

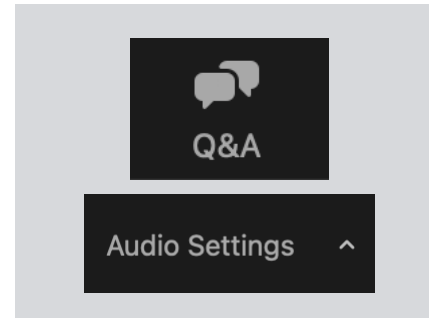


MAKE IT Prize Strategies Track

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August 17, 2023

Housekeeping

- This webinar covers the Strategies Track. For more information on the Facilities Track, visit the [Facilities Track HeroX page](#), where you can find the recording of the Facilities Track webinar.
- Attendee microphones and cameras are disabled.
- Webinar is being recorded and will be made available on YouTube and HeroX.
- Submit questions through the "Q&A" box. Answers will be compiled and shared via HeroX in the coming days.
- If you experience issues, please check your audio settings under the "Audio Settings" tab.





Agenda

1. Overview of the American-Made Program
2. Introduction to the MAKE IT Prize
3. Background information
4. Prize eligibility
5. Timeline
6. Submission requirements
7. How to compete
8. Support and resources



supercharge

A REVOLUTION OF BOLD IDEAS

Fast track your ideas for the clean energy revolution



\$200M

in cash prizes
and support



55+

prizes



400+

Network
members

AMERICAN
MADE

U.S. DEPARTMENT OF ENERGY

Manufacture of

Advanced

Key

Energy

Infrastructure

Technologies



MAKE IT Prize
Facilities Track



MAKE IT Prize
Strategies Track

- MAKE IT aims to **catalyze domestic manufacturing** to enable replication and commercial liftoff of clean energy demonstration projects, moving manufacturing facilities of critical clean energy technology components **from planning to shovel-ready** and enabling communities to prepare strategies for vibrant manufacturing activity.
- Approximately **\$30 million in prizes** across two tracks with different target audiences, timelines, and prize amount structures in each.



What is the MAKE IT Prize Strategies Track?

The MAKE IT Prize Strategies Track aims to help build interest and engagement around manufacturing clean energy technologies and expand the potential for more clean energy jobs and economic opportunity.

Teams working to develop a roadmap that establishes clean energy manufacturing in their region can compete for **up to \$400,000 cash prizes.**

Background





OTT

Office of Technology Transitions

The Department of Energy's (DOE's) Office of Technology Transitions (OTT) works to expand the commercial impact of the Department's research investments and drive private sector uptake of clean energy technologies.



OCED

Office of Clean Energy Demonstrations

DOE's Office of Clean Energy Demonstrations' (OCED's) mission is to deliver clean energy technology demonstration projects at scale in partnership with the private sector to accelerate deployment, market adoption, and the equitable transition to a decarbonized energy system.



Technology Commercialization Fund Overview

- The DOE Technology Commercialization Fund (TCF) was established by Congress through the Energy Policy Act of 2005 and reauthorized by the Energy Act of 2020 to “promote promising energy technologies for commercial purposes.”
- Within DOE, the Office of Technology Transitions (OTT) is charged with leading policy and programs related to technology commercialization.
- The Base Annual Appropriated TCF uses 0.9 percent of the funding for the Department’s applied energy research, development, demonstration (RD&D) and commercial application budget for each fiscal year.
- In November 2021, Congress passed the Infrastructure Investment and Jobs Act (IIJA), more commonly known as the Bipartisan Infrastructure Law (BIL), which provided **\$62 billion** in new funding to support a broad array of clean energy activities and programs.
 - As with the Base Annual Appropriated TCF, 0.9% of the RD&D and commercial application funding provided by BIL is allocated to the TCF.



FY23 Bipartisan Infrastructure Law TCF

Under BIL TCF, OTT pursues activities that broadly support the commercialization of promising energy technologies while simultaneously enhancing and improving American infrastructure, competitiveness, opportunity, and equity and addressing the climate crisis. OTT will achieve this by working collaboratively across relevant DOE programs.

OTT seeks to cultivate a broader innovation network around the BIL provision activities to enable faster replication and scaling of demonstration projects for broader private sector uptake.

