

AFRICA
ENERGY
GENERATION
PRIZE 2018



**Useful tips to record
the presentation videos**

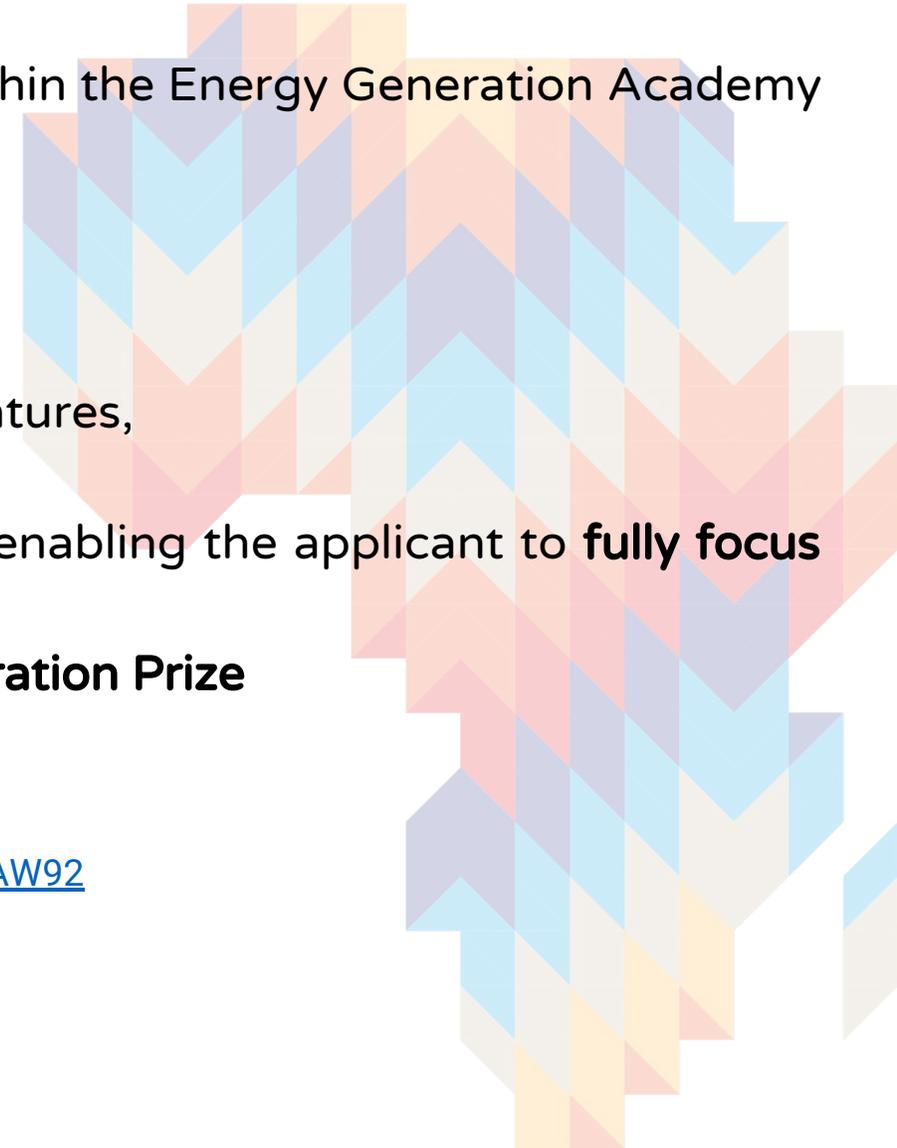
Apply to the Africa Energy Generation Prize

Each year, Energy Generation hosts prospective entrepreneurs within the Energy Generation Academy for a full-year training.

- What does the Energy Generation Academy offer?
 - Entrepreneurship and Energy-efficiency **Training**,
 - **One-on-one and extensive support** in developing their ventures,
 - **Technical and financial** support at the prototyping phase,
 - Housing, scholarship, and medical fees are fully covered enabling the applicant to **fully focus on their venture project**
 - Possibility to win an award during the **Africa Energy Generation Prize**

- How to apply?

