

## Page 1: Instructions

Automotive News



Welcome to the **PACE Pilot Application** website. This is where your opportunity starts to tell our judges about your early-stage, non-commercialized innovation. That's right, your innovation does not need to have been sold to an OEM customer to qualify for the PACE Pilot program.

Here you will be asked to fill out a form starting with basic contact information followed by more complex questions about your company's innovation. Rest assured, our team at Automotive News and our panel of PACE judges understands the confidential nature of innovation and are committed to maintaining intellectual property confidentiality.

Throughout the application, make sure to save your work. You will see a "Save" button at the bottom of each page. If needed, you can click the "Save and Close" button in case you need to pause and come back to your work. You are able to return to the application at any time to complete.

To submit an application for review, there is an application fee that is required for each applicant. The application fee can be paid by Visa, Mastercard or American Express. Once your payment is processed, your application will be officially marked as submitted.

[Please click here to visit our FAQs page for more information.](#)

The PACE platform will allow you to invite your colleagues to edit and add to this application. To invite a collaborator, click **Manage Collaborators** in the top right of this screen.

NOTE: Please notify your collaborators that they have been invited to this application. In order to access the application, all users must log in or create an account if they do not already have one.

Only the primary editor of the application has the ability to submit the application once it's complete.

## Page 2: Contact Information

Who should we contact if we have questions about your entry?

**Email Address \***

**First Name \***

**Last Name \***

**Job Title \***

**Company Name \***

**Phone #**

**City, State & Postal Code \***

**Country \***

## Page 2: Application

**Innovation Title \***

**Abstract \***

Summary of the innovation, why it's new, unique or novel, the demonstration pilot results and their significance in terms of user value such as new ways to generate revenue, reduce cost, increase safety reliability, etc. (Maximum 250 words)

- a. Summarize completeness of design, current state of Innovation and demonstration pilot results/metrics (cost, reliability, revenue forecasts)
- b. State long term vision of innovation-its horizon to commercialization, path to scale, delivery plan and likely competitive impact on relevant market
- c. Specify novel aspects of the innovation in terms of user experience – Service requirements, distribution channels customer engagement, etc.

Attach current investor presentation files (or funding decision approved internal means).

- a. These collectively should address the full business case, anticipated profit model, key assumptions, addressable target market, key team member experience and market projections

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**Date Unveiled**

a. Date for the first appearance as a complete demonstration pilot program including all functioning hardware and software systems.

b. List all pilot company project partners integral to the pilot program (including traditional and non-traditional partners)

c. Name your potential target customer(s)

d. Briefly describe pilot funding history from inception to present: Specify key outside investors (name, contact and contact information)

**Innovation Narrative**

Expand upon your executive summary with additional details regarding problems addressed, scope solution and potential market impact.

What problems (opportunities/competitive gaps/future needs) created the need for the product or process solution?

Examples include: new customer requirements, new business process, new material/manufacturing capability, new revenue streams, new services/software/solutions, regulatory compliance, competitor threat, etc.

If this innovation involves Information Technology/software as an essential element, answer these three additional questions as part of this expanded narrative:

- a. How does this innovation go beyond implementing current industry best practices?
- b. Specify any unique benefits that are attributable to this innovation.
- c. State the plan for full deployment of this innovation.

### **Competitive Impact**

Describe how the innovation changes the basis or dimensions of competition:

- a. What attributes, engineering quality or design elements make this product, process or business model innovation a game changer?
- b. Describe the intended use, function and likely competitive response
- c. How is this novel or different from complete offerings?

### **Pilot Performance Measures**

Briefly summarize the pilot – describe minimum viable product, process, business model used, customers or users and extent of testing.

What were the critical measures / benchmarks / targets for this innovation's pilot program and how did it perform against them?

- a. Using data, identify the significant quality, cost, (incl. CAPEX, OPEX, Unit Price, Op Margin, etc.) delivery, customer experience, environmental, cycle time, or other advantages of the innovation.

