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http://www.arpa-e.energy.gov/
ARPA-E MISSION

Goals: Ensure America’s
- Economic Security
- Energy Security
- Technological Lead in Advanced Energy Technologies

Mission: To overcome long-term and high-risk technological barriers in the development of energy technologies
# FOCUSED PROGRAM PORTFOLIO

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### Timeline

- **2010 - 2012**
- **2013-2014**
- **2015**
- **2016**

If it works…

will it matter?
LOW YIELD FROM IDEA TO IMPACT

ideas

- inadequate team
- low yield
- insufficient value
- poor implementation

Products making an impact in the world
CHANGING THE MODEL

ideas

+ value
+ team
+ implementation

Products making an impact in the world
EVIDENCE BASED VIABILITY

TEA
(How much does it cost to make and why?)

Customer Discovery
(Who would buy it, why, and for how much?)

Product Hypothesis
(What will you make? What does it do?)

IP Plan
(Can legally you make it? Can others legally make it?)

Follow on Funding
(Who will finance it?)

Value Chain Analysis
(Who’s involved in it?)

Scaling
(How would you make many?)

Market Analysis
(Who’s currently buying and consuming it?)
Unparalleled Networking

Highly Selective Technology Showcase

Inspiring Keynotes

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