



U.S. DEPARTMENT OF ENERGY

American-Made Solar Prize

GUIDELINES FOR CONNECTOR RECOGNITION REWARDS

Version 1; June 20, 2018

1. INTRODUCTION

The American-Made Solar Prize (Solar Prize) is designed to strengthen and scale critical connections that accelerate and sustain American innovation through two interrelated tracks. The program consists of a three-stage prize competition and the development of the American-Made Network.

The Solar Prize will spur innovation through a series of three progressive competitions that will incentivize the nation's innovators and entrepreneurs to rapidly discover, research, iterate, and deliver new solutions that will expand solar manufacturing in the United States. This approach to rapid product development not only provides cash prizes, but also activates America's energy incubators, investors, universities, national laboratories, and others to help participants achieve their goals. This approach is designed to be flexible, scalable, and to include diverse resources extending beyond solar to other technology domains and sectors. This will simultaneously enable the rapid development of technology while building connections that support commercialization.

2. CONNECTORS

Connectors are the core component of the American-Made Network and are organizations that seek to support the efforts of competitors in the Solar Prize. Connectors must be U.S.-based organizations (not individuals) that have the capacity to connect competitors to mentoring, business resources, manufacturing resources, or introduce them to possible sources of funding. Connectors that are successful in helping competitors win any of the Solar Prize Contests will earn Recognition Rewards. Connectors can be incubators, universities, think tanks, industry groups or any U.S.-based organization that provides support activities such as:

- Helping competitors refine their innovations, develop business plans, work with mentors, and connect them with investors and industry partners;
- Assisting competitors in the preparation of their Submission Packages to the Prize Contests;
- Raising non-federal funding to support this program and its participants;
- Providing in-kind resources, tools, and facilities to accelerate competitors' abilities to innovate, test, and refine their solutions while reducing technology and business risks;
- Connecting competitors to regional development, prototyping, validation, testing or manufacturing tools, facilities, and expertise.

Connectors who support participants that go on to win any of the Ready!, Set!, or Go! Contests earn payments outlined in the table below. Entities interested in participating as a Connector can visit the following site to sign up and apply: <https://americanmadechallenges.org/connect.html>.

Connector Recognition Reward Opportunities:

Recognition Reward Name	Anticipated Number of Awards	Dollar Amounts	Details
Engage	Up to 25	\$25,000 pool	Distributed to Connectors that engage with potential participants through targeted outreach and events leading up to the Ready! Contest submission deadline. Individual \$1,000 payments will be distributed to Connectors that host events that meet the event requirements below.
Mobilize	Up to 40	\$100,000 pool	Distributed to Connectors that recruit and support competitors that go on to win the Ready! Contest.
Mentor	Up to 10 for Set!	\$50,000 pool	Distributed to Connectors that are identified as significant supporters by competitors that win the Set! Contest.
	Up to 2 for Go!	\$20,000 pool	Distributed to Connectors that are identified as significant supporters by competitors that win the Go! Contest.
Boost	3	\$200,000 pool	Distributed to the top three Connectors that boost the program's impact and teams' access to resources by raising the most capital in support of the program.

Engage – The Engage Recognition Rewards will be paid to the Connectors that increase engagement for the Solar Prize through targeted outreach and events leading up to the Ready! Contest. Connectors can begin engaging with the community via local events, meet-ups, or other public events that are geared toward inspiring the public, generating ideas, and increasing community excitement and participation in the Solar Prize. Connectors are encouraged to host as many events as they see fit to mobilize all relevant talents and resources in their network. However, a Connector may only receive a payment for a single event. To receive a \$1,000 payment, a Connector must hold an event that meets or exceeds the following conditions:

- Host must be a Connector listed on the program website. To be listed, fill out the application form at <https://americanmadechallenges.org/connect.html> by clicking on the “I am ready to connect” button.
- The event is free and open to the public and held at a physical location in the United States.
- The event must be held before the Ready Contest Deadline
- The event is publically advertised, widely shared/promoted, and posted as a new topic in the Solar Prize HeroX forum (<https://www.herox.com/SolarPrize/forum>).
- At least 30 people must physically attend the event. The 30 people counted must not be the employees of the Connector organization and cannot be paid by the Connector organization, as evidenced by a sign-in sheet.

- The Solar Prize is a focus of the event, as evidenced by the host giving a presentation on the Solar Prize which may utilize DOE-provided content or content created by the Connector. The host also must display Solar Prize video, (<https://americanmadechallenges.org/solarprize.html#>) during the event.
- The host must notify the prize administrator of the date and location of the event two weeks in advance of the event at challenge@nrel.gov with SOLAR PRIZE ENGAGE EVENT in the subject line and provided call-in information so that a prize administration staff may attend or listen in.
- The event must be one of the first three events for the American-Made Solar Prize held in any particular state. NREL will evaluate evidence of events as they arrive at challenge@nrel.gov. The first three hosts that submit sufficient evidence of events that meet the event requirements will receive a recognition reward. Events will be considered in the order that evidence of the events is received at challenge@nrel.gov regardless of the calendar date that the event occurred.
- The host must email evidence of the event to challenge@nrel.gov with EVENT EVIDENCE in the subject line. Examples of possible evidence of event planning and execution may include the following:
 - Eventbrite or other similar webpage with corresponding list of registrants.
 - Copies of social media posts
 - Copies of email blasts/event reminders.
 - Pictures or videos of events posted online.
 - A blog post summary of the event, themes, and ideas discussed or testimonials.

