

# The Greenhouse

Run by the Centre for Climate Change Innovation

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LONDON  
AUTHORITY**



**European Union**  
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Development Fund



**HSBC UK**

The [Centre for Climate Change Innovation](#) is co-funded by the European Regional Development Fund and supported by HSBC UK and the Greater London Authority.

## WELCOME

Welcome climate innovators! Thank you for considering applying to The Greenhouse.

The mission of The Greenhouse is simple: to support young, sustainable businesses looking to tackle climate change to achieve commercial success and positive climate impact.

At its core, The Greenhouse is a 12-month innovation programme for climate positive startups like yours. It offers access to business mentoring with experienced professionals, a range of masterclasses, free workspace at our headquarters in central London, and equity-free grant funding.

Above all, it provides the opportunity to be at the heart of a new climate-focused innovation community at the Centre for Climate Change Innovation (CCCI) in London.

At The Greenhouse, we recognise the positive value of diversity in innovation and in society - we strive to uphold equality and aim to challenge discrimination. We welcome and encourage questions and applications from people of all backgrounds. You can come from any university (or none at all) and have any kind of educational or professional background. We recognise that we have an under-representation of women, Black and other minority ethnic groups, and disabled persons in our startup portfolios, and encourage more applications from people who identify as part of these groups.

We have had an extremely busy year, engaging with 45 startups across three cohorts, as well as opening applications for the UK Climate Launchpad competition. We think it's a privilege to be able to work with such a broad range of talented and passionate innovators, and have a lot of fun in doing so too!

We look forward to seeing the applications from many more exciting startups for Cohort 4, and to working together over the next 12 months.

Good luck,

Naveed (Head of The Greenhouse) and Sophie (Programme Manager at The Greenhouse)



*Naveed runs The Greenhouse and Climate Launchpad at the Centre for Climate Change Innovation. He supports a range of climate-positive companies in sectors such as AgTech, energy, mobility, AI, eco-materials, and many others.*



*Sophie manages the activities of The Greenhouse; working to coordinate with the rest of the CCCI and to ensure that the startups receive all the support they need via workshops, mentorship, networking and more.*

### Contact us:

Centre for Climate Change Innovation – [cci@imperial.ac.uk](mailto:cci@imperial.ac.uk)

Head of The Greenhouse (Naveed) – [n.chaudhry@imperial.ac.uk](mailto:n.chaudhry@imperial.ac.uk)

The Greenhouse Programme Manager (Sophie) – [s.vaneetvelt@imperial.ac.uk](mailto:s.vaneetvelt@imperial.ac.uk)

## KEY DATES

### **28 April 2022**

Applications open.

### **May - July 2022**

Q&A sessions taking place with The Greenhouse team – sign up [here](#).

### **4 July 2022**

The Greenhouse application deadline via [Typeform](#) (at 23:59 BST).

### **8 July 2022**

Outcome of applications communicated, and shortlisted teams invited to Bootcamp.

### **18 – 19 July 2022**

The Greenhouse Bootcamp takes place in-person at the Royal Institution. Hold these dates!

### **28 July 2022 (at the latest)**

Outcome of The Greenhouse Bootcamp communicated to applicants.

### **August 2022**

Successful startups join as Cohort 4 of The Greenhouse programme.

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## CENTRE FOR CLIMATE CHANGE INNOVATION (CCCI) TEAM

### **Professor Richard Templer FRSC - Director of Innovation**

Richard leads the innovation activities and led the founding of the CCCI. As a member of the London Sustainable Development Commission, he has advised and supported the GLA in the development of London as a global hub for cleantech innovation.



### **Alyssa Gilbert - Interim Director of CCCI and Director of Policy and Translation at the Grantham Institute**

Alyssa is responsible for making the link between the academic work of Imperial and policy-makers, businesses, NGOs and other stakeholders.



### **Ajay Kathrani - Partnership Lead**

Ajay leads on brokering new opportunities for collaborative innovation with stakeholders and clients across London's cleantech community.