Complete this form by August 15th: <https://goo.gl/forms/daRCNAmdqXvg3AW92>



General rules for the videos

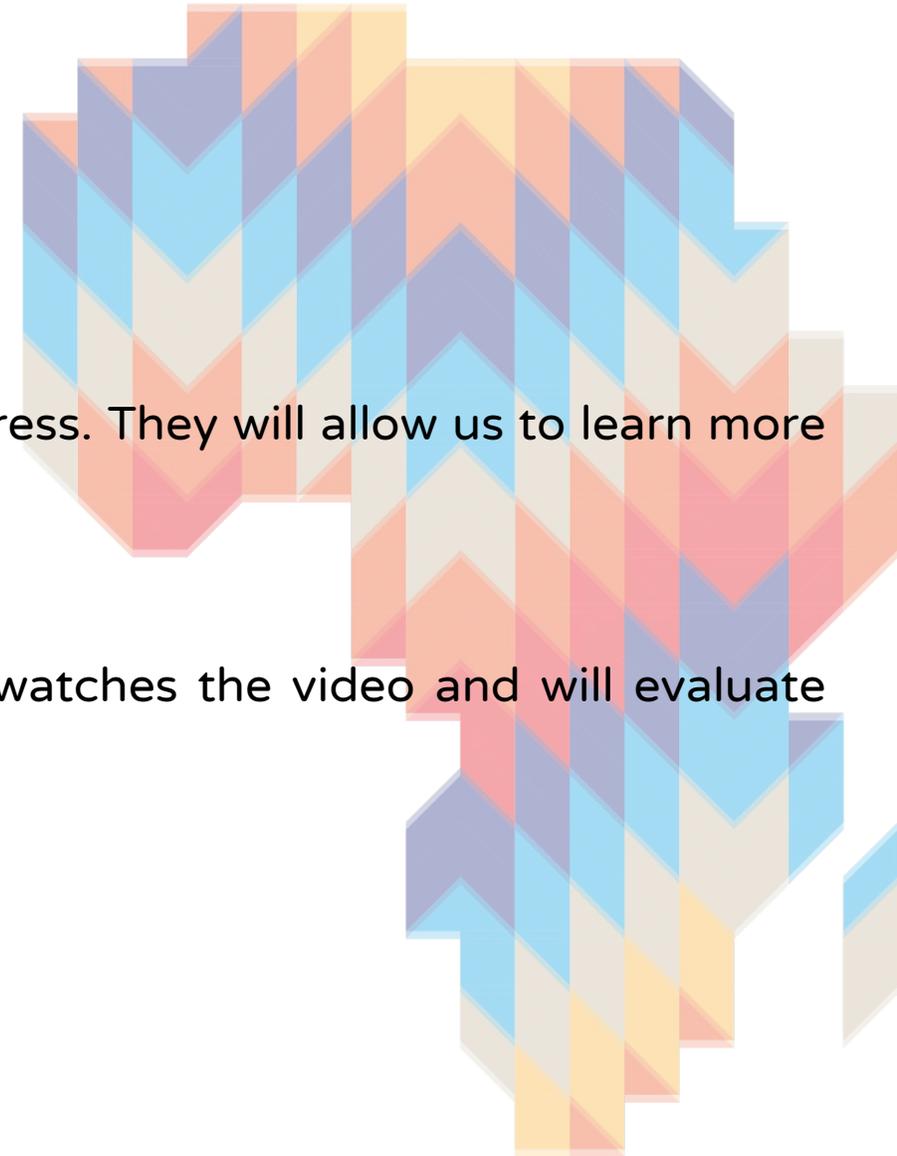
- You should realize two videos:
 - A 2 minutes long **personal presentation** video
 - A 5 minutes long **project presentation** video

- Why?

More lively than a text, videos are also an accessible mean to express. They will allow us to learn more about your project and to get to know you.

