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|  **American-Made Solar Prize**  **SUBMISSION FOR GO!**  |
| **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 video

**1**

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Made Solar Prize Official

Rules



#### *Video Pitch: 5-Minute Pitch and technical demonstration*

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

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| **Pitch and Demo Video – *6-minute pitch on your innovation, company, and prototype demonstration (public)*** |
| **Suggested content you provide*** Describe the real-world problem you are solving.
* Describe your solution and why it is transformational as compared to existing solutions.
* Explain the features of your proof-of-concept and how it works. Demonstrate its functionality or testing of its known possible failure modes.
* What progress has been made over the competition period?
* What is the scale of the opportunity and what is your target market?
* Who are you and why do you have a competitive edge?
 | **Judges score each statement on a 1-6 scale** * The video explains a compelling real-world problem and solution.
* The video demonstrates a proof-of-concept for an exciting innovation.
* The proof-of-concept has retired significant technical risk.
* Progress has been demonstrated during the competition period.
* The video identifies a reasonable target market and a path to making a significant impact on the U.S. solar industry.
* The video shows a knowledgeable and skillful team.
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#### *COVER PAGE*

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| **Cover Page – *List basic information about your submission.*** |
| * Project name
* Innovation’s tagline (e.g., your mission in a few words)
* Link to your online pitch video
* Key project members (names, contacts, and links to their LinkedIn profiles)
* Keywords that best describe your solution (e.g., perovskite deposition, microinverters)
* Your city and state and 9-digit zip code
* The partners, affiliates, and Connectors[[1]](#footnote-1) that significantly helped you[[2]](#footnote-2) advance your solution and the major items they helped with (if applicable).
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#### *Four Question Written Narrative*

*Answer each of the following four questions:*

1. ***Problem & Solution*** *- What is the problem and how are you solving it?*
2. ***Innovation*** *- What progress have you made to prove your solution will be successful?*
3. ***Team*** *- What qualities give you a competitive edge and how have you grown?*
4. ***Plan*** *– What is your plan to achieve your goals?*

*For convenience, these questions are provided in the headings of the tables on pages 4-7 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,*** *not including captions, figures/graphs, or references. 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).*

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| **Question 1: *Problem & Solution –*** ***What is the problem and how are you solving it?*** |
| **Suggested content you provide*** Describe the problem, being specific to the problem space that your innovation addresses and why existing solutions are inadequate.
* Describe your innovation and how it is better than existing products or emerging solutions. Show how you know this, using evidence-based validation (e.g., interviews with users and experts).
* Describe your innovation’s unique value propositions and how these lead to a sustainable business with paying customers
 | **Judges score each statement on a 1-6 scale** * The competitor quantifies a critical problem, and their assessment of current solutions shows a comprehensive understanding of the problem-solution space.
* The solution represents an innovative approach built on reasonable assumptions, a valid technical foundation, and lessons learned from experience gained.
* The competitor is pursuing an innovative and compelling solution, which will lead to a sustainable business with paying customers.
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**Response to Question 1:**

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| **Question 2:** ***Innovation – What progress have you made to prove your solution will be successful?*** |
| **Suggested content you provide*** Describe the current state of development of your prototype, its technical specifications, and sufficient underlying details on how it works to facilitate external evaluation of the performance claims you make.35
* Describe the progress made over the contest period and highlight key engagements, relationships, and milestones.
* Describe how you have validated your technical performance assumptions.
* Describe how you utilized the voucher to get feedback on your prototype, why it is important, and changes you made as a result of that feedback.
* Describe your business model, cost model, and potential price points.
* Describe your committed pilot test partner(s), their interest in your solution, level of commitment, and expected pilot testing outcomes.
 | **Judges score each statement on a 1-6 scale** * Sufficient technical detail was provided to understand the underlying principles of operation of the innovation.
* The prototype is grounded in real-world assumptions and resolves critical technical risks.
* A considerable amount of high-quality effort was put into building a prototype and advancing the innovation.
* The voucher was effectively utilized to uncover key insights and provide relevant feedback on the prototype.
* The assumptions around the business model and pricing are reasonable, achievable, and competitive.
* The committed pilot test partner has the need for, and capability to, pilot test and potentially utilize this innovation.
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**Response to Question 2:**

 partners (if any)

