

|  |
| --- |
| **American-Made Perovskite Startup Prize**  **SUBMISSION FOR COUNTDOWN** |
| **PROJECT NAME**  Innovation tagline (e.g., your mission in a few words)  *Keyword tags*  **KEY PROJECT MEMBERS**  Names, geographic locations, contact info, and LinkedIn profiles  **BUSINESS NAME**  Name, city, state, and nine-digit zip code  **PARTNERS AND AMERICAN-MADE NETWORK**  Key project partners and organizations (if any)  The Connectors and Mentors (up to 3) that significantly helped you advance your solution and the major items they helped with (if applicable) |

Link to your 120-second video

**1**

|

American

-

Made Solar Prize Official

Rules



#### Video Pitch: showcase your idea in 120 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. Members of the American-Made Network may be able to help you create your video.*

|  |  |
| --- | --- |
| **Online public video -** What is your innovation in 120 seconds | |
| **Suggested content you provide**   * A description of your team, emphasizing perovskite and business expertise. * An overview of the general operational details about your perovskite innovation and why you have a competitive edge. * Your current capabilities for perovskite deposition and scale-up, and what have you demonstrated to date. * Your target market and how you will create a sustainable business with U.S. manufacturing. | **Each statement is scored on a 1-6 scale**   * The competitors are highly qualified. * The video describes a unique perovskite approach that has a realistic ability to become a successful business in the long term. * The team has access to state-of-the-art facilities and has demonstrated an ability to produce relevant perovskite devices. * The video identifies a reasonable target market and a path to making a significant impact on the U.S. solar industry. |

#### Four Question Written Narrative

*Answer each of the following four questions:*

1. ***Team*** *– Why is your team considered “world class” with all of the necessary technical and business expertise?*
2. ***Technology and Accomplishments*** *– What is your technology platform, what have you done to date, and what qualities give you a competitive edge?*
3. ***Deliverable Table*** *–**What are your technical and business goals for Liftoff, are they both aggressive and achievable, and will they significantly advance you toward achieving a sustainable business?*
4. ***Development Roadmap*** *– What are the next steps for your technology and business, and do you have access to the necessary resources to achieve them?*

*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, not including captions, figures/graphs, or references. A word count must be included at the end of your submission (see template for details). 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.* ***Responses should not be entered into the existing table format for each question*** *(Question tables may be deleted prior to submission).*

|  |  |
| --- | --- |
| **Question 1:** ***Team –*** *Why is your team considered “world class” with all of the necessary technical and business expertise?* | |
| **Suggested content you provide**   * An introduction to your team and a description of how it came together, highlighting the knowledge and skills that make it uniquely capable of achieving success. * An explanation of how the team identified and filled skill gaps, leveraging the American-Made Network where appropriate. * A statement about why winning the Countdown Contest will substantively change the likelihood of your success. | **Each statement is scored on a 1-6 scale**   * The team’s drive, knowledge, and complementary skill sets provide a strong competitive edge toward developing a perovskite solar company. * The team identified skill gaps and brought in the right people or partners to fill those gaps. * Winning the Countdown Contest significantly increases the team’s chances of creating a viable business based on their solution |

**Response to Question 1:**

|  |  |
| --- | --- |
| **Question 2:** ***Technology and Accomplishments*** *– What is your technology platform, what have you done to date, and what qualities give you a competitive edge?* | |
| **Suggested content you provide**   * A description of the current state of development of your perovskite technology platform, with references to relevant previous work and sufficient accompanying detail to facilitate external evaluation of the achievements you claim. * A description of the innovation or unique value proposition of your technology platform compared to the current state of the art. * A description of your current intellectual property portfolio, who has rights and control over it, and how you will maintain access to it and protect it, where applicable. * A description of the progress made over the contest period, and highlight key engagements, relationships, and milestones | **Each statement is scored on a 1-6 scale**   * Sufficient technical detail was provided to understand the underlying core components of the team’s innovation. * The team has produced high-quality perovskite devices with relevant manufacturing processes and deposition techniques. * The team demonstrates a strong understanding of the competitive landscape and their unique value proposition and differentiators. * The team has a clear intellectual property strategy that is well reasoned, covering both existing assets as well as assets yet to be discovered. * A considerable amount of high-quality effort was put into developing the team’s business proposition over the competition period. |