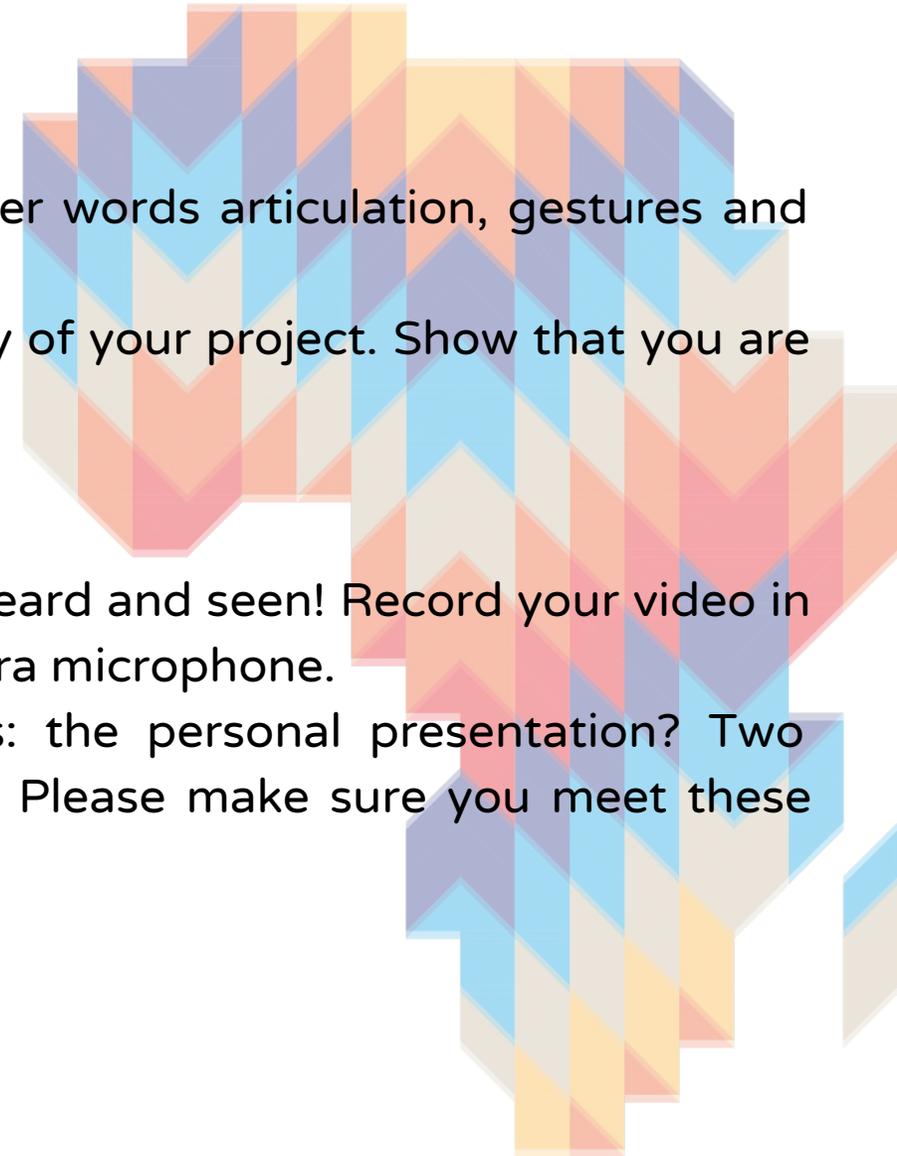
- Who are they for?

The selection committee of the Africa Energy Generation Prize watches the video and will evaluate them against the criteria presented in the following pages.



General quality criteria for the videos

- **Oral expression clarity**
 - Your videos must be **audible** and **vibrant**. Stress on proper words articulation, gestures and voice clarity
 - **Organize** your speech: you should demonstrate the quality of your project. Show that you are the master behind your project's mechanism
- **The quality of the video**
 - Be careful about the **quality of your video**: you are to be heard and seen! Record your video in an enlightened area and speak close enough to your camera microphone.
 - **Adjust the duration of your video** to the requirements: the personal presentation? Two minutes! The project presentation? 5 minutes maximum! Please make sure you meet these guidelines.