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| **Question 3: *Team –*** ***What qualities give you a competitive edge and how have you grown?*** |
| **Suggested content you provide*** Introduce your team and how it has evolved, highlighting the knowledge and skills that make the team uniquely capable of achieving success.
* Describe how you identified your committed pilot test partner and discuss the rationale behind working with this partner versus others.
* Explain why winning the Go! Contest will substantively change the likelihood of your success.
 | **Judges score each statement on a 1-6 scale** * The team’s drive, knowledge, and complementary skill sets provide a strong competitive edge toward realizing this solution in the near future.
* The committed pilot test partner is highly relevant to the identified path to market.
* Winning the Go! Contest significantly increases the team’s chances of creating a viable business based on this solution.
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**Response to Question 3:**

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| **Question 4: *Plan* – *What is your plan to achieve your goals?***  |
| **Suggested content you provide*** Provide the previous contest goals and describe the actual outcomes. Define goals for the next 90, 180 and 365 days (see special instructions below).
* Describe the discrete improvements and functionality to the prototype you plan to implement over the next 90 to 180 days
* Describe the details of the pilot test (strategy, timeline, outcomes, critical test, etc.)
* Provide a high-level budget plan to meet your goals for the next 180 days, including how you will leverage program resources—specifically the voucher funds, members of the American-Made Network, or other entities.
 | **Judges score each statement on a 1-6 scale** * The competitors are successfully meeting prior goals and demonstrating continued critical progress toward testing and validating the functionality and market demand of this innovation.
* Stated 90- and 180-day goals are ambitious and risk-reducing, and they show a commitment to an accelerated solution development cycle.
* The approach to complete the planned pilot test, and advance the innovation forward beyond this contest, is well-reasoned and feasible.
* The competitors’ approach to complete their proposed plan is well-reasoned and makes good use of the program resources available to them (such as national laboratories and the American-Made Network).
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**Response to Question 4:**

#### supplementary Information

#### four question narrative word count: \_\_\_\_\_\_\_ total words

#### technical assistance request (a two-page PDF will be made public)

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| Provide a maximum of two pages to describe areas where you need technical assistance to realize your solution. Each challenge area should include a description of the specific type of assistance being requested from a national laboratory or member of the American-Made Network.The challenges being addressed in the Voucher Work Slide do not need to be addressed in detail here as well. Instead, focus on the challenges for which you do not yet have a plan or expertise to address.The Prize Administrator will make this request broadly available, so members of the American-Made Network can understand your needs and potentially help you in the Go! Contest. |

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

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| 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. voucher work SLIDE (a PowerPoint slide as PDF)

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| Using the Voucher Work Slide template, describe how you will use your voucher funds, including the entities you plan to engage and what they will do with the voucher funds. Provide one slide per entity—national laboratory and/or private facility—that you plan to engage. Include a maximum of two slides. Template : <https://www.herox.com/solarprizeround4/resources>  |

LETTERS OF COMMITMENT (mandatory) OR SUPPORT (optional)

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| Competitors must submit letters of commitment from relevant entities (i.e. end users of the proposed solution). A legally binding letter of commitment to pilot test is required and must be provided. Please do not submit multipage letters. |

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#### Demo day pitch and demO

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| You are required to participate in a demo day event with a panel of judges that may involve a pitch, a closed-door question-and-answer session, and/or a technical demonstration. Judges review and score your submitted material before the demo day and then, based on your demo day performance and deliberation with the other judges, will finalize their recommendations for winners on the demo day. Presence of at least one representative of each team at the demo day is mandatory to be considered for a Go! Prize.  |

**Please read and comply with additional requirements about your submission in** [**Appendix 1**](#_APPENDIX_1:_ADDITIONAL)**.**

**COMPETITORS THAT DO NOT COMPLY WITH THESE REQUIREMENTS MAY BE DISQUALIFIED.**

1. See description of Connector in I. Program Summary in Official Rules page 4. [↑](#footnote-ref-1)
2. Remember that you can incentivize Connectors help by agreeing to identify them here (up to 3) to receive a cash reward for that help, regardless of if you win the Go! competition. See the description of Recognition Rewards in I. Program Summary in Official Rules page 4 and the [Connector Guidelines](https://www.herox.com/solarprizeround4/resources) for details. [↑](#footnote-ref-2)