important problem from a conceptual solution to a plan for building a proof-of-concept.**

# Read the Rules



## American-Made Solar Prize

### OFFICIAL RULES

The American-Made Solar Prize is designed to accelerate and sustain American solar innovation through a series of prize competitions and the development of a diverse and powerful support network that leverages national laboratories, energy incubators, and other resources from across the United States.

## Official Rules of the American-Made Solar Prize are available online

[https://americanmadechallenges.org/solarprize/docs/rules/r4/American-Made\\_Solar\\_Prize\\_Rules.pdf](https://americanmadechallenges.org/solarprize/docs/rules/r4/American-Made_Solar_Prize_Rules.pdf)



# How to Get Ready!

## Problem-Solution Fit

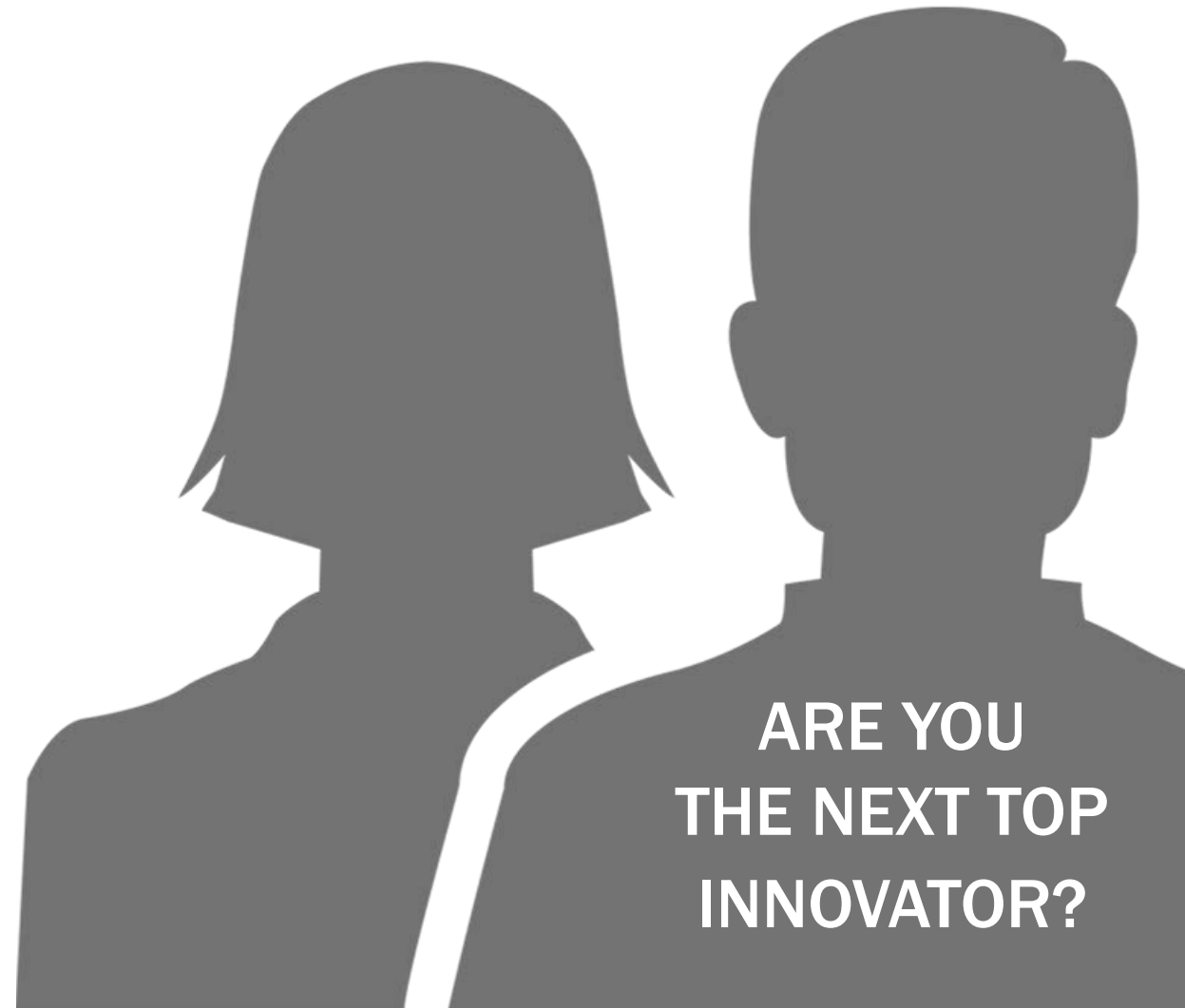
- Develop a credible solution concept to a real-world problem.
- Perform due diligence to validate that the proposed solution technical potentials and market feasibility