1. The personal presentation video

You should first realize a 2 minutes personal video.

1: The anecdote (“storytelling”)

The presentation should ideally be introduced by a story or a fact that will present the general framework. The story could be a personal- or community- based experience, or simply an observation. To succeed, applicants are recommended to use *storytelling* techniques

2: The general presentation

The applicant must introduce herself to the selection Committee. She should include their full name, country of origin (or their country of residence), and the name of their project.

3: Motivations

After sharing their story, you must explain which aspects of that story led you in taking action to solve the problem of electrification on the continent. These motivations could be professional, personal, social or even economic. **The candidates must clearly explain why they are applying for the contest and how integrating the Energy academy will help them with their project.**

4: Entrepreneurial Mindset

They must demonstrate that they have the essential qualities and inner resources for entrepreneurship such as: having a clear purpose, a strong motivation (even if it’s an arduous task) and most importantly the ability to adapt and move forward in case of difficulties.

1. The personal presentation video

5: Presentation of the personal path

Presenting a personal path must bring out details on the academic path, the professional and personal experiences. Having an education or work experience is not required, all personal experiences can be presented and promoted. Also, achievements and the applicant's involvement in the community are the main elements that are considered by the Committee.

6: Enthusiasm

The candidates must express enthusiasm, energy and show a strong willingness to take action. They must show the Committee: one, that they have the enthusiasm and the strength to overcome any hardship they might face and two, that they can adapt to whatsoever changes.

7: Conviction

Conveying a message to the Committee is one thing, but transmitting enthusiasm and faith in the project they carry is even more crucial. In other words, the applicant must be aware of the importance, benefits, and the values of their ventures, as well as the potential impact of their invention when conveying with the Committee.

8: Maturity

Applicants must demonstrate that applying for Africa Energy Generation Prize 2018 is part of a maturely considered approach. **If possible, they should explain to the Committee how integrating the Energy Generation Academy for a year is compatible with their lifelong project.**

2. Presentation video of the project

The second video is dedicated to the presentation of your project. It should last 5 minutes maximum. The video will be evaluated on the following criterias.