### **Sarah Achaichia - Project Officer**

Sarah supports the delivery of interventions to enable better coordination and collaboration amongst London's cleantech stakeholders and experts.



### **Rosa Salazar Benazar - Communications Coordinator**

Rosa supports the publicity, multi-channel communication activities and event management for the Centre for Climate Change Innovation.



### **Guillermo Montero Rodriguez - Project Manager**

Guillermo leads all project management activities for the CCCI. He is responsible for the relation and activities with the Greater London Authority and European Funding bodies, and financially manages all programmes and projects in the centre.



### **Edward Quigley - Project Manager (Internships)**

Edward manages the Centre for Climate Change Innovation (CCCI) Internship programme, which funds the paid placement of some of the best students from Imperial and other institutions in our start-ups and more widely.



We are also joined by **Armelle Lee** and **Raabiah Aslam**, who are working with us as part-time analysts through the kickstart scheme.

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## OVERVIEW OF THE GREENHOUSE

### The background

The CCCI is an initiative of [The Grantham Institute - Climate Change and the Environment](#) at Imperial College London, and the Royal Institution in Mayfair. Its overall aim is to accelerate the growth of climate innovation in London and the UK. It brings together businesses, entrepreneurs, policymakers, academics, the public and investors to drive the transition to a green economy.

The Grantham Institute has a decade-long legacy of supporting climate innovation activities. It was a founding partner of Climate-KIC, which resulted in the development of the Climate-KIC Accelerator, Climate Launchpad, The Journey, and many others.

Over this time, we have supported 145 startups on our accelerator, and they have gone on to raise over \$750m of funding while creating over 1,500 jobs.

The Greenhouse was founded in 2021, as part of the CCCI. It represents an exciting new journey, but with the same spirit, expertise, and motivation as before. We have taken this opportunity to improve and strengthen various aspects of the programme and look forward to achieving even more success alongside our startups in the coming decade!

### What are we looking for?

Open-minded individuals and teams who are passionate about climate change, working on something ground-breaking, looking to learn, and 100% committed to achieving their vision.

More specifically, teams with a breakthrough idea that has the potential for significant climate impact. We expect applicants to have a clearly thought-out idea, a good understanding of how the business or technology will work (though you don't necessarily need to have a working prototype yet), and ideally at least one team member working on the idea full-time.

A critical factor in our track record is finding startups that will fully engage with us and the programme. We are determined to maintain (and improve) our success, which means **commitment** and **engagement** will be used as a barometer at all points, from selection to remaining on the programme, and graduation.

### What is in it for me?

- Equity-free grant funding
- Direct 1-on-1 coaching support with our experienced team
- Pre-Greenhouse Bootcamp
- Masterclasses
- Workshops
- Talks from relevant stakeholders, including alumni, investors, and others
- Structured mentorship programme
- An opportunity to present your idea to prominent investors in the cleantech and climate change ecosystem
- Office space in the heart of London
- Membership in an increasingly active alumni community

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## PHASES OF THE GREENHOUSE



### Phase 1: The Germination Phase

This phase lasts six months and will focus on **customer discovery**. Startups will test their business model through meeting and interviewing hypothetical customers. This is supported by intensive coaching to help startups redesign their business and technology models in response to feedback. More formal, foundational support is provided through masterclasses and workshops.

Key deliverables for this phase are **evidence of market meetings** with customers, partners, and others, and a **validated business model**. Furthermore, startups will develop a realistic plan of how they will develop their idea such that it is market-ready and can ultimately achieve commercialisation.

Teams will receive an equity-free grant upon commencing this phase. Progressing from this phase will be subject to a review, and a positive outcome will lead to the Propagation Phase of The Greenhouse.

### Phase 2: The Propagation Phase

The Propagation phase moves from a period of foundational training and iterating of the business model, to a focus on more specialist skills (such as pitching) and **commercialising the business model**.

