**Amazon Catalyst at ECS – Submission Instructions**

**Your task is to create a hypothetical press release about your project.**

This helps you clarify your thinking, providing a high-level overview of your project, and explaining who would benefit and how they would benefit. (Helpful links for writing your press release: [Working Backwards](file:///\\ECS2012FS1\users\gerth\Amazon\Web%20docs\•%09https:\www.allthingsdistributed.com\2006\11\working_backwards.html), [Internal PR/FAQ Structure](https://medium.com/bluesoft-labs/try-an-internal-press-release-before-starting-new-products-867703682934), [2018 Amazon Press Releases](http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-news&nyo=0).)

**Your press release should answer these key questions.**

What is the problem that you are addressing? Why is it important?

What are you proposing to do to solve this problem?

What is the project that you would like to carry out over the course of the grant period?

Who benefits?

Who cares about your solution?

Who is the customer?

**Your press release should explain why now?**

What is new about what is being proposed vs. what has been done in the past?

Why doesn’t this solution currently exist?

The Amazon Catalyst at ECS Evaluation Committee routinely looks on the web for similar projects or proposals to ones seeking Catalyst funding. We ask you do this as well and briefly summarize the results that searching will yield of previous work related to yours.

Can you describe the results that the Committee is likely to find on your topic, and how your proposal is better/unique/novel?

**Your press release should explain your plans and metrics for success.**

Estimate how long it will take to carry out this project:

Estimate the amount of funding you will need to carry out the proposed project:  
(*Your first sentence should include exactly how much money you're asking for*.)

At the end of the grant period, what deliverable(s) will you be able to produce?

Outline the key milestones for your entire project:

Do you have a URL to a visual that you think will be helpful? (Optional)

If you have a URL to a compelling video, demo, or website of your project, put it here. (Optional)

Use this space to provide any additional information about the project that you would like us to know. It’s perfectly fine to leave this space blank (Optional):

**Submission instructions**

**PLEASE SUBMIT THE PRESS RELEASE AND THE FOLLOWING INFORMATION TO:** [**amazon-catalyst@amazon.com**](mailto:amazon-catalyst@amazon.com) **AND** [**education@electrochem.org**](mailto:education@electrochem.org)

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| --- | --- | --- |
| **Applicant(s) Name (First & Last Name):** | **Email Address:** | **ECS Member ID:** |
|  |  |  |
|  |  |  |

**Project title**:

**Describe your project in one sentence**:

**Tell us about yourself (the team)**. Where have you worked? Where did you go to school? What did you study? Where do you have expertise?

By submitting this document you certify that all members of the team, including yourself, are 18 years of age or older and that they are members in good standing with ECS and you have read the FAQ, and are aware of the details of the granting process.

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