**Response to Question 2:**

|  |  |
| --- | --- |
| **Question 3:** ***Deliverable Table*** *– What are your technical and business goals for Liftoff, are they both aggressive and achievable, and will they significantly advance you toward achieving a sustainable business?* | |
| **Suggested content you provide**   * Quantifiable performance metrics for the perovskite devices you will produce and have validated by third-party facilities (see special instructions below) as part of your Liftoff Contest deliverables. * Business development milestones for the Liftoff Contest, including how you will leverage your network and the American-Made Network and incorporate stakeholder feedback to accelerate your learning cycles. * A comprehensive list of technical and business milestones that will be necessary to achieve on the path to reaching your Liftoff Contest deliverables. | **Each statement is scored on a 1-6 scale**   * The stated technical milestones and performance metrics for the Liftoff Contest are ambitious relative to the state of the art, reduce technical risk, and show a commitment to an accelerated development cycle. * The stated business milestones for the Liftoff Contest are ambitious relative to the state of the company’s level of development, reduce business risk, and show a commitment to an accelerated development cycle. * The team provides quantifiable metrics that demonstrate a clear understanding of the necessary progression in technical and business development. |

**Response to Question 3:**

|  |  |
| --- | --- |
| **Question 4:** ***Development Roadmap*** *– What are the next steps for your technology and business, and do you have access to the necessary resources to achieve them?* | |
| **Suggested content you provide**   * A description of where you stand in your solution’s development cycle related to the defined goals for the Liftoff Contest, and how they are a significant advancement from your current capabilities (see special instructions below). * A description of your team’s readiness to meet your goals, including laboratory and equipment access plans, and identification of future needs for additional resources and/or talent. * An explanation of why these goals would put you in a strong position to move into your next phase of development, attract additional funding, and create a sustainable business with a competitive advantage to manufacture in the United States. * A high-level budget plan to meet your goals for the next 180 days, including how you will leverage program resources—specifically, members of the American-Made Network or other entities. | **Each statement is scored on a 1-6 scale**   * Meeting the stated goals will demonstrate critical progress toward developing, testing, and validating the technology platform and the company’s business model. * The submission package provides confidence that the team is committed and has access to the resources necessary to execute on their immediate goals. * The team has a reasonable go-to-market strategy with a promising path toward domestic manufacturing. * The competitors’ approach to complete their proposed plan is well reasoned and makes good use of the program resources available to them (such as the American-Made Network). |

**Response to Question 4:**

**Special Instructions for Question 3 & 4**

* Use only specific, measurable, achievable, relevant, and timely (SMART) outcome-based goals, not activity-based goals, so that a neutral third-party can validate them.
  + For example: Demonstrate a definitive achievement of progress (e.g., “X letters of interest signed” or “achieve X% efficiency”). **Do not** describe how you spent your time (e.g., “provided a report,” “talked to customers,” or “performed experiments”).
* SMART goals for the Liftoff Contest should include:
  + Demonstrating a functional perovskite module, composed of multiple cells, at the multi-centimeter-squared (cm2) scale or larger
  + Demonstrating scalable fabrication techniques for the module and its active layers at speeds and/or throughputs relevant to manufacturing
  + Demonstrating process controllability and reproducibility
  + Demonstrating power conversion efficiency and stability on the path to SETO perovskite manufacturing goals as described here: <https://www.energy.gov/eere/solar/perovskite-solar-cells>
* In defining your SMART goals, include quantified, risk-reducing, meaningful, practical, and testable interim milestones.
* SMART goals should include assessment and feedback from many relevant stakeholders (e.g., possible investors, customers, experts in the solution space, and entities that would be the eventual customers or end users of the product.).
* Members of the American-Made Network may be able to help you formulate your SMART goals.