This period also lasts up to six months and is supported by **business mentoring** from experienced professionals, who help and advise the startups as they execute their strategies to commercialise. The phase culminates with an investor Demo Day, held in the prestigious Royal Institution lecture theatre.

Key deliverables for this phase will include evidence of investor and/or customer traction and a fully developed business plan. Teams will receive a second equity-free grant upon commencing this phase

Progressing from this phase will be subject to a review, and a positive outcome will result in graduating from The Greenhouse.

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## APPLICATION PROCESS

### Step 1 – Application Form

The Word document application form can be found on this [webpage](#), and needs to be submitted using this [form](#) by **Monday 4 July 2022** at 23:59 BST.

Teams will be assessed on the basis of their application forms (and submitted pitch decks, if relevant), and scored against the following criteria and quality of application:

- Eligibility
- Climate impact / relevance
- Strength and uniqueness of innovation / IP
- Potential to scale / Likelihood of market success
- Team capability
- Overall suitability for The Greenhouse

### Step 2 – The Bootcamp

The bootcamp takes place instead of a formal interview process. It gives us an opportunity to get to know the teams better than we would otherwise be able to do so in an interview, while providing an opportunity for teams to learn and network.

The bootcamp is a 2-day event, and will be focused on your business model, getting to know your founder team and presenting to the other shortlisted startups for peer-feedback. We expect the startup founder(s) to attend the bootcamp in-person.

Following completion of the bootcamp, the final selection of up to 15 startups for The Greenhouse will be made.

As part of this we will assess how much each team is likely to benefit from our support. This is a key criterion, and where there are a number of similarly ranked teams, this will be the deciding factor.

Please save the following dates: **18 and 19 July 2022, from 09:00-17:00**

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## FREQUENTLY ASKED QUESTIONS

### **I don't currently have an incorporated business – can I still apply?**

Yes, although you need to be able to incorporate your business within two weeks of joining the programme, should you be successful.

### **What's in it for you?**

Our mission is to support the growth of young, sustainable, businesses looking to tackle climate change, with the objective of growing the pipeline of emerging, viable, impactful businesses that will go on to become commercially successful enterprises that have a positive impact on our climate.

We also simply really enjoy working with amazing entrepreneurs building great and impactful businesses. It's a privilege and lots of fun!

### **Wait, you give me money and support, but don't take any of my business? Really?**

Yes!

### **If you don't take equity in your startups, does it mean you are not concerned about commercial potential?**

Not at all. While we don't take any equity, we still select for commercial potential. Ultimately, if your business is not appealing to investors, customers etc, then it is unlikely to last very long, or will have very limited impact.

### **Do you have a preference for certain sectors?**

No. We will judge each startup on its own merits. We aim to diversify within any given cohort (e.g. we are unlikely to accept obvious competitors in the same cohort) but are otherwise very open.

### **Will you sign a Non-Disclosure Agreement (NDA) with us?**

No. You do not have to disclose to us anything you are not comfortable to share. Over time, we find that we build a trusted relationships with our startups and that NDAs are not practicable.

### **Do we need to 'repay' any of the grants for 'in-kind' services?**

No. All the coaching, masterclasses, workshops, mentoring, office space etc are additional benefits of the programme, and not chargeable. Each startup keeps the entirety of the grants awarded to them.

### **Can we participate in other support programmes while participating in The Greenhouse?**

Potentially. The Greenhouse requires commitment from all its participants, and it may be distracting to be involved in too many programmes. We will discuss this with participants though generally we are open to our startups also being able to receive support through other avenues.

### **Do you sponsor visas?**

Not yet unfortunately.

### **Could my startup be registered in the US and apply?**

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Due to the eligibility criteria set by some of our funding partners, startup applicants need to be registered in England, more specifically will need to either be registered in London or have a trading address in London.

