

Undaunted

The Greenhouse

Info Pack
Cohort 8

2025



WELCOME

Thank you for considering applying to The Greenhouse

Our Mission

To support young, sustainable businesses looking to tackle climate change while achieving commercial success and a 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 webinars, clinics, workshops & masterclasses.

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

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 of you 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 8, and to working together to develop and enhance your businesses.



Jim

Head of The Greenhouse



Nicole

*Programme Manager at
The Greenhouse*

Overview of The Greenhouse

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

- 1** A **taught** programme with webinars, masterclasses, clinics and workshops focused on the development of essential entrepreneurial knowledge and skills.
- 2** A **support** programme for personal, business and technical mentoring from experienced professionals through 1-on-1 and coaching sessions.
- 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. 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 fourth year in its current format, having supported **165 companies**, with more than **\$1bn 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

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**, 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

13th January 2025

Applications open

February – March 2025

Q&A sessions

[*sign up here*](#)

20th March 2025

Application deadline

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

1st April 2025

Outcome communicated and shortlisted teams invited to Bootcamp

7th - 8th April 2025

The Greenhouse Bootcamp

at Imperial College White City campus

11th April 2025

Outcome of the Bootcamp communicated.

14th April 2025

Induction Day

at Imperial College White City campus

Application Process

The application should be submitted through this [MS Form](#) only, by the **20th of March 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

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 focus and develop your core business model with support from your peers and expert coaches, whilst also enabling us to get to know your founder team. We expect all startup founders to attend this event **in-person**.

Upon completion of the Bootcamp, a panel will make the final selection of up to 15 startups to join **Cohort 8** 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 7 - 8 April 2025.

Phases of The Greenhouse

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

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

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
Office
Administrator



Claudia Cannon
Communications
Officer



Cathal Hughes
ClimateTech
Start-up Manager



Linsey Wynton
Women in Clean
Tech (WiCT)
Project Officer



Richard Woods
International Climate
Innovation Development
Manager

Better Futures Retrofit Accelerator

Clare Lowe
Innovation Lead



Melissa Mahdi
Project Manager



Shamita Harsh
Communications &
EDI Officer



Zahraa Essa
Research & Evaluation
Officer



Jaime Silva
Innovation Support
Administrator



Climate Solutions Catalyst

Larissa Kunstel-Tabet
Climate Solutions
Catalyst Lead



Nicole Alhadeff
Program Officer



Chris Waite
Science &
Innovation Officer



Cesar Quilodran Casas
Advanced Research
Fellow: Machine Learning



The Greenhouse is a partnership between:

IMPERIAL

IMPERIAL
Grantham Institute

Ri The Royal Institution
Science Lives Here

Supported by:



MAYOR OF LONDON

