



2022 Future of Energy Challenge Frequently Asked Questions

Table of Contents

Eligibility and Submission.....	2
1. What is the submission process?	
2. How mature should my solution be in order to apply?	
3. Do I need to be an expert in the area or major in something directly relevant?	
4. Who is eligible to participate?	
5. Is there a cost to participate?	
6. Can I work on an existing idea or an idea that is already being funded?	
7. What if I have a team larger than 4 members?	
8. I don't have experience pitching. Does this matter?	
9. Do I need to have a prototype ready in order to apply?	
10. What if I need to change the answers to my submission?	
Selection.....	4
1. How are solutions selected?	
2. When will I hear back about my solution?	
The 2022 Net Impact Accelerator.....	5
1. What is the time commitment to participate in the 2022 Net Impact Accelerator?	
2. How long is the 2022 Net Impact Accelerator?	
3. What topics will be covered in the 2022 Net Impact Accelerator curriculum?	
4. What is the format of the 2022 Net Impact Accelerator and am I expected to attend in-person?	
5. What can I expect to walk away with after my participation in the 2022 Net Impact Accelerator?	
6. If selected to participate, do I have to give up any equity or stock in my company or future venture?	



Eligibility and Submission

1. What is the submission process?

Step 1: [Download the Challenge Brief](#). The brief will provide you with an overview and context for the Challenge including the challenge question and how to best approach it. It also includes the selection criteria and other key program information.

Step 2: Review the rest of this FAQ document to get helpful tools on the Challenge question's topic. If you have additional questions, please email us at futureofenergy@netimpact.org.

Step 3: Submit your solution by clicking the ["Apply Now"](#) button.

Step 4: If you submit before March 18th, Net Impact will offer specific feedback that will help your team refine your solution and better meet the judging criteria. We encourage you to incorporate this feedback into your submission and re-submit before the final deadline on April 15th, 2022.

2. How mature should my solution be in order to apply?

Solutions can be in the early stages of development. However, successful teams should:

- Be able to describe the solution, speak to the specific need being addressed, and explain how the solution is uniquely suited to address this need.
- Demonstrate some experience in the topic, whether professional or academic.
- Be knowledgeable about similar solutions in the marketplace, if any.
- Be committed to bringing the solution to market.

3. Do I need to be an expert in the area or major in something directly relevant?

No, but you should have at least one person in your team with relevant expertise.

4. Who is eligible to participate?

Undergraduate, graduate, and professionals from throughout the world are welcome to apply. Teams must meet the following eligibility criteria:

- Have between 2 and 4 members. If you do not have a team, but have an idea that you are energized about, please reach out to us at futureofenergy@netimpact.org about your idea so we can support you.
- Be committed to launching your solution over the next 3-5 years *within the U.S. market*.
- Solutions must address the challenge question. This question is intentionally broad in its interpretation so you can think creatively about applicable solutions.
- Commit 6 hours a week, per team, to participate in the 2022 Net Impact Accelerator from early June to the end of July 2022.



Non-U.S. based applicants should consider the following:

- The solution should be designed to be implemented within the United States market (it can also apply to other markets besides the United States).
- Your team must be willing to base your work in the accelerator on a US-focused approach since mentorship will be provided by field experts with experience in the United States.

5. Is there a cost to participate?

No, there is no submission or participation fee.

6. Can I work on an existing idea or an idea that is already being funded?

Yes, as long as the solution is still in an early stage of development. The challenge is calling for innovative solutions. You should either apply with a completely new concept or with an existing concept that is being applied in a new or innovative way. The goal of the 2022 Net Impact Accelerator is to support you in building technical and business aspects of your solution to arrive at a Proof of Concept and possibly also prepare you to seek funding-- depending on the maturity stage of your solution.

7. What if I have a team larger than 4 members?

Your team can have more than four members. However, no more than four members from your team can participate in the 2022 Net Impact Accelerator and the final pitch competition.

8. I don't have experience pitching. Does this matter?

No. This is part of what will be covered during the 2022 Net Impact Accelerator. There will be time toward the end of the accelerator to prepare you to pitch before the final competition event.

9. Do I need to have a prototype ready in order to apply?

No. The 2022 Net Impact Accelerator curriculum will help you make a plan to test the viability of your solution and/or create a prototype--depending on the type of solution you are working with.

10. What if I need to change the answers to my submission?

Simply [submit your solution again](#) before the final submission deadline on April 15th. Only the most recent submission will be evaluated.



Selection

1. How are solutions selected?

Successful submissions will be those that best demonstrate an ability to reach a Proof of Concept stage at the end of the 2022 Net Impact Accelerator. The selection criteria are as follows:

- Clarity of goals and objectives (10 points) – The proposal is applicable to the reduction of emissions. The proposal should clearly identify which part of the challenge (which players, part of the value chain, etc.) it's addressing.
- Innovation (25 points) – The proposal is novel. It should be fundamentally innovative and generate value by applying a unique solution or an existing solution in a new way. The proposal should focus on systemic thought and strategy rather than single-solution gadgets, apps, or products.
- Feasibility (25 points) – The proposal can be tested and proven quickly and affordably. The right team is in place to deliver this proposal. The proposal should be able to be reasonably implemented in the next 3-5 years and have a growth trajectory for the next 5-15 years.
- Impact – UN SDG Goal 13 – Climate Action (40 points) – If proven to work, the proposal should meaningfully reduce the impact of emissions.

2. When will I hear back about my solution?

For submissions made before the early bird deadlines of February 18th and March 18th, you will receive guided feedback on your submission within 10 business days.

For submissions made before the final deadline of April 15th, 2022, selection notifications will be shared by May 13th, 2022.



The 2022 Net Impact Accelerator

1. What is the time commitment to participate in the 2022 Net Impact Accelerator?

Teams that are selected to participate are expected to commit to a period of concentrated participation, dedicating approximately 6 hours each week during the eight-week accelerator, refining your solutions via virtual group training and coaching calls with mentors and experts. The Accelerator runs from early June to the end of July 2022.

2. How long is the 2022 Net Impact Accelerator?

Eight weeks, from early June to the end of July 2022.

3. What topics will be covered in the 2022 Net Impact Accelerator curriculum?

The curriculum topics include:

- Problem/solution and Mission/Vision
- Market and Stakeholders
- Product Development and Finances
- Business Development and Marketing
- Sustainable Business Practices and Impact Measurement
- Building your Team, Partnerships, and Collaborations
- Scale and Growth
- Building and Delivering your Pitch

4. What is the format of the 2022 Net Impact Accelerator and am I expected to attend in person?

The accelerator will be entirely virtual. The curriculum will be delivered in a combination of recorded content, group meetings, and one-on-one check-ins.

5. What can I expect to walk away with after my participation in the 2022 Net Impact Accelerator?

Through the 2022 Net Impact Accelerator, you can expect to walk away with a Proof of Concept and a pitch deck for your solution. You will also gain experience pitching to top-level executives and experts in the energy field. Industry experts and business coaches will provide mentorship and you will have access to a network of young entrepreneurs working towards impactful solutions. You will receive feedback and support to grow your solution and understand what next steps are needed to launch your venture.

The winning team from the 2022 Net Impact Accelerator will receive up to \$10,000 of non-dilutive funding to invest in the next stage of developing its clean energy start-up. See the challenge brief for full details. Examples of eligible uses of these funds include R&D, software, consulting services, and marketing among others.



6. If selected to participate, do I have to give up any equity or stock in my company or future venture?

No, neither Net Impact nor its affiliates or sponsors retain the right to any part or portion of your venture, idea, or company.

If you have other questions, please email us at futureofenergy@netimpact.org.