Strategies Track Phases Overview



Phase 1: Engage

Team description and plan for developing roadmap



Phase 2: Create

Concept roadmap and stakeholder engagement

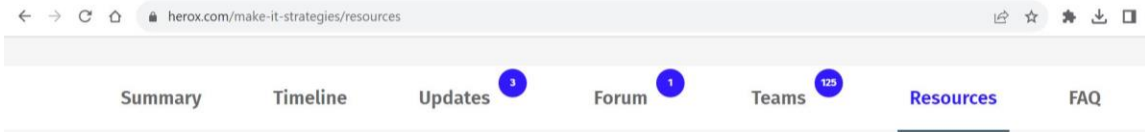


Phase 3: Activate

Final roadmap and letter of commitment

Official Rules Document

Official rules for the MAKE IT Prize Strategies Track are available online: www.herox.com/make-it-strategies/resources



Challenge Resources

[Official Rules](#)
July 19, 2023



[Narrative Template](#)
July 19, 2023



Eligibility

- ✓ Private entities
- ✓ Consortia
- ✓ Academic institutions
- ✓ Non-governmental organizations
- ✓ Non-federal government entities

Full eligibility details in the official rules



Strategies Track Structure



Phase 1: Engage
Approximately 30
winners, \$50,000 each



Phase 2: Create
Approximately 20
winners, \$100,000 each



Phase 3: Activate
Approximately 8
winners, \$250,000 each

STRATEGIES TRACK

ROUND 1



ROUND 2



May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June

2023

2024

2025

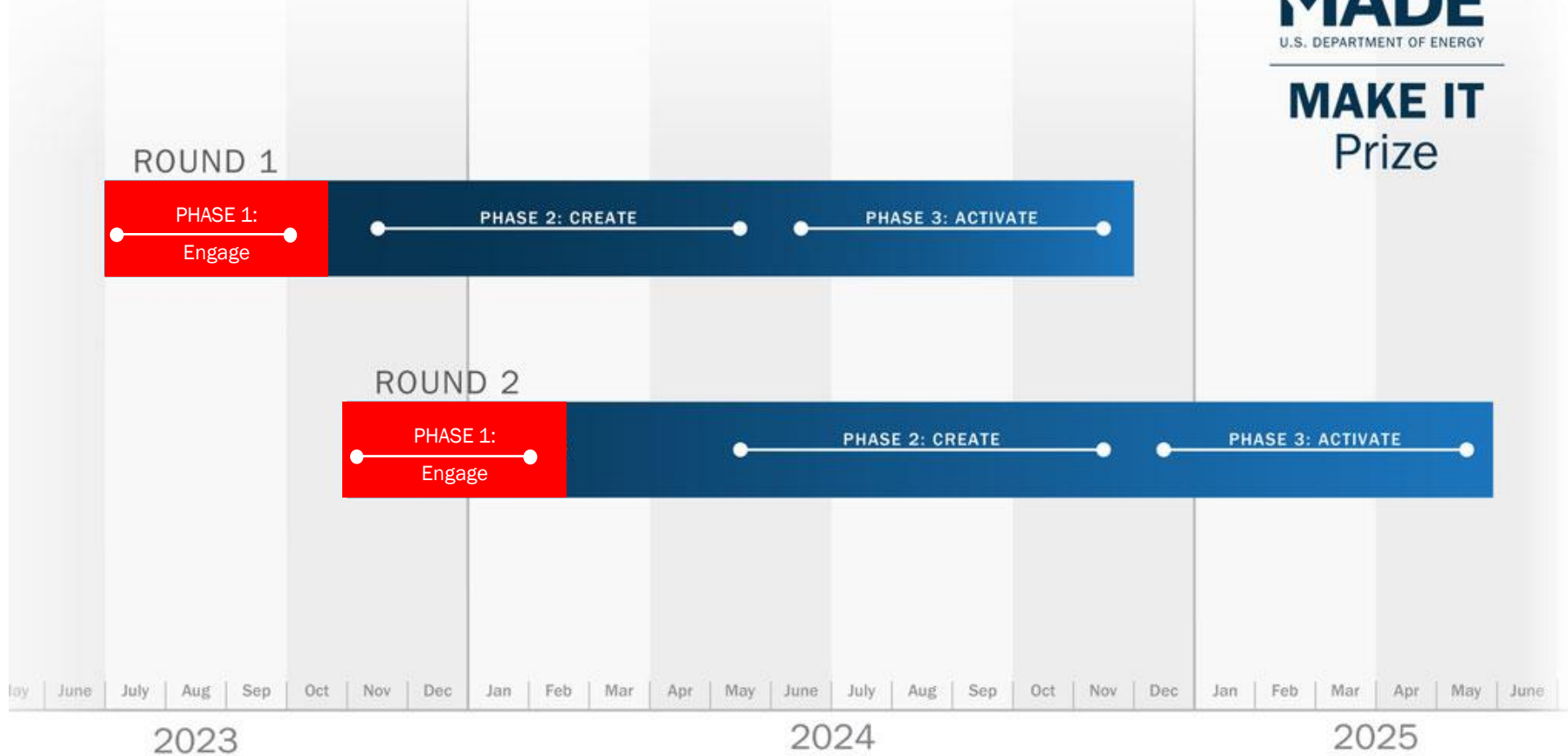
Phase 1: Engage



