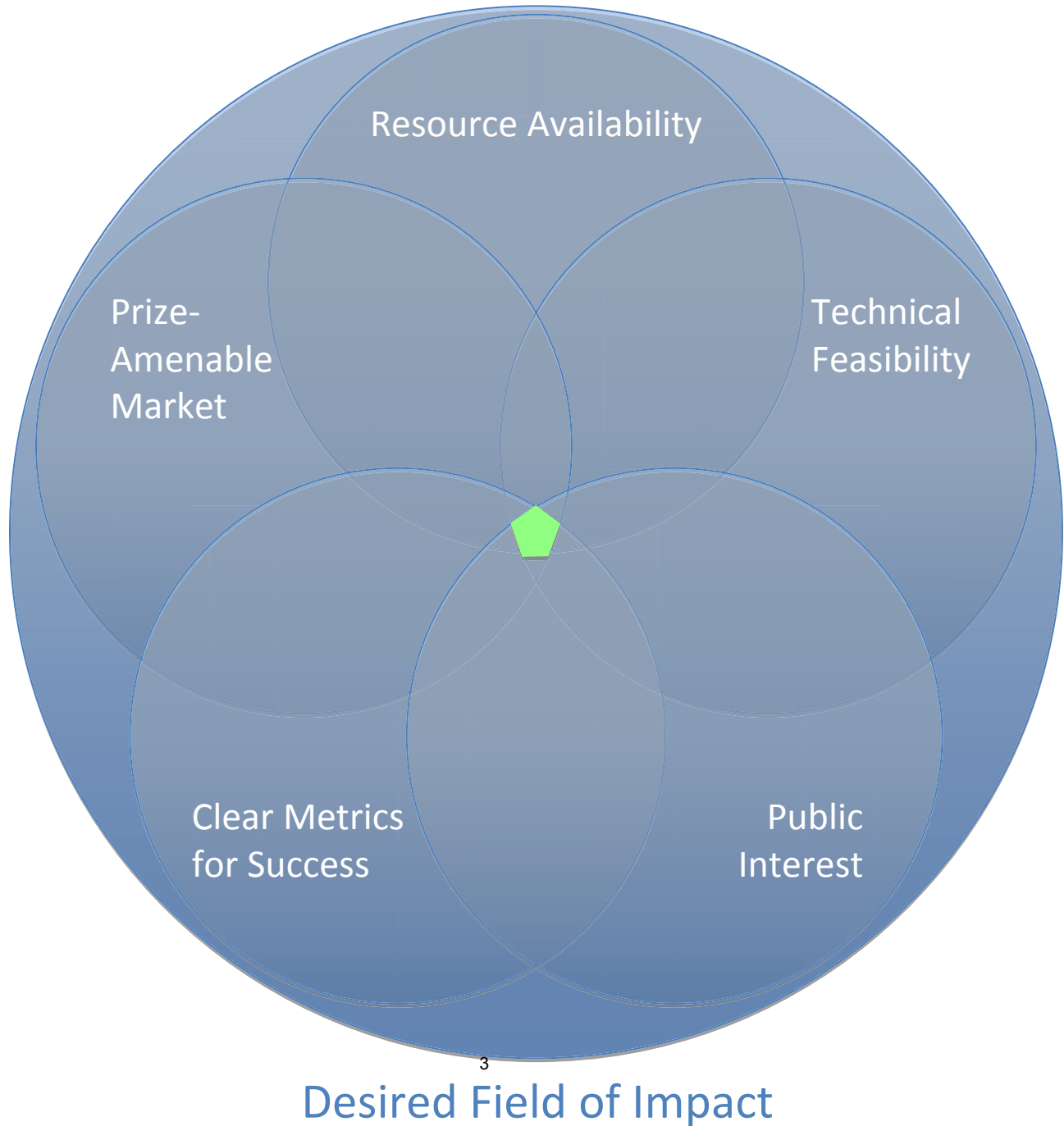


# Mapping a prospective prize space

14 Oct 2009

# Goal

- Map out a structured process for rigorously understanding the domain of your team's term project
  - Grid-scale storage for renewables
  - Home-scale storage for distributed generation
  - Affordable storage for the developing world
  - Mobile storage for green aviation



# Developing a Roadmap

- Value chain analysis
- Market research
- Technology roadmapping
- User-driven design
- Alternative applications

# Value chain analysis

- What market(s) are you looking to disrupt?
- Who sells what to whom?
- Would you hope to displace another player?  
Partner with them?
- What are the barriers to entry?

# Market research

- Who are your stakeholders?
- How do you quantify demand?
- How is the market segmented?
- How much money is currently being invested in this space? By whom?
- How do you find this data?

# Technology roadmapping

- What are the key figures of technical merit to meet your market needs? (energy, power, etc.)
- What types of technologies are likely to meet these needs?
- What are the technical barriers to reaching your desired level of performance?
- Who are the lead players in the industry, and what do they claim they can do in 5-10 years?
- What are the drivers supporting this innovation? (market, societal, economic, technical)
- How do you find this data?

# User-driven design

- Who will be using your technology? (Early adopters? Early majority?)
- What do they value most in its performance and design?
- What is the relevant proof of concept for them?
- At what cost would they purchase the technology?
  
- How do you find this data?



# Alternative applications

- As you start to think about a prize competition, it may be useful to think about alternative applications that are more publicly compelling than your primary goal.
- Given a successful technology in your space of interest, what else could it be used for? (e.g. besides supporting renewables integration, what could you do with a grid-scale storage unit?)

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ESD.172J / EC.421J X PRIZE Workshop: Grand Challenges in Energy  
Fall 2009

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