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 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 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 6, 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 May 2023
Applications open

June-July 2023
Q&A sessions taking place with The Greenhouse team – sign up here.

9 August 2023
The Greenhouse application deadline via Typeform (at 23:59 BST).

18 August 2023
Outcome of applications communicated, and shortlisted teams invited to Bootcamp.

22-23 August 2023
The Greenhouse Bootcamp takes place in-person at the Royal Institution. Hold these dates!

31 August 2023
Outcome of The Greenhouse Bootcamp communicated to applicants.

1 September
Successful startups join as Cohort 6 of The Greenhouse programme.
Alyssa Gilbert - **Director of Undaunted**

Alyssa has a strong background in climate policy. She also leads on innovation at the Grantham Institute, focusing on speeding up the creation, development and scale-up of innovative solutions to the climate crisis.

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

Richard 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.

**Ajay Kathrani - Partnership Lead**

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

**Claudia Cannon - Communications Officer**

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

**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 at Undaunted.

**Melissa Mahdi - Project Coordinator**

Melissa supports on all project related activities for the CCCI. She coordinates activities with the Greater London Authority and European Funding bodies.

**Cathal Hughes - Project Manager**

Cathal supports 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.
OVERVIEW OF THE GREENHOUSE
Information pack for Cohort 6

The background

The Undaunted (former 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.
**Phase 1: The Germination Phase**

This phase lasts six months and focuses on customer discovery. This entails the startups testing their business model through meeting and interviewing their hypothetical customers. This is supported by intensive coaching to help startups redesign their business and technology models in response to feedback and more formal support through masterclasses and workshops.

Deliverables at this phase will be substantial evidence of market meetings with customers, partners, and others, and a validated business model. Furthermore, startups will develop a detailed and realistic plan of how they will develop their idea such that it is market-ready and can ultimately achieve commercialisation.

**Phase 2: The Propagation Phase**

The propagation phase is when founders are dedicating most of their time to commercialising the business model. This period also lasts up to six months and is where mentoring begins for our startups.

Please bear in mind however 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, while others may have advanced more quickly and already be in advanced conversations with potential initial customers / investors.
OVERVIEW OF THE GREENHOUSE
Information pack for Cohort 6

What’s in it for you?

- 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
- Opportunities to present your idea to investors in the cleantech and climate change ecosystem
- Office space in the heart of London
- Membership in an increasingly active alumni community
Step 1: Application Form

The Word document application form can be found on this webpage, and need to be submitted using this form by 09 August 2023 (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: **22nd - 23rd August**
FAQ

Information pack for Cohort 6

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?
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 €300,000 in State Aid over a 3-year rolling period.