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| **American-Made Heliostat Prize**    **CONCEPT CONTEST SUBMISSION** |
| **TEAM NAME**  *Keyword tags*  **TEAM MEMBERS**  Names and affiliations |

Link to your 90-second video

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American

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Made Solar Prize Official

Rules



**public video: 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).

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| **Online public video** *–* Describe your team and why it will be successful in 90 seconds? |
| **Suggested content:**   * The real-world problem you are solving * Your solution and why it is transformational * Who you are and why you have a competitive edge |

**COVER PAGE: BASIC INFORMATION**

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| **Cover page** *–* List basic information about your submission |
| **Suggested content:**   * Project name * Category submission is targeting * Innovation tagline (i.e., your mission in a few words) * Link to your 90-second online video * Key project members (names, contacts, and links to their LinkedIn profiles) * Keywords that best describe your solution, and which of the three submission categories you are targeting * Your city, state, and nine-digit ZIP code |

**FOUR Question Narrative**

*Answer each of the following four questions:*

1. ***Problem*** *– What is the problem?*
2. ***Solution*** *– What is your solution, and why will it be successful?*
3. ***Accomplishments and Team*** *– Does your team have the knowledge and experience to be successful in bringing your proposed innovation to market?*
4. ***Plan*** *– What is your plan to achieve your goals?*

Please answer each of the following 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 3,000 words, not including captions, figures/graphs, and references. A word count must be included at the end of your submission. 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.

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| **Question 1:** **Problem** *–* What is the problem? | |
| **Suggested content:**   * Describe the problem that your innovation or innovations seek to solve. Quantify the significance of addressing this problem with metrics. * Provide real-world evidence to validate key assumptions about an industry need to address the problem you have identified. | **Score will be based on the following:**   * The competitor’s approach is well thought out and shows a deep understanding of the challenges of heliostat field design, construction, and management relevant to the competitor’s innovation. * The competitor’s innovation has a strong likelihood of increasing performance and ultimately yielding reduced cost of electricity generation at CSP facilities and assumptions are supported by credible and real-world information. |

**Response to Question 1:**

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| **Question 2:** **Solution** *–* What is your solution, and why will it be successful? | |
| **Suggested content:**   * Describe your innovation in as much detail as possible. How impactful is your solution? * Describe how your technical innovation compares against the current state-of-the-art or commercially relevant competition. * Describe your innovation’s value proposition and how it will lead to a sustainable business. Does it save money or increase effectiveness? * Define the proof of concept and explain what critical failures would cause you to reconsider your approach. | **Score will be based on the following:**   * Sufficient technical detail was provided to understand the underlying principles of operation of the innovation. * 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, cost-effective, and compelling solution that will lead to a sustainable business with paying customers. |

**Response to Question 2:**

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| **Question 3:** **Accomplishments and Teams** *–* Does your team have the knowledge and experience to be successful in bringing your proposed innovation to market? | |
| **Suggested content:**   * Introduce your team, explain how it came together, and highlight the knowledge and skills that make it capable of achieving success. Consider highlighting foundational skills from other industries or disciplines that your team will apply to CSP. * Highlight your team’s diversity. What experience do you have trying new things, solving difficult problems, and overcoming barriers to bring ideas to reality? | **Score will be based on the following:**   * The team’s track record demonstrates notable entrepreneurial qualities such as adaptability, creativity, decisiveness, and resourcefulness. * This team is diverse and has the knowledge, experience, and determination to transform their proposed solution into a viable business in the near future. |

**Response to Question 3:**

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| **Question 4:** **Plan** *–* What is your plan to achieve your goals? | |
| **Suggested content:**   * Describe your team’s readiness to meet your goals and whether your team requires additional talent and resources. * Provide a high-level budget and plan to meet your goals between the conclusion of the Concept phase and Design phase assuming you win the prize. * Describe risks to the development plan and mitigation strategies (e.g., data requirements and plans to acquire the necessary data). * Describe your team’s proposed metrics that will be used to determine success. | **Score will be based on the following:**   * The stated goals are ambitious, reduce risks, and show a commitment to an accelerated development cycle. * Meeting the stated goals will demonstrate critical progress toward developing, testing, and validating the functionality and market demand of this innovation. * Sufficient risks to the development plan have been identified and reasonable risk mitigation strategies have been described. * The proposed metrics are clear, well defined, and achievable. Success metrics can be scaled to support evaluation in a full-scale CSP plant. |

**Response to Question 4:**

**SUBMISSION SUMMARY SLIDE (PowerPoint slide to 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. Save as a pdf.

**LETTERS OF COMMITMENT OR SUPPORT (optional)**

Attach one-page letters of support, intent, or commitment from relevant entities (e.g., potential users of the proposed innovation or strategic manufacturing partners) 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.