Mobilize and Mentor – Connectors who significantly help a team during the Ready! Contest may receive Mobilize and Mentor Recognition Rewards if the following conditions are met:

- The Connector must be on the list of approved Connectors on the American-Made Solar Prize website.
- To receive payment, the Connector must be listed in a winning competitor's submission package for the Ready!, Set!, or Go! Contests as a supporting organization.

It is the expectation of the Prize Administrator that competitors will identify Connectors that have significantly helped them win a contest. Such assistance may include mentoring, coaching, crafting their submission package, identifying SMART goals, exploring vouchers opportunities and introductions to investors, partners, researchers, experts or potential customers.

Connectors may receive a maximum of \$5,000 for helping a Ready! competitor win the Ready! Contest, and up to \$10,000 for helping a competitor win the Set! or Go! Contests. Connectors may help multiple teams win and receive multiple Recognition Rewards.

As winning competitors may divide the Recognition Rewards among up to three connectors for each Contest, the total amount a Connector may receive if a team they helped win may be less than the totals listed above.

If no Connector mentored a winning competitor in an impactful way, there is no obligation for a competitor to identify a Connector. A competitor should identify a Connector only if a Connector helped them win the contest. If a competitor does not designate a connector, no recognition rewards will be disbursed.

Boost – Boost Recognition Rewards to Connectors are available if Connectors successfully boost financial support for the competitors individually or for the Solar Prize generally. This could include facilitating access to private capital to help competitors develop their prototype, achieve their goals or securing funding to support the growth and success of the Solar Prize. Connectors are also incentivized to fundraise in an effort to expand their capabilities and resources in ways that will also directly benefit this program. The top three Connectors that raise the most funds can earn payments from a pool of \$200,000.

The top three Connectors that raise the most funds, after providing the required evidence of bank deposits in recipients' accounts by the deadline (no later than 45 days after the final Go! Contest Demo Day), will receive \$100,000, \$60,000 and \$40,000 for the most funds raised respectively. A single Connector must raise a total of at least \$100,000 to receive a Boost Recognition Reward.

As funds are raised, Connectors should notify NREL at challenge@nrel.gov with total amount of funds, source of funds, and how funds will be allocated to directly benefit the program. The Prize Administrator reserves the right to ask for additional details at any point. The Prize Administrator will ask the top fund raisers to provide the following:

- A certification that all funds raised directly benefited the program and comply with the rest of the terms described here. This certification must list all funds raised and provide a description of how the funds were used or the plan for how the funds will be expended. The Prize Administrator will accept or reject each separate fundraising instance as counting towards a competitor's total based on the fundraising requirements below.
- A statement that they have complied with all relevant Securities and Exchange Commission's laws and regulations.
- Written confirmation may be requested from any recipients of the funds that the Connector significantly contributed to raising the funds.

Fundraising Requirements: To have funds counted towards a Connector's fundraising total, Connector must raise funds that meet the following requirements:

- The funds must be transferred after the Connector has applied to be added to the list of approved Connectors.
- Recipients of the funds must receive funds in their bank accounts no later than 45 calendar days after the Go! Contest Demo Day event.
- Funds must be transferred to one of the following entities as evidenced by a proof of deposit:
 - Winners of the Ready! Contest
 - Connector Organizations
 - NREL, for the purposes of the Solar Prize as defined by:
 - Additional prizes to competitors of current or future rounds of the Solar Prize; or
 - Support for the administration and/or expansion of the Solar Prize.
- Funds will be used to directly benefit the Solar Prize in one of the following ways:
 - Benefit to the competitors in support of their efforts to win one of the three contests;
 - Expand or enhance efforts to further the impacts of the Solar Prize;
 - Enhancements to a Connectors' ability to directly support Solar Prize competitors in their efforts to win one of the three Contests.
- The following categories of funding may not be counted towards a Connector's fundraising total:
 - In-kind or other non-monetary contributions, which includes items such as donations of time, equipment, and use of facilities;
 - Sponsorships that are not specific to this program;
 - Membership fees, event registration fees, space rentals or other forms of revenue;
 - Revenue, loans or debt instruments do not qualify. Funds received by a Competitor through a convertible note may qualify towards a Connector's fundraising total.
- Two Connectors cannot claim credit for the same deposit to a recipient as two separate fundraising efforts, even if these two Connectors collaborated to secure these funds for such recipient. However, the Connectors can mutually agree on a split of contribution to the funds raised. Disputes will be resolved by assigning credit to the Connector or Connectors as indicated by fund recipient.