## Team Capabilities

- Form and build an exceptional and committed team

## Network Engagement

- Cultivate relationships with innovation networks to help maximize the likelihood of success



# What to Submit by Oct. 8

1. 90-second video (public)
2. Cover page content
3. Narrative answers to four questions about the **Problem, Solution, Team, and Plan** (2,500 words)
4. Technical assistance request (2 pages, public)
5. Summary PowerPoint slide (public)
6. Letters of commitment or support (optional)

# Innovation in 90 Seconds



## Suggested content

- The real-world problem you are solving
- Your solution and why it's transformational
- Who you are and why you have a competitive edge

## Tips

- Be creative and focus on content
- Ask others for help
- Get feedback before you post online

## Judges will consider these criteria\*

- The video explains a compelling real-world problem
- The video describes a unique innovation that is feasible in few years
- The video shows a knowledgeable and skillful team

\*[1 = Strongly Disagree, 2 = Disagree, 3 = Slight Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree]



# 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?**

# Narrative Content + Judging

## Question 1: What is the problem and why is solving it important?

### Suggested content you provide

- 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).

### Judges score each statement on a 1-6 scale\*

- 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 assessment 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.

\*[1 = Strongly Disagree, 2 = Disagree, 3 = Slight Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree]

# Technical Assistance Request

**Submit a technical assistance request as part of your Ready! Contest** package to help identify the best use of voucher funds at national labs or qualified facilities, if you win the Set! Contest.

## **Voucher provides**

- Access to hardware and software development tools
- Access to national laboratories, universities, and private labs
- Expert networks and platforms for coders, designers, and others
- Specialized facilities with additive, digital, small batch, and other manufacturing support
- Other testing and validation capabilities


## **Voucher funds use**

Use 2/3rds of voucher value at one national lab

Use 1/3rd of voucher value at a national laboratory or a qualified private facility (e.g., fabrication, prototyping, manufacturing)




# Submission Form on HeroX & Template in Resources Tab

 **Create Submission** Save & Preview

**Title \***  
  
Give your submission idea a catchy title that describes the idea and gets people interested.

**Short description**  
  
Provide a brief description of your idea. Be clear and concise.

**Image**  
 **Upload image**  
Tp: An image boosts your message by illustrating your solution. For best results, ensure your image contains the following items: an actor/ess (person), artifact (tool they're holding), action (what they're doing), and atmosphere (setting where they are). Ensure your image is at least 650 pixels wide by 360 pixels tall for clarity.

**Link to your 90 second video \***  
  
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 (e.g. 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.

**Cover Page \***  
 no file selected  
List basic information about your submission, such as: project name, innovation tagline, URL address from HeroX showing the proposed idea/solution problem you plan to address (if applicable), and key project members.

A template is provided in the Resources tab (<https://www.herox.com/SolarPrize/resources>).

**Narrative answers to four questions about the problem, solution, team, and plan \***  
 no file selected  
You should answer each of the four questions. The content bullets are only suggestions to 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.

A template is provided in the Resources tab (<https://www.herox.com/SolarPrize/resources>). Use the template pages 3-6 to answer each of the four questions and upload your answers here.

See the full rules document for the questions and suggestions.

