

Concept Abstract



Submit the one-page abstract with your concept video.
Abstract submission is required before concepts are posted online.

Team Name, Concept Name, Team Lead Name:

Coal & Energy Rockers!, Coal & Energy ROCKS!, Mike Burke

In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)

We propose a new business model for today's nimble coal company. Just like the telephone replaced the telegraph, coal today is being replaced by other energy sources. In our video, we act out a coal company CEO making a stand and vowing to fight and win in the new energy economy.

In a brief paragraph, describe your concept and how it will change the public's perception of mining.

Our company will retain "Coal" in its name to honor its heritage and the miners who built America, and it will add "Energy" to its name to honor its employees and their children. The public will view favorably the "Coal & Energy" company that sells energy products for which demand is skyrocketing. We propose new energy products that use mines and mining by-products to build simulated geological structures to store intermittent renewable energy.

In a few words, describe your intended audience.

Ideally, we will reach the Directors of today's active coal companies, because any one Board of Directors has tremendous power to change the public's perception of coal mining. Our broader audience is any student of mining. We offer bold energy storage ideas - that may or may not be feasible - and we urge others to be bold as well. If enough bold ideas are put forth, debated, and those with merit tested, then big and positive things will happen that will please the public.

How far reaching do you envision your concept, that is, how many people and at what age ranges do you think your concept will reach?

Our video centers around a single coal company CEO. MoveMining could adapt this concept by shining a light on those coal companies that are adapting to the new economy. Innovation leading to new energy products such as we propose can be a source of public optimism about coal mining. Consumers in some energy markets - such as Seattle where coal power is being phased out - will welcome good news from coal country.

Please show a general breakdown and total projected cost of your project, if it were to be noticed or sponsored.

Perhaps MoveMining could support the PBS NewsHour in a market like Seattle. In exchange for support (cost unknown to us), PBS could provide 15 seconds of airtime to shine a light on innovations in coal country associated with the Seattle market - such as Colstrip, MT. The actual business model we propose requires design and testing work that is beyond the scope of this contest.

Briefly please include any additional information you would like judges to know about your concept.

We wish to thank our Mentor Dr. Ray Donelick (SME Coal & Energy Division) for sharing with us his start-up company's ideas to use mines and mining by-products to build simulated geological structures to store intermittent renewable energy (BiMBy Power Corporation, donelick@apatite.com).