Undaunted 🌐

The Greenhouse

Info Pack
Cohort 7

2024

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/personal mentoring and coaching with experienced professionals, technical mentoring from Imperial researchers, a range of webinars, masterclasses and workshops, free workspace at White City in London and South Kensington, 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 Undaunted 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 had an extremely busy last 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 we have a lot of fun in doing so too.

We look forward to seeing the applications from many more exciting startups for Cohort 7, and to working together over the next 12 months.

Good luck,

Jim (Head of The Greenhouse) and Nicole (Programme Manager at The Greenhouse)

Key dates

19 February 2024

Applications open

March - April 2024

Q&A sessions taking place with The Greenhouse team – underline sign up here.

25 April 2024

The Greenhouse application deadline via MsForms (at 23:59 BST).

8 May 2024

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

13 - 14 May 2024

The Greenhouse Bootcamp takes place in-person at at the Imperial College, White City campus. Hold these dates!

17 May 2024

Outcome of The Greenhouse Bootcamp communicated to applicants.

20 May

Successful startups join as Cohort 7 of The Greenhouse programme.

22 May

In-person Induction Day

Alyssa Gilbert - *Director of Undaunted*
Alyssa has as strong background in climate policy. She also leads on innovation at the Grantham Institute , focussing on speeding up the creation, development and scale up of innovative solutions to the climate crisis.

Claudia Cannon *- Communications Officer*
Claudia supports the publicity, multi-channel communication activities and event management for Undaunted.

Melissa Mahdi *- Better Futures (UKSPF) Project Manager*
Melissa coordinates the implementation of Better Futures activities at Imperial College London, a project led by the Greater London Authority supporting the growth of cleantech SMEs and co-funded by the UK Government through the Shared Prosperity Fund.

Cathal Hughes *- Cleantech Startup Manager*
Cathal suppors innovative early-stage cleantech SMEs, developing an active London climatetech community and advocating for climate policies and measures to accelerate the UK's net zero transition.

Kate Field *- Office Administrator*
Kate provides day-to-day administrative and office support ensuring operations run smoothly. She manages facilities and resources, the day-to-day relationships with founders and a range of partners, and helps with wider projects and events delivery.

Clare Lowe *- Innovation Lead - Better Futures Retrofit Accelerator*
Clare leads on the design and delivery of the accelerator programme which is focussed on supporting London based SMEs with built environment climate solutions to scale up and deliver their products to market

Shamita Harsh - *Better Futures Communications and EDI Officer*
Shamita provides publicity, multi-channel communication activities, event management support and EDI work to the Better Futures project

Overview

The Greenhouse Climate Innovation Start-up Accelerator is a 12-month intensive business development programme for climate positive technology startups and consists of three elements:

- A **taught programme** of webinars, masterclasses and workshops focused on the development of essential entrepreneurial knowledge and skills

- A **support programme,** 1-2-1 business and personal/team coaching combined with business mentoring by experienced professionals from a range of relevant sectors and technical mentoring from Imperial College researchers

- A **business support package** consisting of equity-free grant of up to £20,000/team combined with access to both free workspace at our White City HQ, and technical equipment and facilities available within the Imperial College ecosystem.

Above all, enrolment on the Greenhouse programme provides teams with the opportunity to be at the heart of a new climate-focused innovation community centred around Undaunted in London. We have managed and delivered successful climate innovation activities for almost a decade. The Grantham Institute – Climate Change and the Environment was a founding partner of Climate-KIC, which resulted in the development of the Climate-KIC Accelerator, Climate Launchpad, The Journey, and many other programmes. We have supported over 175 startups on our accelerator, who have gone on to raise over £1bn of funding whilst creating over 2,000 jobs.

The Greenhouse is now entering its third year in its current format, having supported 100+ companies, and has established its position as one of Europe's leading climate focused accelerators. We look forward to achieving further success in the coming years alongside our startups and the mentors and partners who help us to support our founders/teams on their journeys.

What type of startups do we look for?

We look for open-minded individuals and teams who are passionate about climate change, are working on ground-breaking technologies, are looking to learn, and are 100% committed to achieving their vision.

More specifically, we support teams with a breakthrough technology that has the potential for significant climate impact. By the time a team joins The Greenhouse, the science underlying their technology will have been proven and they will be well on their way to developing a prototype or MVP. Ideally the team will be close to incorporating a UK company and at least one team member will be working on the business full-time. The startups we support are early-stage; mostly pre-seed.

The startups have a variety of backgrounds – some are a continuation of Master's projects, some are derived from academic research, whilst others have started outside of a university environment on the basis of a recent idea. We don't have a thematic bias in any of our cohorts and are simply keen to find the best entrepreneurs with ground-breaking technology building impactful businesses in the climate change and sustainability space.

What's in it for you?

