



Transformational Idea Award 2017 - 2018 Presentation Template

This suggested template gives guidance for the semi-final and final judging rounds. Use graphics where it will clarify, e.g. technology descriptors. You can add any further notes or references in the "Notes" section attached to each slide. Embedded short videos can help explain your technology.

Slide #1: What is the customer problem you are trying to solve?

Answer the following questions: What is the customer problem that you think your technology might solve? Please imagine its scope as large as possible as it eventually must be of sufficient importance that somebody would pay to have it eliminated. It is also important to identify potential customers who may form valuable partners for you as you move your technology forward. Extra consideration will be given to those who have already interacted with these entities. Try to be as specific as possible.

Slide #2: What is Your Technology Innovation and Stage of Development

Describe your core innovation and how it advances your area. Stages: proof of concept; validated data in lab environment; lab-scale prototype; validated data in commercial-type environment; pre-commercial prototype

Slide #3: Do you have patents or are in the process of applying?

Describe whether your technology is patentable and the current status of IP protection. Detail who "owns" the technology. List any patents that cover this technology and indicate any third party verification of the claims. PLEASE NOTE THAT YOU WILL NEED TO SIGN THE [IP DISCLOSURE](#) AND [IP DECLARATION](#) FORMS AS PART OF YOUR APPLICATION.

Slide #4: Potential Product and Target Market

Describe the market for your proposed product. Include an assessment of the total potential market, and some understanding of the Minimal Viable Product. How many people feel this pain? What is your solution to this problem, the key benefit for your potential customers? Who might eventually buy your product? This analysis helps define your market niche.

Slide #5: Competition

Please describe the existing competition (similar products in your target sector) and how you will be different.

Slide #6: Financing

List funding to date, all sources (government grants, corporate funding, family and friends, or early investment dollars) and show future sources you will seek to fund the next stages of development.

Slide #7: Team Members

List the members of your team, with brief tags about their current affiliation and experience. Please indicate where you are currently studying or working. Show your advisors and how they can forward your project.

Slide #8: Partners Sought, Resources Needed

Please list the likely partners or resources you would need to take your innovation to the next stage along the road to commercialization and a short phrase about the purpose e.g. legal help for incorporation, IP filings; corporate partner for technology testing; DOE government labs for technology development; accelerator/ incubators for space after leaving the academic setting.

Slide #9: How do you intend to use the Transformational Idea Award, if you win?

Some suggestions:

- Form a company?
- File patents?
- Purchase equipment or supplies for further technology development?
- Fund some advice on potential markets, customers? Customer interaction?
- Travel to attend business conferences in your technology area?
- Participate in further entrepreneurial training boot camps e.g. the Cleantech Open

Slide #10: Impact on EERE mission

Please summarize the relevance and significance, of your technology, your eventual company and its innovative products on the mission of the Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE).

The FLOW Office 08.17.17