|  |  |  |
| --- | --- | --- |
| **Mentor Engagement Outputs (encouraged for first time competitors, required for resubmissions)**  **Maximum of 1 page, 12-point font and 1 inch margins (PDF)**  ***Template[[1]](#footnote-1):*** [***https://www.herox.com/perovskiteprize/resource/950***](https://www.herox.com/perovskiteprize/resource/950) | | |
| **Suggested Content you Provide**   * Describe the engagements you’ve had with Mentors in the Mentor Network. * Include who you spoke with, what you learned from those engagements, and what and how you modified your approach, research priorities, and/or business plan. * If you disagreed with the feedback received, explain why and how you gathered additional information to convince yourself that you are still on the right path. * Explain how you identified which feedback points were the most critical to address now.   **Additional Information on Mentor Engagement Outputs**   * Mentors can be contacted by reaching out to the Power Connector, ADL Ventures, and more information about the Mentor Network can be found [here](https://www.herox.com/perovskiteprize/178-mentor-network). * Mentor Engagement Outputs from previous submission deadlines must be appended to the new write-ups for each subsequent submission. * Resubmission applications without new Mentor Engagement Outputs will be deemed ineligible.[[2]](#footnote-2) | | |
| **Mentor Engagement Output Scoring** | | |
| **Competitor Type:** | **First Time Competitors** | **Resubmission Competitors** |
| **Scoring Method:** | If a Mentor Engagement Output is submitted that addresses each scoring criteria, full points will be automatically awarded.  If no write-up or an incomplete write-up is submitted it will not affect the total score.[[3]](#footnote-3) | Each scoring criteria is scored on a 1–12 scale. |
| **Scoring Criteria:** | * Competitors interacted with the Mentor Network sufficiently enough to receive substantive feedback on their approach and plan. * Applicants successfully identified and understood feedback points identified by Mentors and understood why this feedback may be important for their future technical and/or business plans. * The applicants convincingly addressed the Mentor’s feedback, changing their approach where they agreed with that feedback and/or defending their approach where they disagreed with that feedback. * Applicants addressed the feedback that was most likely to highly impact their approach and plan submitted to the Countdown Contest. | |

pplementary Information

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

#### 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. |

#### Résumés (no more than two-page PDF per team member)

|  |
| --- |
| Please provide two-page résumés for all key project contributors. Links to LinkedIn profiles can be submitted in lieu if the competitor desires. There is no limit on the number of résumés or profile links you may submit. Résumés longer than two pages will not be reviewed. |

#### technical assistance request (2 pages, including images, will be made public)

|  |  |
| --- | --- |
| Provide up to two pages describing the areas where you need assistance to realize your solution. Consider the unique capabilities that the national laboratories, a private facility, and/or other members of the American-Made Network could provide to you to resolve these barriers. The prize administrator will make this request broadly available, so members of the American-Made Network can understand your needs and assist you. LETTERS OF COMMITMENT OR SUPPORT (optional)  |  | | --- | | Attach one-page letters of support, intent, or commitment from other relevant entities (e.g., lab space providers, share equipment facilities, strategic manufacturing partners, or owner of critical IP) to provide context and evidence to support your written application. Provide the strongest possible evidence that you have the necessary resources and partners lined up to execute on your plan. 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 multipage letters. | |
|  |

1. Use of the template is optional, but all components listed here must be included in your document if you choose to create your own. [↑](#footnote-ref-1)
2. For additional information on eligibility requirements related to this application component see [Section I.7](#_IMPORTANT_DATES) [↑](#footnote-ref-2)
3. See [Section II.7](#_HOW_WE_SCORE) for additional details [↑](#footnote-ref-3)