**Technical assistance request (public) \***  
 no file selected  
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 to members of the American-Made Network can understand your needs and assist you through the voucher program or otherwise.

## American-Made Solar Prize SUBMISSION FOR READY!



U.S. DEPARTMENT OF ENERGY

### 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](#)



Solar Prize Round 3 | HeroX

https://www.herox.com/solarprizeround3

SEARCH




**American-Made Challenges**

2,054

Share

Following 77

Edit





**Solar Prize Round 3**

Energy, Environment & Resources, Engineering, Technology

The American-Made Solar Prize is a \$3 million prize competition designed to accelerate and sustain American solar innovation. [Read Overview...](#)

**ACCEPT CHALLENGE**

 **STAGE**  
Enter

 **\$3 million in total prizes, distributed through 3 contest stages (see rules)**

**Time left to Enter**  
**43 : 01 : 47 : 00**  
days hrs min sec

Overview

Timeline

Updates **1**

Forum **6**

Community **77**

Entries

Resources

FAQ

**Solar Prize Round 3**

**Solar Prize Contests**





## After Ready!—Competing in Set! and Go!

1. Win the Ready! Contest
2. Submit package & pitch at a Demo Day
3. Receive cash prizes and vouchers



# Solar Prize Round 3

Get Support for Your  
Ready! Application

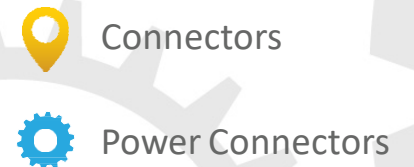
# American-Made **NETWORK**



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100+ Network  
partners plus  
17 national laboratories

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# Connectors are Rewarded

Recognition Reward Name	Anticipated Number of Awards	Dollar Amounts	Details
<b>Mobilize</b>	Up to 1 per team and 20 teams for Ready!	\$100,000 pool	Distributed to Connectors that recruit and/or support competitors that go on to win the Ready! Contest.
<b>Set! Mentor</b>	Up to 3 per team and 10 teams for Set!	\$75,000 pool	Distributed to Connectors that are identified as significant supporters by competitors that win the Set! Contest.
	Up to 3 per team and 10 teams for Set!	\$25,000 pool	Distributed to Connectors that are identified as significant supporters by competitors that do not win the Set! Contest.
<b>Go! Mentor</b>	Up to 3 per team and 2 teams for Go!	\$20,000 pool	Distributed to Connectors that are identified as significant supports by competitors that win the Go! Contest.
	Up to 3 per team and 8 teams for Go!	\$40,000 pool	Distributed to Connectors that are identified as significant supporters by competitors that do not win the Go! Contest



# Opportunities for Connectors

Recruit. Earn Points. Win!

