

DOE's SunShot Initiative is a collaborative national effort launched in 2011 that aggressively drives innovation to make solar energy fully cost-competitive with traditional energy sources before the end of the decade. Through SunShot, the Energy Department supports efforts by private companies, universities, and national laboratories to make solar energy more affordable for American families and businesses.



## From Mind to Marketplace: The SunShot Initiative's Incubator Program

An idea is like a tiny seed. When planted in a creative mind and adequately fed, it takes root and flourishes. Like a seed, successfully deploying high-impact, cost-effective solar technologies require a strong support system to facilitate its growth.

SunShot is that strong support system. Through game-changing innovations, SunShot projects are transforming the ways in which solar systems are conceived, designed, manufactured, and installed in order to drive down prices. SunShot funds more than 250 projects that explore groundbreaking ways to make it easier and cheaper to go solar, from developing an efficient solar cell that's thinner than a human hair, to creating a tool that can perform solar site assessments remotely. Thanks in large part to U.S. Department of Energy (DOE) investments and the work of its partners, rooftop solar photovoltaic (PV) panels in 2012 cost about 1% of what they did 35 years ago. Meanwhile, total U.S. solar PV deployment has skyrocketed tenfold since 2008. DOE's SunShot Initiative is working to make solar energy even more affordable and accessible for all Americans.

### About the Incubator Program

DOE's SunShot Incubator Program provides early-stage assistance to help small businesses cross technological barriers and de-risk their products and services, while encouraging private sector investment to maximize impact. The program is singularly focused on rapidly commercializing products and services with the potential to make solar more affordable. The SunShot Incubator Program partners with U.S. industry to accelerate innovation and meet aggressive installed cost and market penetration goals.

After receiving an award, businesses can expect regular interaction with SunShot, as well as the ability to leverage national lab resources. The Incubator team is committed to helping business reach and surpass their technical and business objectives, leaving them in a favorable position to acquire private funding and make a significant impact in the global solar energy industry.

**Since Incubator launched in 2007, \$104 million in government funds has leveraged more than \$1.8 billion in venture capital and private equity investment—an \$18 return for every \$1 of federal support.**

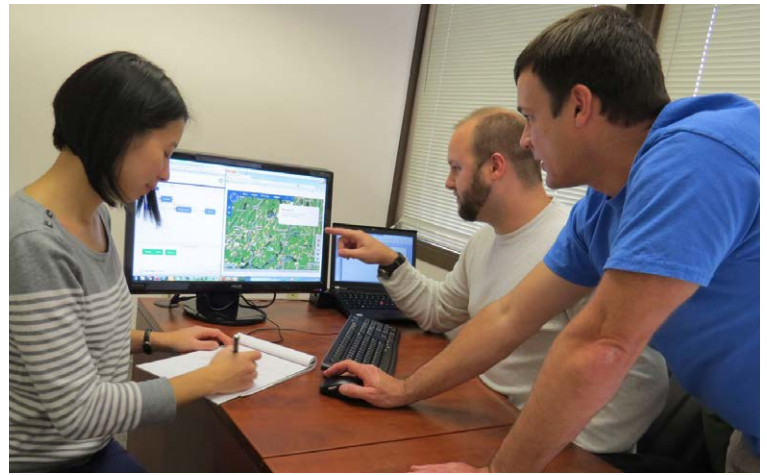
## Success Stories: Incubator Awardees

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- **Brittmore Group** of San Jose, California is building and demonstrating an automated assembly and installation process for large scale PV array installations to reduce construction duration and cost.
- **EnergySage** in Boston, Massachusetts is developing a web-based solar PV comparison-shopping platform that provides pricing transparency and facilitates open market interactions between property owners and solar PV installers.
- **Qbotix, Inc.** of Menlo Park, California is working to reduce the cost of photovoltaic tracking technology by consolidating many trackers into an individual robot that can travel from tracker to tracker to make adjustments.
- **Silicon Solar Solutions** of Fayetteville, Arkansas is developing a post-manufacture hydrogen treatment process for silicon solar cells which has the potential to boost efficiency and reduce silver usage.
- **kWh Analytics** in Oakland, California is building big data information tools to help investors understand risk in the new solar asset class.



The SunShot Incubator Virtual Showcase featured one-minute presentations from current Incubator awardees. Watch it now at <http://www1.eere.energy.gov/solar/sunshot/incubator.html>.



Workers from Clean Power Research review a software platform that aims to lower the costs associated with connecting distributed solar electricity generation to the grid. The platform is one of several projects funded through the Energy Department's SunShot Incubator Program, which provides early-stage assistance to help small businesses cross technological barriers to commercialization.

*Photo courtesy of Clean Power Research*

## Get Involved

Do you think you have what it takes to be an Incubator awardee? The next Incubator funding opportunity will be released during fall 2014, pending appropriations. Go to [energy.gov/sunshot](http://energy.gov/sunshot) and sign up for our newsletter to stay in the loop about upcoming funding opportunities.

Here's how the application process works:

- Applicants submit a short concept paper
- Applicants are “encouraged” or “discouraged” from submitting a full application
- Applicant submits a full technical application
- Approved applications are selected for award negotiation
- Awardees enter into a cooperative agreement with DOE, measurable technical and business objectives and deadlines.

For more information about the SunShot Incubator Program and to learn more about our current awardees, [visit http://www1.eere.energy.gov/solar/sunshot/incubator.html](http://www1.eere.energy.gov/solar/sunshot/incubator.html).

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