

2017

## Las Vegas: Market Potential Jury Feedback

Solar Decathlon Jury

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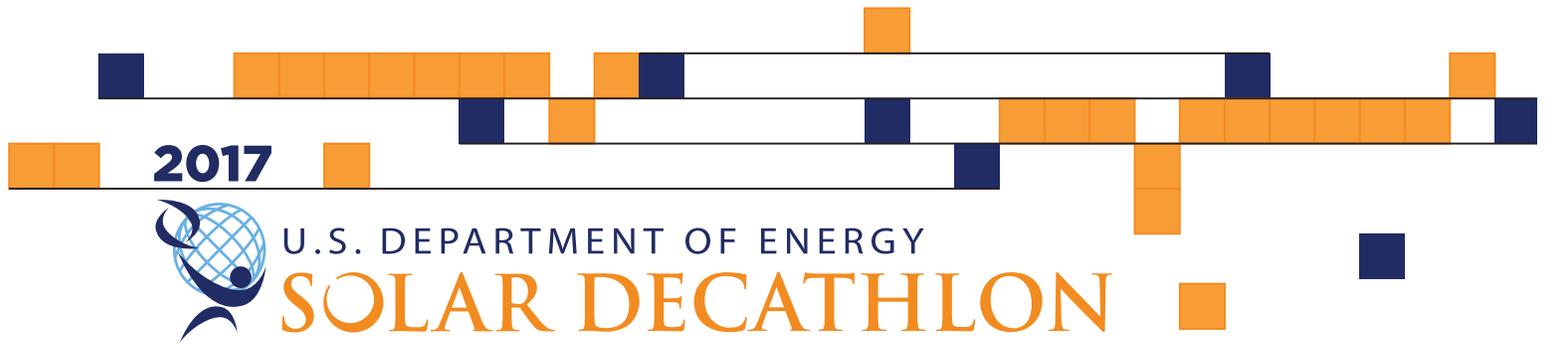
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## Las Vegas MARKET POTENTIAL JURY FEEDBACK

10/14/2017

Hello Las Vegas,

Please find below some brief comments and feedback provided by the Market Potential jury for Solar Decathlon 2017. Note that this feedback is meant to be illustrative of their thoughts, but is not, and cannot be, comprehensive. The jury's ultimate decision and scoring result from a compendium of information and considerations, both of your pre-event jury deliverables and the on-site project and tour.

As juries are inherently subjective, the Solar Decathlon organizers are not able to provide further clarification or feedback beyond what is included here. Similarly, as indicated in Rule 2-9: Protests, the opinions of a jury cannot be protested. Only factual errors and mistakes may be protested.

Thank you for all of your work and continued engagement in this project.

Joe and the Solar Decathlon Organizers



# Las Vegas MARKET POTENTIAL JURY FEEDBACK

10/14/2017

The jury had some confusion around the target market for this home. The jury felt the home was designed for a market segment 15-20 years older than the age bracket discussed. More generally, however, the details were very well thought out and on point. The daylight, outdoor space, accessibility and focus are appealing. Extensive/additional interviews with target clients would help inform design elements. The jury found the price point for this home to be somewhat in conflict with the target market.

In accordance with the Rules, Appendix B-1, Phase 3: Deliberation, the jury considered the following 4 classes for the evaluation criteria. Occasionally, the jury may have chosen not to leave a class-rating for a particular criteria. The use of classes was entirely optional by jurors.

- Class #1: ECLIPSES contest criteria 91% – 100% of available points
- Class #2: EXCEEDS contest criteria 81% – 90% of available points
- Class #3: EQUALS contest criteria 61% – 80% of available points
- Class #4: APPROACHES contest criteria 0% – 60% of available points

## Team Name

To what extent could the design and integrated design elements positively impact the U.S. residential energy efficiency and renewable energy industry?

How successfully do the competition prototype house, material, equipment, and design details demonstrate exterior and interior appeal for the target client?

How effectively does the team use sustainability features and strategies to make a positive contribution to the marketability of the house to the target client?

How effectively does the team demonstrate the market need for the competition prototype house and associated components?

How well do the design details support a safe, functional, convenient, comfortable, and enjoyable place to live?

How successful is the design of the house's lighting, entertainment, and other controls?

How successfully do the design details of the competition prototype meet the unique needs and desires of the target client?

To what extent does the house offer a cost-effective value to the target client? To what extent is the cost effectiveness supported by reasonable and complete market analysis?

How do the sustainability features integrated into the competition prototype enhance the home's market value?

How successfully was cost effectiveness considered in design decisions?

To what extent does the estimated competition prototype cost align with market needs and expectations?

How effectively do the reviewed deliverables provide sufficient quality and detail to enable a general contractor to estimate and build the design as it appears on the competition site?

How challenging would the competition prototype be to construct successfully? How successfully does the design respond to the target site, client, or climate?

How successfully does the team cost estimate reflect the competition prototype house as it appears on the competition site?

## Las Vegas

Equals

Eclipses

Equals

Approaches

Eclipses

Equals

Approaches

Approaches

Equals

Equals

Equals

Equals

Exceeds

Exceeds