STRATEGIES TRACK



MAKE IT Prize



Phase 1: Engage Submission

- Summary slide
- Cover page
 - Project title
 - Organization name
 - Short description
 - Key project members
 - Other partners
 - City, state, and nine-digit zip code
- Narrative
- Letters of support

***Round 1 Deadline: Oct. 18,
2023, 5 p.m. ET***



Goal: Submit a brief team description and plan for developing a roadmap for establishing clean energy manufacturing activity in their region.

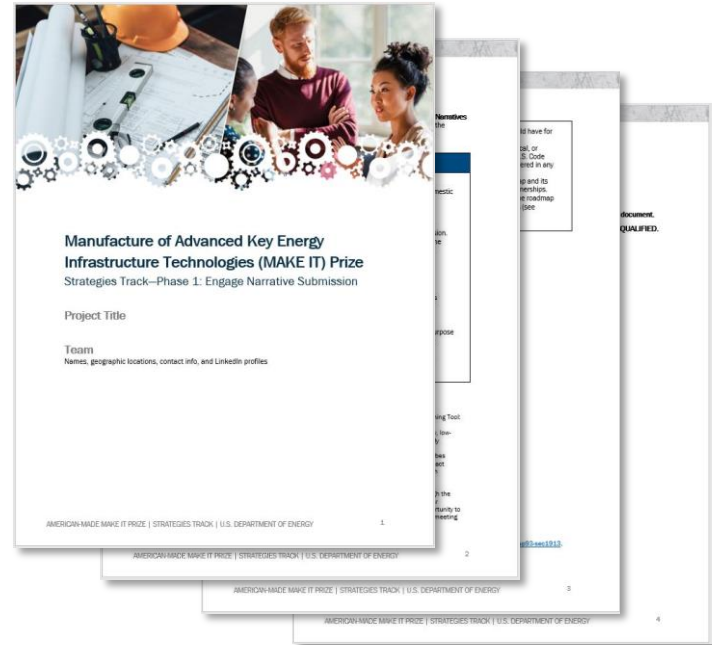
Phase 1: Engage Narrative (required)

Suggested Content

- Maximum of 2,000 words
- Introduce your team
- Describe your experience
- Discuss DEI
- Tell us about your region
- Identify the potential impact
- Provide initial ideas for your roadmap
- Community engagement plan

See rules document for more information on suggested content.

Narrative Template



Phase 1: Engage

Summary Slide (required)



Letters of Support (optional)





Assessment

- Team Composition, Capability, and Experience (50%)
- Regional Understanding (30%)
- Community, Tribal, and Labor Engagement and Impact (20%)