# ACCELERATOR CHALLENGE



Round 4

**We Need Competitors.**  
You can help recruit.  
Earn points to win:

-   
CASH PRIZES
-   
FEATURED SPOTLIGHT
-   
MEDIA COVERAGE

# Power Connector Assistance



THE UNIVERSITY OF ARIZONA  
**CENTER FOR  
INNOVATION**



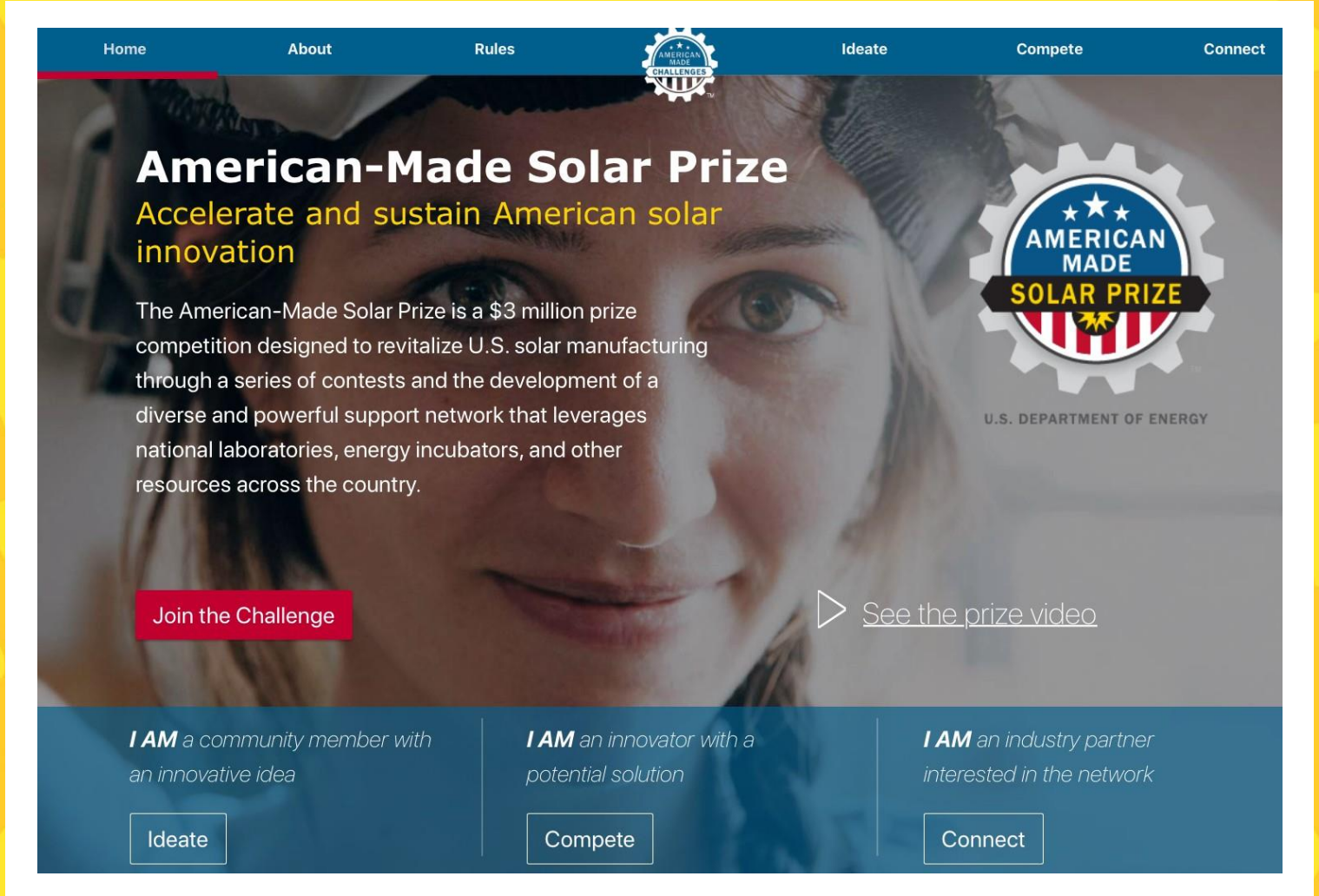
**NATION  
OF  
MAKERS**

**Carnegie Mellon University**

Wilton E. Scott Institute  
for Energy Innovation

# GET STARTED

Visit our website to learn  
more and apply!



Home About Rules Ideate Compete Connect

## American-Made Solar Prize

Accelerate and sustain American solar innovation

The American-Made Solar Prize is a \$3 million prize competition designed to revitalize U.S. solar manufacturing through a series of contests and the development of a diverse and powerful support network that leverages national laboratories, energy incubators, and other resources across the country.

[Join the Challenge](#)

[See the prize video](#)

**I AM** a community member with an innovative idea [Ideate](#)

**I AM** an innovator with a potential solution [Compete](#)

**I AM** an industry partner interested in the network [Connect](#)

[americanmadechallenges.org/solarprize/round3.html](http://americanmadechallenges.org/solarprize/round3.html)



# QUESTIONS?

Email: [solar.prize@nrel.gov](mailto:solar.prize@nrel.gov)



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[www.americanmadechallenges.org/solarprize](http://www.americanmadechallenges.org/solarprize)