1: Originality

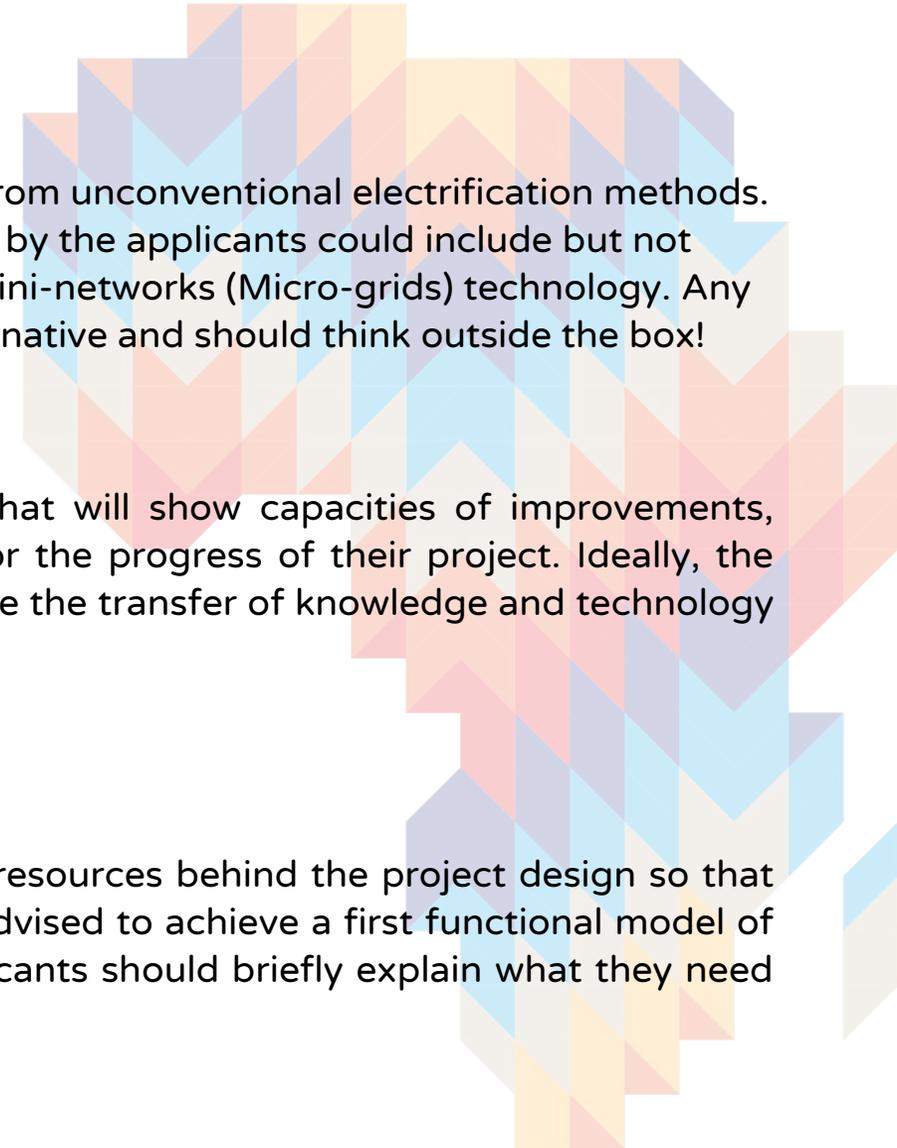
The Energy Generation Association promote solutions and inventions that comes from unconventional electrification methods. These solutions must be innovative and completely unique. The projects presented by the applicants could include but not limited to methods using solar, wind, hydroelectric, smart grids (smart grids) and mini-networks (Micro-grids) technology. Any technique of energy production is authorized. Candidates are expected to be imaginative and should think outside the box!

2: Potentiality for development

The inventions that will attract the attention of the Committee are the ones that will show capacities of improvements, adaptation and deployment. The applicant must, if possible, show projections for the progress of their project. Ideally, the process should be duplicable and the technical means available in order to facilitate the transfer of knowledge and technology (regardless of the complexity of the projects).

3: Technical feasibility

You must be able to explain as accurately as possible, the process and technical resources behind the project design so that the Committee can evaluate the technical feasibility of the project. You are also advised to achieve a first functional model of their project, or even a 3D modeling. If the project is not yet functional, the applicants should briefly explain what they need (technically and/or financially) so they can move onto the next level.



2. Presentation video of the project

4: Economic feasibility

The cost of the invention is a key element in the decision of the Committee. It will help them judge the cost necessary to replicate the invention on a large scale. If possible, you are strongly recommended to provide: an estimated cost of the invention and any tangible results for potential investors according to different scenarios of expansion.

5: Relevance in rural or urban areas

You should specify whether and why your project is particularly adapted to rural or urban areas.

6: Measure of progress

The progress of the invention must be specified by the candidates so that the Committee can determine the relevance of a support or the appropriate level of support. The project can be a functional model or at the state of an idea, in which case it will be necessary for the applicants to specify in their video the main remaining steps in order to have a working prototype.

7: Relevance of support

The relevance of a support is linked to the progress of the project. The selected projects will either be those that come out of the conception phase or projects in the state of maturation. Fully functional and/or marketed inventions will not be prioritized during the selection of the 10 finalists.



That's it for the videos!

Next step: Upload your videos on Youtube
and fill the application form on the AEGP webpage
www.energy-generation.org/aegp

For any question or complementary information,
don't hesitate to reach us via this mail:

contact@energy-generation.org

We are impatiently looking forward to receiving your application!

GOOD LUCK!