Round 1 Deadline: Oct. 18, 2023, 5 p.m. ET

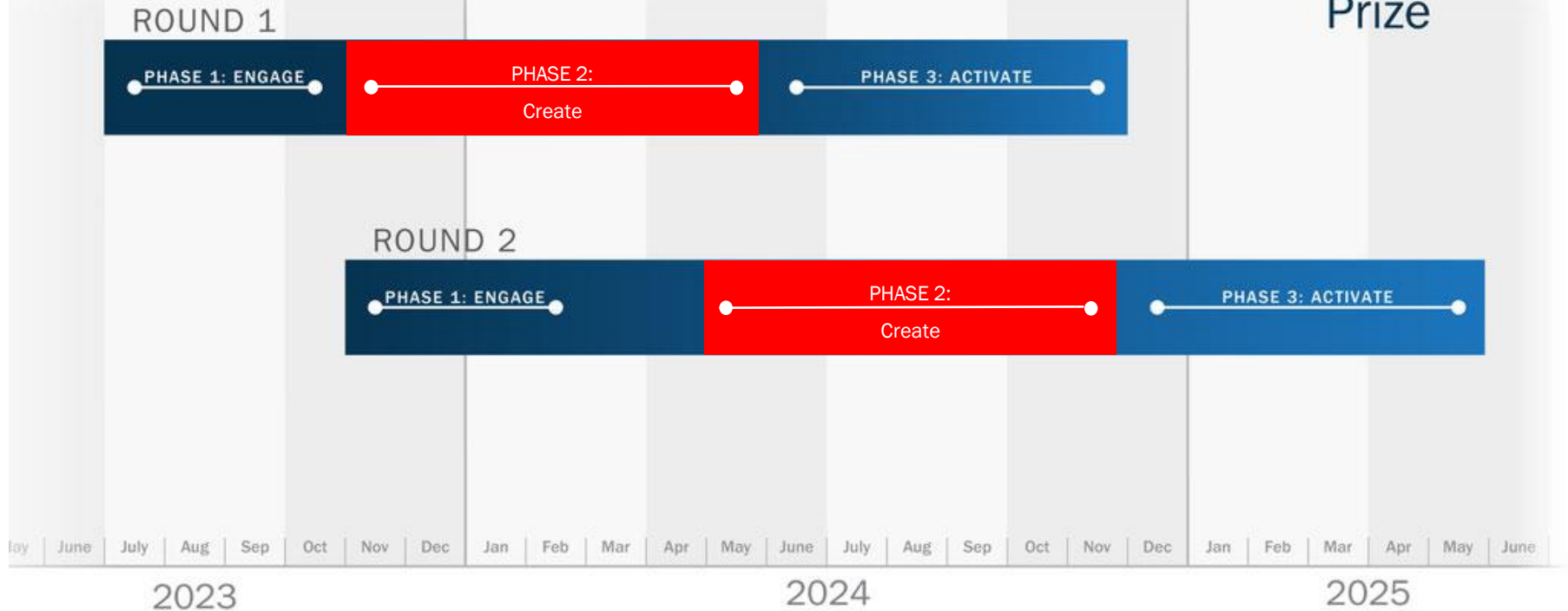
Phase 2: Create



STRATEGIES TRACK



MAKE IT Prize



Phase 2: Create Submission

- Cover page
- Concept roadmap (narrative outlining the planned roadmap document)
- Community, tribal, and labor engagement results
- Summary slide (will be made public)
- Potential manufacturer outreach Plan
- Letters of support



Goal: Submit a plan for the roadmap for establishing clean energy manufacturing activity in the region, demonstrate engagement with regional partners, and identify potential manufacturing partners.

Phase 3: Activate



STRATEGIES TRACK



**MAKE IT
Prize**

ROUND 1



ROUND 2



May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June

2023

2024

2025

Phase 3: Activate Submission

- Cover page
- Roadmap
- Summary of manufacturer outreach
- A minimum of one letter of commitment
- Supporting documentation
- Summary slide (will be made public)
- Live pitch participation
- Pitch session slide deck



Goal: Provide your final roadmap document and demonstrate that you have received a commitment from at least one private entity to establish a clean energy manufacturing facility.

Where to Apply - HeroX



How to Register and Compete

MAKE IT Prize Strategies Track

Enabling vibrant clean energy technology manufacturing activity in communities.

SOLVE THIS CHALLENGE



Stage:
Enter

Prize:
\$5,500,000

HeroX Prize Page:

www.herox.com/make-it-strategies

- Select “Solve this Challenge” or “Begin Entry”
- Sign in or create a HeroX account
- Agree to Terms of Use
- Conform your email address
- Accept the Challenge-Specific Agreement

Submit your Statement of Intent before deadline



MAKE IT Prize Strategies Track

Enabling vibrant clean energy technology manufacturing activity in communities.

Energy, Environment & Resources

Government

Technology

Stage:
Enter

Prize:
\$5,500,000

SOLVE THIS CHALLENGE

Summary

Timeline

Updates ²

Forum ¹

Teams ¹²⁰

Resources

FAQ

🔍 Help

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Get Connected





Power Connectors



[Office Hours](#)



MAKE IT Prize
Facilities Track



MAKE IT Prize
Strategies Track

Next Steps

Recruit

Team members,
community partners,
local organizations

Register

Your team on HeroX

Read

The rules, plan your
participation, leverage
support resources

Compete

Submit by October 18th for
your best chance



Q&A

Submit questions to the Q&A box.

Submit questions after the webinar to MAKEITprize@nrel.gov.





OTT Office of
Technology
Transitions



OCED
Office of Clean Energy Demonstrations

U.S. DEPARTMENT OF
ENERGY

Office of **ENERGY EFFICIENCY**
& **RENEWABLE ENERGY**

AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY

Thank you!