**Is the support from The Greenhouse categorised as State Aid, and does it affect our startup's Seed Enterprise Investment Scheme (SEIS) capacity?**

The in-kind support from The Greenhouse (1-2-1 coaching, masterclasses, mentoring) is categorised as de minimis state aid and may affect your SEIS capacity. Teams will be required to submit a declaration confirming that the support from The Greenhouse will not result in exceeding €200,000 in State Aid over a 3-year rolling period.

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## OUR STARTUPS

### Our current and previous startups

You can see who we've supported in The Greenhouse on our website:

- [Cohort 1](#)
- [Cohort 2](#)
- [Cohort 3](#)

### Testimonials from our startups

Here is what some of the current participants of The Greenhouse have said about their experiences of the programme – if you would like to speak to any of them directly please let us know, and we can put you in contact.

#### **“Our fast growth has only been made possible thanks to the amazing support around us”**



“Honeycomb Network started from a sustainability-focused entrepreneurship module at Imperial. The Greenhouse was the perfect next stage after incorporating our business and receiving a public funded grant. We had the opportunity to meet and receive feedback from a diverse range of experienced professionals and most importantly, we were part of a climate-focused initiative driven to change the world for the better. In the past 6-12 months we have gone from having an idea and a passion, to a functional prototype, and have secured three grants along the way. We are now working towards a pilot project and our fast growth has only been made possible thanks to the amazing support around us.”

***Gabriel Yoong, Maysa Abadi, William Cox, Cameron Brown from Honeycomb Network (Cohort 2)***

#### **“As impact-driven entrepreneurs, we needed the support from climate change experts to take our scalable idea forward”**

“There are not many programmes oriented explicitly to high-tech and positive net-positive impact ventures that support you throughout the first stages of your venture as The Greenhouse does. We applied with just an idea and some positive feedback from what we assumed could become our customers. Moving from our home country to London, we are now developing our MVP and closing powerful partnerships to take our solution to market.”



***Daniel and Emmanuel Byrd Suárez from Agave Networks (Cohort 3)***

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**"It has been great to speak to other founders as well as The Greenhouse team"**

"The Greenhouse is a great community to be a part of. We were connected to other startups in the sustainability, clean/green tech space, who are at a similar stage and are facing similar roadblocks. It has been great to speak to other founders as well as The Greenhouse team about these issues. Through The Greenhouse network, we were able to successfully close our first funding with a network of impact-focused investors."

***Hanson Cheng, from The Tyre Collective (Cohort 1)***

**"It gave the company structure and clear milestones to achieve when we were just starting out"**

"The Greenhouse programme has helped me in two major ways. It gave the company structure and clear milestones to achieve when we were just starting out, with one-on-one coaching as a sounding board while we were finding our direction and going through customer discovery. Another key benefit of the programme has been connecting with their alumni community, which has done so well and can offer truly useful advice, guidance and perspectives, which is what you need the most at a pre-seed stage."



***Andrea Jagodic from Mana Biosystems (Cohort 1)***

**"The equity free grant has helped to pay towards some key resources"**



"When starting the programme we had some traction, but we had just incorporated as a company, and everything was still a little messy. We have now raised substantial investments and recently received an offer for a Letter of Intent (and will hopefully secure many more!). The equity-free grant has helped to pay towards some key resources, and we look forward to the future support from mentors provided by The Greenhouse."

***Ben Ng from AromatEco (Cohort 2)***

**"Since joining, our startup has significantly developed."**

"I applied to The Greenhouse to become part of an ecosystem of sustainability focused startups and gain the extra funding needed to accelerate my venture, but I got so much more than I expected. Since joining, our startup has significantly developed. We've managed to close our pre-seed round, gained two new customers (a lot of headway as a traditionally B2B industry) and are now actively hiring. This is in no small part due to the extensive and well-connected network of The Greenhouse Team and the startups which make up its ecosystem."



