

THE GREENHOUSE APPLICATION FORM

Welcome to the application for The Greenhouse.

We're thrilled that you're considering joining our dynamic community of climate innovators. Brace yourself because this form is your ticket to a world of opportunities, with 38 questions that delve into the heart of your amazing startup journey.

Now, we won't sugarcoat it – this isn't your average quick survey. We've crafted each question to get to know you, your vision, and your startup story. It might take a few hours to share your brilliance with us, but trust us, it's a journey worth taking!

Grab a cup of coffee, get cozy, and make this application legendary. We're not just asking questions; we're setting the stage for your success.

Remember, we're here to cheer you on. If you hit a bump or need a helping hand, reach out to Catalina: c.cruanas-paniker19@imperial.ac.uk

Thanks for sharing your passion with us – let's make a difference together!

The Greenhouse team

1. Are you a startup or a spinout?

Startup

Spinout

2. **What is the name of your company? ***

3. **Describe your startup/spinout in just one sentence.**

*

Max characters: 100

4. **Company website or LinkedIn URL (if you have one)**

E.g., <http://www.climateventure.com>

5. **If you have an online demo, please also provide the URL**

6. **First Name ***

7. **Last Name ***

8. **Email Address ***

(We will use this to contact you subsequently)

9. **Phone (Mobile) ***

Please incl. country code (e.g., +49 (0)12 23 456 789)

Your solution to a Climate Problem

10. **What is the specific climate problem(s) you are aiming to tackle? Please try to quantify the scale of the specific climate problem. ***

Max. characters: 600

Tip: Please try and avoid giving a summary of the principles of global warming or climate change.

11. **Your solution. Please describe how your solution is addressing the (quantified) climate problem you described above (in plain English) ***

Max. characters: 900

12. **Does your solution mitigate climate change and/or support adaptation to its effects? ***

Possible answers: **Adaptation, Mitigation, or both**

Tip: **Climate mitigation** is any action taken to permanently eliminate or reduce the long-term risk and hazards of climate change to human life, property etc. The International Panel on Climate Change (IPCC) defines mitigation as: "An anthropogenic intervention to reduce the sources or enhance the sinks of greenhouse gases."

Climate adaptation refers to the ability of a system to adjust to climate change (including climate variability and extremes) to moderate potential damage, to take advantage of opportunities, or to cope with the consequences. The IPCC defines adaptation as the, "adjustment in natural or human systems to a new or changing environment. Adaptation to climate change refers to adjustment in natural or human systems in response to actual or expected climatic stimuli or their effects, which moderates harm or exploits beneficial opportunities. Various types of adaptation can be distinguished, including anticipatory and reactive adaptation, private and public adaptation, and autonomous and planned adaptation."

- Climate mitigation
- Climate adaptation
- Both

13. **What is the core type of product or service in your solution? ***

Tip: Select digital, non-digital or both. Please, consider the key value driver of your startup. Digital would mean the core product of the startup is software-focused. Non-digital would mean the core product of the company is hardware focused or requires physical infrastructure. For service focused startups with no- digital core value driver, non-digital would be also the most appropriate selection.

- Digital
- Non-digital
- Both

14. How much of the quantified problem can your solution tackle? *

Max characters: 600.

Tip: Can you already put a specific number against your solution (i.e. carbon savings, reduction by x in specific harmful gases or materials, removal of x tonnes of specific material or dirty technology from cycle, reduction by x of energy consumption etc.)?

15. Explain your business model. How will you develop a sustainable business based on your solution? *

Max characters: 600

16. How do you know that someone needs, wants or will pay for your solution? *

Max. characters: 600

Tip: What specific evidence have you collected or accessed to prove there is a demand for your solution?

17. Which of the following options best describes the current status of your venture? *

- Ideation Stage - nothing developed yet
- Sketches/Mocks/Renderings
- Prototype
- Private Beta/ Demonstrator
- Public Beta/ Demonstrator
- Taking pre-orders form clients
- Launched - generating revenue

18. What is the Technology Readiness Level of your solution? *

Tip: Technology Readiness Level (TRL) is a standardised scale used to measure the maturity of a technology or product, from the earliest stage at TRL 1 through to maturity at TRL 9. You will be asked for evidence supporting your TRL estimate at the next stage of the application.

- TRL 1 - Basic principles observed and reported
- TRL 2 - Technology concept and/or application formulated
- TRL 3 - Analytical and experimental critical function and/or characteristic proof of concept
- TRL 4 - Technology validation in laboratory environment
- TRL 5 - Technology validated in relevant environment
- TRL 6 - Technology demonstrated in relevant environment
- TRL 7 - System prototype demonstration in operational environment
- TRL 8 - Actual system completed and qualified through test and demonstration
- TRL 9 - Actual system proven in operational environment
- N/A (non-tech solution)

19. Describe your technology solution *

Please describe your technology in plain English, but do not include or disclose any confidential information or information that may invalidate protection of your intellectual property ie provide information that is public. Max 400 words

20. When do you plan for your solution to be available commercially? *

Tip: mandatory when Q13 answers match = Ideation stage – nothing developed yet ; Sketches/ Mocks/ Renderings ; Prototype ; Private Beta/ Demonstrator ; Public Beta/ Demonstrator; Taking preorders.

- 3 months
- 6 months
- 12 months
- 1 - 2 years
- > 2 years

21. How much revenue have you generated so far? *

Tip: in GBP. Mandatory only when Q13 answers match = Launched – Generating revenue

22. What kind of support have you already received to bring your startup to life? *

Max. characters: 900

Tip: This might include investments, public grants, other types of financial support, participation (or commitment to participate) in an incubator, accelerator or pre-accelerator programme, training programmes, etc. Please make specific reference to the type of support received via these programmes.