A unique 12-month programme divided into two 6-month phases consisting of:

- 2-day Pre-Greenhouse Bootcamp
- Equity-free grant funding (up to £20k)
- 1-on-1 coaching support with our experienced team
- Workshops, masterclasses & webinars
- Lab space opportunities and access to technical facilities
- Hiring support
- Talks from relevant stakeholders, including alumni, investors, and funders
- Multiple opportunities to present to cleantech investors
- Office space at White City campus and South Kensington campuses
- Membership of an active alumni community
- A mentorship programme delivered by a group of mentors with wide-ranging and relevant experience and backgrounds
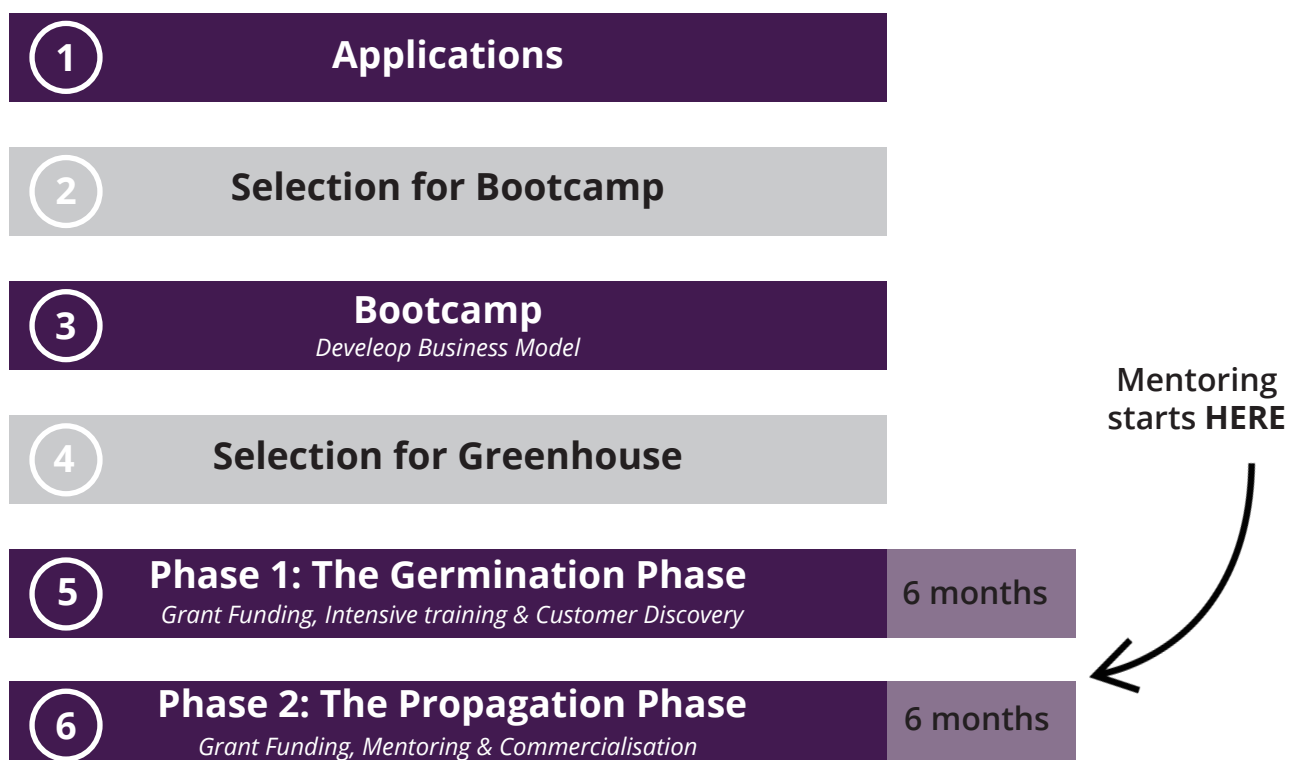
Phase 1: The Germination Phase - Developing the Commercial Proposition

This phase focuses on customer discovery, product/market fit and the iterative development of the fundamental commercial proposition. This entails the startups interviewing potential/hypothetical customers and end-users to validate the market need and how this relates to the proposed product benefits. The process is necessarily iterative and leads to the development of a fundamental commercial proposition. This process is supported by both intensive coaching to help startups iterate their business and technology models in response to feedback, and more formal support through masterclasses and workshops. Deliverables at this phase will be customer/end-user validation through substantial evidence of market meetings with customers, end-users, partners, and others, and a validated commercial proposition. The startups will also develop a detailed and realistic plan of the next stages of the development of their market-focused proposition and the commercialisation of their technology.

Phase 2: The Propagation Phase - Technology Deployment

During the propagation phase founders dedicate the majority of their time to focusing on the initial stages of the commercialisation of their technology. Typically, this stage of development involves the deployment of a prototype or MVP in an end-user environment in partnership with potential customers. This is the period where the business mentors begin to work with their start-ups. Please bear in mind however,r that teams can and do develop at differing speeds due to a variety of circumstances. For example, some of the teams may still be deep in customer discovery at this stage depending on the outcome of their initial discussions, whilst others may have advanced more quickly and may be already in advanced conversations with potential initial customers/investors.

1	**Applications**
2	**Selection for Bootcamp**
3	**Bootcamp** *Develeop Business Model*
4	**Selection for Greenhouse**
5	**Phase 1: The Germination Phase** *Grant Funding, Intensive training & Customer Discovery* — 6 months
6	**Phase 2: The Propagation Phase** *Grant Funding, Mentoring & Commercialisation* — 6 months

Mentoring starts **HERE**

Step 1: Application Form

The application form can be found on this link and need to be **submitted** by 25 April 2024 (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 the quality of their 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: **13 - 14 May 2024**

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 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.

Frequently asked questions

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.

Is the support from The Greenhouse categorised as State Aid, and does it affect our startup's Seed Enterprise Investment Scheme (SEIS) capacity?
No.