***Osas Omoigade from Deep.Meta (Cohort 2)***

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## **"...a huge impact on our development in recent months"**

"The Greenhouse has had a huge impact on our development in recent months. Starting 2021 having been severely disrupted by COVID-19, joining The Greenhouse provided the necessary structure to return to first principles, conduct the technical and business model validation, and lay the foundations to raise a large seed round of capital with an informed go-to-market strategy and a technical roadmap to take Carbon Infinity global"

**David Izikowitz, Carbon Infinity (Cohort 1)**



## **"The Greenhouse was a high aspiration for us"**

"In our search for an accelerator with a focus on impact, The Greenhouse was a high aspiration for us. The grant provided has helped us bridge the gap between idea and raising funding. We started the programme with a plastic-free grocery delivery service, but we are now shifting to a B2B model. Our biggest achievement has been running a couple of pilots with B2C customers, where we have since started developing our own packaging and tracking system. We are now planning a new pilot project."

**Clare Brass from Moree (Cohort 2)**



## **"We were glad to apply as the programme could provide support in several key activities for us"**

"We were glad to be invited by The Greenhouse team to apply for the programme, after reaching the global final of the ClimateLaunchpad competition. The programme provides support in several key activities for us such as reaching potential investors, pitching skills and polishing our business plan. We are currently in the process of negotiating the terms of an exclusive licence with Imperial College, for Bioataraxis to continue developing its technology. Our future plans include raising our first round of funding and strengthening our relationship with potential customers and partners."

**Raul Aravena Contreras from Bioataraxis (Cohort 3)**

## **"We gained great insights into how to redesign our business model to attract the required initial capital to manufacture the product"**

"We applied to The Greenhouse to gain the funds to be able to take the project full-time and help gain insights into cleantech funding. We joined with a hardware prototype and a basic understanding of a business plan. Since joining Cohort 3, we have gained insights into how to redesign our business model to attract the required initial capital to manufacture our product. Our next steps are to develop our prototype into an MVP ready to run pilot tests with a university."

**Paramveer Bhachu and Joanna Power from Lylo products (Cohort 3)**



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**“Excited about the provided office space and presenting our startup to impact investors passionate about the environment”**



“The opportunity to network with potential clients as well as other likeminded startups and investors with similar goals, is why we wished to be a part of The Greenhouse. The masterclasses and workshops have worked well to fill in any gaps we had in our knowledge and the programme’s links with Imperial College have been really useful to us to proceed with preparing our product for testing. We had a basic prototype of our product but to reach the next stage we needed funding to have our dyes tested to industry standards.”

***Emily Taylor and Alice Simpson from SAGES (Cohort 3)***



**“They're a really supportive and enthusiastic team!”**

“The Greenhouse programme is a combination of core climate science and technical expertise for building a startup, both of which are incredibly valuable frameworks for us to build our climate-positive business. We feel the team really gets what we are trying to do and they're a really supportive and enthusiastic team!”

***Harry Grocott, Treeconomy***

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## ADDITIONAL INFORMATION / Q&A SESSIONS

If you have any further questions on anything relating to The Greenhouse, we would love to hear from you. Please contact us at any of the following:

- General Enquiries / questions – [ccci@imperial.ac.uk](mailto:ccci@imperial.ac.uk)
- Other questions – Naveed ([n.chaudhry@imperial.ac.uk](mailto:n.chaudhry@imperial.ac.uk)) and Sophie ([s.vaneetvelt@imperial.ac.uk](mailto:s.vaneetvelt@imperial.ac.uk))

## Q&A Sessions

There will be a number of informal Q&A sessions through May and June with the team. where you will be able to ask any questions that you may have. Feel free to join more than one if needed!

Please [register](#) to join. Zoom joining details will be available through the Eventbrite page and will be shared directly via email beforehand.

## USEFUL LINKS

- The [Greenhouse website](#) (and application form download)
- The Greenhouse [application submission portal](#)
- [Climate Innovators](#) website (by the CCCI)
- [Podcast series](#) featuring our previous startups and other interesting guests
- [The World in 2050](#) (imagining what the world might look like in 2050 if our startups go on to have the impact they desire)
- The [CCCI website](#)
- The [Greenhouse Demo Day 2021](#) video

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