23. What are your goals if you are accepted on to the programme? *

Max characters: 900

Tip: Which actions and milestones do you plan to achieve by the end of the programme? What is your timeline and budget? How can we measure that you achieved your milestones at the end of the programme? (You can upload a visual overview as part of your slide deck under question 23).

24. How will The Greenhouse support you in your journey? How will you benefit from The Greenhouse Programme? *

Max. characters: 900

Tip: Please be as specific and frank as you can. We are looking for teams who will benefit the most from our support. While we cannot guarantee tailored support for each startup, we will do our best to take into account the needs of the cohort.

25. Where relevant, you can share a max. 6-page (including any title page) slide deck (PDF) summarizing your business plan and roadmap. Please share a downloadable link to the deck below.

Tip: This might include an overview of your plans/ progress/ milestones, as well as details of letters of intent and or visuals of your prototype/ product. Please bear in mind we will not read any documents that are longer than 6 pages).

26. Which of the below categories is the best fit for your solution? *

Tip: Please select up to 3 of the categories.

Vyberte tento počet možností: 3.

- 21st Century power: designing the completely decarbonised electricity grid and energy storage technology
- Cleaning up the air: atmospheric greenhouse gas removal, and cleaning up city air
- Food that doesn't cost the Earth: precision agriculture, climate adapted agriculture, sustainable packaging, and minimising food waste
- Building to address the climate change crisis: low carbon building materials, smart building systems, climate resilient buildings, and low carbon heating and cooling
- Transport without the bad emissions: transport without combustion, and supporting renewables through energy storage
- Manufacturing for a low carbon future: resource and process efficiency
- Living with climate change: resilient infrastructure and planning for permanent sea level rise; and
- Protecting Nature: ensuring investment in natural capital works for the public good
- Iné

27. What/who is your target market? Please describe the characteristics of the target market and any evidence that you have collected. *

Max. characters: 600

Tip: General overview, size, geography(ies), regulation, entry barriers, challenges and opportunities, etc.

28. Who are your competitors and/or who might become competitors? Who is your biggest threat? *

Max. characters: 600

Tip: Being honest here is a positive; it shows that you have a robust understanding of your sector and how you might need to differentiate yourself.

29. Please outline your 'founders dream'. *

Max. characters: 600

Tip: A founder's dream is not so much a mission statement, but your team's motivation in this venture. What change and impact would you like to see as a result of your work?

30. **Why is your team the right one to bring your solution to market success? Describe your team's expertise in this domain and why do you work well together? ***

Max. characters: 600

31. **Your Cap Table ***

Tip: A Capitalization Table is a table providing an analysis of a company's percentages of ownership, equity dilution, and value of equity in each round of investment by founders, investors, and other owners. Please list all founders (active and non-active), investors and any other relevant person in your venture according to the specifications below:

(1) *Level of commitment: time commitment to the start-up in percentage. E.g. 100% = 1 FTE i.e. 40h/week, 50% = 0.5 FTE i.e. 20h/ week, etc.*

(2) *Active founders should have a large majority share with a reasonably equal distribution*

32. **Other team members ***

Tip: Please list other key members in your venture: key employees, board members, mentors, advisor etc.

33. **If the level of commitment for the founder(s) is not 100%, please explain what needs to be in place for you to give 100% commitment to the start-up / when you expect to be working on the startup full-time**

34. **What is your legal entity? ***

Tip: Please share your registration or certification number if relevant. To be accepted on The Greenhouse you must be registered as a legal entity or be willing to do so within 2 weeks of joining the programme

35. **Date of incorporation**

Tip: If in Q32 you have indicated that you have incorporated already, answer this question. If not, jump to Q34.

36. **Please provide any other relevant information about the structure or formation of your company.**

Max characters: 600

37. What Intellectual Property protection have you secured or are you planning to secure for your solution? *

Max characters: 600.

Tip: Property rights: any intellectual property (IP) rights, licenses and domains should ideally be owned by the company. Please explain the context if not. If you don't think you have, or will have any IP, please explain any unique knowledge (or 'know-how') that you have / will develop

Final Information

38. **Does your startup fall into Carbon Capture or Green Finance category? ***

- Carbon Capture (GGR/CDR)
- Green Finance
- Neither

39. **How did you hear about The Greenhouse? ***

Vyberte najviac tento počet možností: 3.

- LinkedIn Ad
- Undaunted LinkedIn profile
- Google
- Grantham Newsletter or Website
- Undaunted Newsletter or Website
- A participant in our previous programme
- A Greenhouse Mentor
- Iné

40. **The Greenhouse Application Terms and Conditions**

By submitting your application form to The Greenhouse you accept following Terms and Conditions:

1. The Greenhouse is a programme delivered in English. Activities and materials will be delivered in this language. A good command of the English language is therefore compulsory to benefit from the programme. You therefore hereby declare that the founders' team does have the appropriate command of the English language.
2. You hereby declare that the founders' team is committed to participate in the main programme activities. Absence may lead to exclusion from the programme.
3. The information here provided should be complete, relevant, truthful and accurate. I understand that in case a grant is awarded any misrepresentation may lead The Greenhouse to seek refund and / or exclude you from the programme.
4. I give my consent to The Greenhouse to process my personal data in accordance with our Privacy Policy. Where I have provided third parties' personal data, the data subjects have consented to the provision of this personal data and the processing in accordance with the above-mentioned Privacy Policy.

I accept The Greenhouse's Terms and Conditions and Privacy Policy.

*

- Yes

Tento obsah nevytvorila a neschválila spoločnosť Microsoft. Údaje, ktoré odošlete, sa pošlú vlastníčkovi formulára.

