

# National Energy Technology Laboratory



*Preparing a Comprehensive Application*

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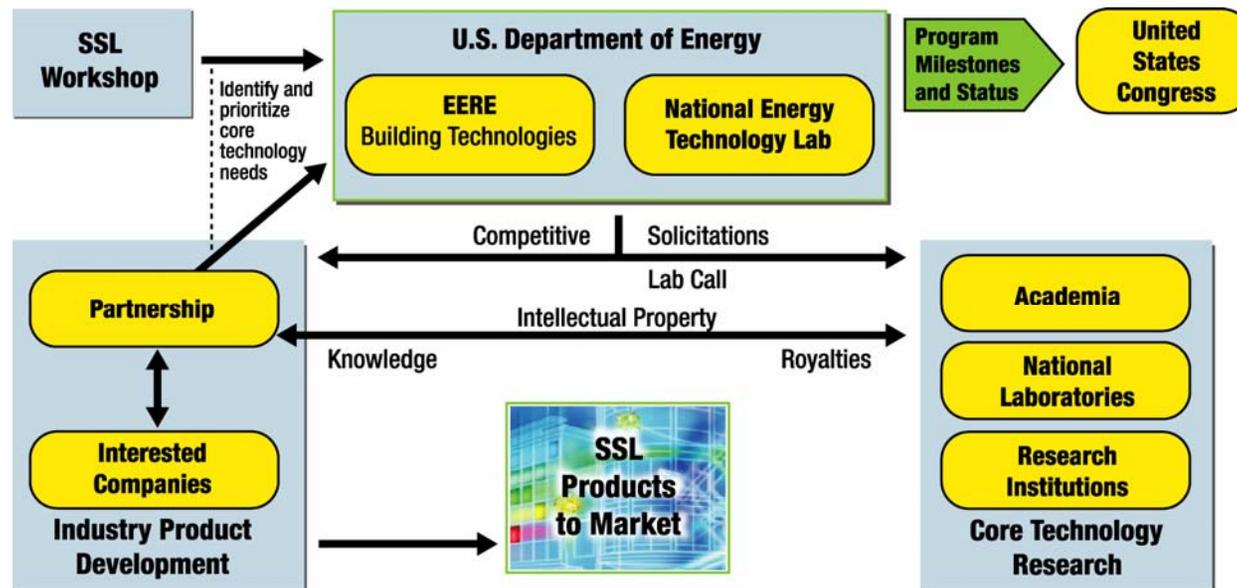
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National Energy Technology Laboratory



# Topics

- The Project Management Team
- The Funding Opportunity Announcement (FOA) a.k.a. “Solicitation” and Evaluation Process
- The Application



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# Project Management Team

- **Joel Chaddock**
- **Ryan Egidi**
- **Morgan Pattison**
- **Brian Dotson**
  
- **Major Responsibilities**
  - Manage all SSL Projects
  - Manage all (Product and Core) SSL Competitive solicitations
  - Other Programmatic activities

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## Solicitation Development

- **Perform an analysis of project mortgages and based on expectation of appropriated funding, make a determination of issuing a solicitation**
- **The solicitation Areas of Interest, a.k.a. “Needs” development process begins with this workshop**
- **Compile solicitation and issue via DOE required system**

## Evaluation Process

- Applications received in IIPS/Grants.gov
- Applications “logged-in” as received
- Initial review performed by DOE procurement staff.
- Application data loaded into a database, e.g.,
  - title, companies, duration, cost, abstract, tech. area
- Project Manager makes preliminary Technical Reviewer assignments (3 per application)
- Technical Reviewers review abstracts
  - Technically qualified
  - Conflicts of Interest
  - Sign Confidentiality

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## Evaluation Process (con't)

- **Project Manager “provides” applications and instructions to the technical reviewers**
- **Reviewers typically given 2 weeks to evaluate and then return evaluations to the Project Manager**
- **Strengths and Weaknesses loaded into database**
- **Merit Review Committee (MRC) reviews and rates all applications; sets technically acceptable range**
- **Selection Official, typically a high-level DOE Manager, selects the projects**
- **Debriefing, typically a written document with Strengths and Weaknesses, provided to Applicants**

