

# Undaunted

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## The Greenhouse

Info Pack  
Cohort 9

2025



# WELCOME

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Thank you for considering applying to The Greenhouse

## Our Mission

To support the UK's most ambitious early-stage climate startups achieving commercial success and raise funding while creating positive climate impact.

## Our Core

12-month innovation programme for climate positive startups.

Equity-free grant funding.

Training in essential skills for entrepreneurial teams in the form of coaching, mentorship, workshops & expert 121s.

Access to Imperial technical facilities and free workspace at Scalespace, White City and Imperial's South Kensington campus.

The opportunity to be at the heart of a new climate-focused innovation community with Undaunted.

# WELCOME

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## Our Values

At The Greenhouse, we recognise the invaluable role of diversity in innovation and in society. We welcome and encourage questions and applications from people of all backgrounds with any kind of educational or professional background, those with university degrees and those without. We recognise that there is an underrepresentation of women, disabled people, the Global Majority and other groups in the UK startup community and encourage applications from those who identify as part of these groups.

We look forward to receiving applications from your exciting startups for Cohort 9 and to working together to develop and enhance your businesses.



Maiko  
Head of The Greenhouse



Stefanie  
Programme Manager at  
The Greenhouse

# Overview of The Greenhouse

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

- 1** A foundational programme with coaching, workshops and expert clinics focused on the development of essential entrepreneurial knowledge and skills.
- 2** A sprint-based format where founders choose their area of focus across tech, commercial, and fundraising topics, supported by mentorship from Imperial and the wider climate-tech industry to gather feedback and increase speed of iteration.
- 3** A business support package consisting of equity-free grant of up to £20,000 per team combined with access to both free workspace at our White City HQ, and technical equipment and facilities available within the Imperial College ecosystem.

## Why The Greenhouse?

The Greenhouse alongside Undaunted 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.

The Greenhouse is now entering its fourth year in its current format, having supported over **180 companies**, with more than **\$1.33bn raised** and more than **1,600 jobs** created. It has established itself as one of Europe's leading climate focused accelerators.



# Overview of The Greenhouse

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## Who 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.

We support teams with,



A breakthrough technology that has the potential for significant climate impact.



Proven science on the way to developing a prototype or MVP.

Inc.

Have incorporated in the UK, or are planning to do so in the near future.



At least one full-time employee on the business.



Early-stage, mostly pre-seed.

Our 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.

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.

# KEY DATES

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1st July 2025

Applications open

July – August 2025

Q&A sessions

[sign up here](#)

31st August 2025

Application deadline

submit [Application Form](#) by 23:59 BST

19th September 2025

Outcome communicated and  
shortlisted teams invited to  
Bootcamp

29th - 30th September 2025

The Greenhouse Bootcamp  
at Imperial College White City campus

3rd October 2025

Outcome of the Bootcamp  
communicated.

13th October 2025

Induction Day  
at Imperial College White City campus

# Application Process

The application should be submitted through this [Application Form](#) only, by the 31st of August 2025, 23:59 BST. Unfortunately, we cannot accept any other form of application.

You and your team will be assessed on the basis of your application forms (including the submitted pitch deck, if applicable) and scored against the following criteria:

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

## The Bootcamp

The Bootcamp is a substitute for a “formal interview” and gives us a chance to get to know your teams, whilst also providing an opportunity for you to learn and network. The Bootcamp is a 2-day event that enables you to identify and test your core business assumptions with support from your peers and expert coaches, whilst also enabling us to get to know your founding team. We expect all startup founders to attend this event in-person.

Prior to the Bootcamp, teams will be asked to complete a Business Diagnostic to assess the current state of your business and what key challenges you are currently facing, to identify how The Greenhouse can best support you.

Upon completion of the Bootcamp, a panel will make the final selection of up to 15 startups to join Cohort 9 of the Greenhouse programme. How much each team is likely to benefit from our programme will be a deciding factor in differentiating between similarly ranked teams.

Please ensure you are available to attend Bootcamp in person  
in London on 29 - 30 September 2025.

# Phases of The Greenhouse

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## Phase 1: The Germination Phase

Developing the  
Commercial  
Proposition



This phase focuses on customer discovery, product/market fit and the iterative development of your fundamental commercial proposition. You will be asked to interview potential customers, end-users and companies in the value chain to validate the market need and how this relates to the proposed product/service benefits and value proposition.



Customer  
Discovery



Product  
Market Fit



Iterative  
Development

You will be 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 meetings with customers, end-users, partners, and others, and a validated commercial proposition. You will also develop a detailed and realistic plan for the next stages of the development of your market-focused proposition and the commercialisation of your technology.



# Phases of The Greenhouse

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## Phase 2: The Propagation Phase

Technology  
Deployment



During the propagation phase founders will focus on the initial stages of commercialisation. Typically, this stage involves the deployment of a prototype or MVP in an end-user environment in partnership with potential customers.

This is when our team of business mentors begin to work with their assigned start-ups.

Please bear in mind, however, that teams will develop at different speeds. Some may still be deep in customer discovery at this stage depending on the outcome of their initial discussions, whilst others may have already advanced to contacting and solidifying relationships with potential customers and investors.

# FAQ

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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 and sustainable businesses looking to tackle climate change, with the objective of growing the pipeline of emerging, viable and impactful businesses that will go on to have a positive impact on our climate. We also simply really enjoy working with amazing entrepreneurs to build 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?

Exactly!

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

Not at all. Regardless of equity we still select for commercial potential. Ultimately, if your business is not appealing to investors, customers, etc, then, it is unlikely to last or have any 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 trusted relationships with our startups and that NDAs are not convenient.

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.

# UNDAUNTED TEAM



Alyssa Gilbert – Director

Alyssa has a 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.



Kate Field  
Administrator



Claudia Cannon  
Communications  
Officer



Cathal Hughes  
Climatetech  
Alumni Manager



Linsey Wynton  
Women in  
CleanTech Lead



Richard Woods  
Global Network  
Innovation Lead



Clare Lowe  
Built Environment  
Innovation Lead

## Climate Solutions Catalyst



Larissa Kunstel-Tabet  
Climate Solutions Catalyst  
Lead



Chris Waite  
Science & Innovation  
Officer



Nicole Alhadeff  
Program Officer



Cesar Quilodran Casas  
Advanced Research  
Fellow: Machine Learning

## Earth Scale



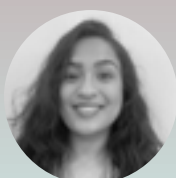
Melissa Mahdi  
Project Manager



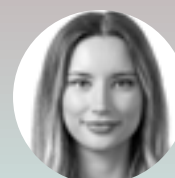
Abigail Deffee  
Fundraising Manager



Andrew Loh  
Investor & Client  
Relations Lead



Minal Patel  
Project Administrator



Liliana Shymanska  
Communications  
Coordinator

The Greenhouse is a partnership between:

**IMPERIAL**

**IMPERIAL**  
Grantham Institute



**The Royal Institution**  
Science Lives Here

Supported by:



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— FOUNDATION —



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