**Innovation Challenges**

- a. What are the significant barriers or obstacles in commercializing this innovation and bringing it to market?
- b. Describe the product, process, customer, materials, methods, regulatory and/or business model barriers that have been overcome and remain to be overcome for successful commercialization.
- c. Briefly discuss the option(s) considered and the advantages of the chosen solution.

**Co-Applicant**

- a. Indicate any external entities, if any, who contributed essential elements to the creation/development of the innovation.
- b. Major technical contributors ( $\geq \sim 40\text{-}50\%$ ) of critical innovation elements.

**Patents & Awards**

- a. Describe significant proprietary elements that provide competitive barriers to entry and include noteworthy recognition received by the innovation
- b. List patents, pending or issued for this innovation
- c. List internal or external awards and dates received

**Other**

Are there other elements about the innovation that were not covered in the prior questions?

## **Collaboration**

Does this innovation provide an example of extreme collaboration? (e.g., multiple entities involved, public-private partnerships, etc.)?

## **Page 3: References (Optional)**

Although not required to be eligible for PACE Pilot recognition, voices of potential customers, investors, etc., can be powerful in helping judges evaluate submissions.

If interested and if we have permission to contact references, please provide contact information for individuals who could verify your demonstration pilot metrics, along with an explanation as to the significance of their participation.

**Reference 1 Full Name**

**Reference 1 Title**

**Reference 1 Company**

**Reference 1 Company Address**

**Reference 1 Email**

**Reference 1 Phone #**

**Reference 1 Notes**

**Reference 2 Full Name**

**Reference 2 Title**

**Reference 2 Company**

**Reference 2 Company Address**

## Reference 2 Email

## Reference 2 Phone #

## Reference 2 Notes

### Page 4: Upload Attachments

Use this page to upload any attachments you'd like to make available to the judging panel. This page will allow you to upload up to 25 individual files.

Add supplemental materials including PowerPoints, PDFs, video files, images, etc.

**When you've finished uploading your files, scroll to the very bottom of this page to save & submit your application.**

File formats accepted include:

- jpg, png, gif, and other basic image formats
- avi, mpg, mpeg, mp4, mov, mpa and other standard video formats
- pdf
- ppt, pptx, xls,xlsx, doc, docx

Each individual file you upload must be no more than 1GB in size. If you require more upload fields than are available on this page, please contact the judges to make special accommodations.

### File Upload Section

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### Pitch Session Participation Acknowledgment \*

If chosen to participate in a PACE Pilot Pitch Session, you will virtually meet with a small group of PACE judges that will attend your virtual presentation. Along with those judges, the PACE Program sponsor(s) may assign a representative to join the virtual presentation, as well. All sponsor representatives will join as observers and will keep all site visit information strictly confidential.

☐ Check box to accept this acknowledgment

### Invitation to Participate at Automotive News Congress \*

If chosen as a PACE Finalist, you will have the opportunity to display your innovation at our upcoming flagship event, Automotive News Congress. The event will take place **in the Greater Detroit Area in September 2026**, in front of an audience of the industry's top power players from across all sectors.

As an added benefit of being a finalist, you can choose to receive a display area, along with all additional finalists, as part of our interactive innovation area at this event dedicated to our finalists. The opportunity includes a 6-foot table, chairs, access to basic Wi-Fi and a power supply, and one complimentary registration to the Congress event (with access to additional discounted Congress tickets).

Space will be limited and on a first-come, first-served basis. If you would be interested in participating and getting the chance for the Congress audience to meet you and engage with your innovation, please check the box below.

Please Note:

- Aside from the inclusions listed above, expenses such as travel to/from the event and any costs associated with this opportunity are not provided for.
- Accepting or declining this opportunity will **not** affect the outcome of your PACE Pilot application.

☐ Yes, I would be interested in a display area

☐ No, I would not be interested in a display area