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# The Application

## What is needed...

- A comprehensive package (budget and technical) addressing all required aspects of the solicitation
- A “good” idea that is responsive to a SSL technology need (identified in the Areas of Interest)
- Convinces the technical reviewers and MRC that you will ultimately deliver a technology or product that addresses the SSL need

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# **A Comprehensive (Technical) Application**

- **Background - proof of concept and detailed preliminary work**
- **Thorough work plan in the form of the SOPO and a description of how it would be better than what currently exists and addresses DOE targets**
- **Qualitative, quantitative and realistic milestones**
- **Well-defined roles and capabilities of team**
- **Identified customers and a Commercialization Plan**
- **In short - It must address all aspects of the evaluation criteria**

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# The Background

- **Thorough description of the preliminary work already performed by the team that sets the foundation for the convincing argument that the plan will result in a product that will address the need**
- **Don't rely on**
  - “they know me and what I've done in the past and that I do good work”
  - “I've proven in my own secret work that the illusive green LED can be easily produced from bad jokes and obscure references, but I can't tell you how”

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## SOPPO and Better Than Baseline

- **Statement of Project Objectives - Verify that your objectives, tasks, and deliverables are clear, concise and reasonable as outlined in the solicitation**
- **Not looking for marginal improvements over existing products or technologies**
- **For more information on what is currently being done:**  
<http://www.netl.doe.gov/ssl/project.html>.

## Milestones - Examples

- **Qualitative, quantitative, and realistic milestones that gauge technical progress and demonstrate a progressive workplan**
  - Bad - Provide 50 LPW OLED prototype
  - Good - Provide 2"x2" prototype white OLED device producing 800 lumens with CRI > 85 at 50 LPW.
  
  - Bad Progression (plus not quantitative)
    - Year 1 – optimize dielectric thickness and deposition
    - Year 2 – optimize device structure
    - Year 3 – 100Lm/W
  - Good Progression (and quantitative):
    - Year 1: 120 Lumen LED with 100 LPW at 3100K and CRI of  $\geq 85$
    - Year 2: 150 Lumen LED with 120 LPW at 3100K and CRI of  $\geq 85$

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## Milestones (Con't)

- **Words to avoid: optimize, select, study, determine, model, validate, submit, research, contact, think about, theorize**

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# Team Roles and Capabilities

- **The ability of the team to perform and achieve the tasks stated in the SOPO**
- **Breakdown of key personnel to SOPO tasks**
- **Availability of facilities and equipment**
- **Include experience in similar projects resulting in successful technology development**

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## **Customers and Commercialization Plan (For Product Applications)**

- **Completeness of the commercialization strategy for the proposed technology or product and of the intellectual property rights.**
- **Evidence of involvement from business sectors and/or institutional alliances and the ability to successfully execute the commercialization strategy.**

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## Other Hints

- **Thoroughly read the Funding Opportunity Announcement (FOA). Missing something can:**
  - Result in being rejected at the initial review
  - Result in a lower rating and not being selected
- **Thoroughly address all of the technical evaluation criteria**
- **Re-review your technical application from the perspective of a technical reviewer**
  - Would the material included convince you
  - Is it organized so a reviewer can find the information
- **Read and understand the Determination of Exceptional Circumstance**
- **Ask questions...via the method described in the solicitation**
- **Don't wait until the last ~~minute~~ hour to submit your application. We are strict about the deadline.**

# Interesting Approaches that Didn't Work

- **Name Dropping...**

- Not Selected

- I mortgaged everything, live with my parents and ride a bike so I can work on this idea I received directly from God

- Not Selected (received more consideration)

- I mortgaged everything, live with my parents and ride a bike so I can work on this idea I received directly from Jim Brodrick



- **Insults...**

- This is the best #@\$% idea ever but I know you're too #@\$% stupid to give me #@\$% money for my #@\$% idea

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## In Closing

- **Remember, you're telling a story. You're trying to convince the reviewers that you know what you're talking about. Be consistent and tell a story that flows**
- **The main parts must work together**
  - Background/Proof of Concept
  - SOPO
  - Milestones