DESCRIPTIVE TITLE

IDEA TYPE: Software, hardware, capability, analysis, etc.
IDEA HISTORY: new or support of existing
PRIMARY ESGC TRACK: Tech? Policy? Manf?
2ND ESGC TRACK:
PROJECT SIZE: S/M/L
SKILLS:

This doesn't need to be a catchy title per se. Focus on what is essential in the problem & solution

NAME 1/ORG.
NAME 2/ORG
NAME 3/ORG
ETC.

POTENTIAL IDEA SIZE	IDEA DEVELOPMENT FUNDING (6-12 months to complete)	POTENTIAL SCOPE TO COMPLETE (years to complete)	NUMBER OF NATIONAL LABS PARTICIPATING
S	$50-100K	1-3	2+
M	$100-200K	3-7	3+
L	<$300K	7+	4+

ENERGY STORAGE GRAND CHALLENGE
U.S. DEPARTMENT OF ENERGY

IDEA SIGNIFICANCE SUMMARY SENTENCE

- **CHALLENGE**:

- **TARGET AUDIENCE:** battery OEMs? Utilities? Scientists? Project finance? (there will be >1)

- **IMPACT:** what will be better- why is this useful & important

- **SIZE:** why this is small, medium, or large

Diagram today and the future after the problem is solved
  - Emphasize key features
  - Emphasizes relationship between its features
  - High level how the transition occurs

Expansion of Title: List what situation is today and what will change/be the future - how to get there conceptually

ENERGY STORAGE
GRAND CHALLENGE
U.S. DEPARTMENT OF ENERGY

KEY ELEMENTS TO EXECUTE THE IDEA

- Combine diagrams and words - typical scientific diagrams
- Do not forget central theme

Key details here, from this arises the resources and the path on next slide, for example

SKETCH OF PROGRAM

- **KEY EXECUTION ISSUES:** data scarcity is key issue - devise easy-to-implement dat
- **KEY OUTCOMES:** more deployments? Etc.
- **RESOURCES:** human & capital resources vs. time
- **PROPOSED BUDGET:** $$ and years

Program management/engineer the path to solution slide

TIME IN YEARS

1st milestone	2nd milestone	3rd milestone	4th milestone	5th milestone
• FTE • capital	• FTE • capital	• FTE • capital	• FTE • capital	• FTE • capital

ENERGY STORAGE GRAND CHALLENGE
U.S. DEPARTMENT OF ENERGY