



## ClimateLaunchpad Outreach Quick Guidelines

### Important Dates

<b>Last date for filled in application</b>	<b>- 22-07-2019</b>
<b>Acceptance Notification</b>	<b>- 24-07-2019</b>
<b>Venue Intimation</b>	<b>- 25-07-2019</b>
<b>Event</b>	<b>- 29-07-2019</b>

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## Brief about ClimateLaunchpad

### About CLP in India

ClimateLaunchpad is an early stage startup incubation program, started by the European Union and then gradually expanded to 45 countries globally. It focused on *Climate & Cleantech startups which include ideas in the domain of Air, Water, Waste, Energy, AgriTech, Electric Vehicles, etc.*

We launched the program in 2017 with Mumbai, then in 2018 expanded to total geographies (Maharashtra, Karnataka, Andhra Pradesh, Telangana, Tamil Nadu & Sri Lanka). For 2019, we have opened applications for 13 Indian states and 5 South Asian countries including Pakistan, Nepal, Sri Lanka, Mauritius & Maldives.

### ClimateLaunchpad (CLP) Program Structure

CLP program follows a well-curated curriculum coming directly from Europe based on their experiences in so many countries for 4 years now. Structure of the CLP Program looks like the following:

- **Application Scrutiny:** Once we receive the applications we scrutinize to invite up to 10 teams in each cohort/ program.
- **2 day Bootcamp:** Teams are given accelerated coaching on Business skills by the Global Trainer. Teams pitch their ideas (but no competition).
- **Incubation:** Over 3 months we give virtual coaching to startups in the form of total 6 modules where startups have to work out and re-do their pitch PPTs. We follow a structured curriculum approach assigning a dedicated coach to every startup. Our coaches are cleantech entrepreneurs.
- **Regional Finals:** There will be a winner from each cohort/program.
- **International Finals:** Regional winners will win a slot in the International Finals at Europe. Winner gets prize money as well as entry into Climate-KIC accelerator.

### Additional Information on ClimateLaunchpad

- Early stage Cleantech incubation program launched by EIT ClimateKIC, a body of the EU
- Entirely free program with no registration costs
- Zero-equity and non-competing program in nature
- Winners from Regional finals get an opportunity to travel to Amsterdam for the Int. finals
- Top ten startups at the Int. finals get direct entry into EIT Climate-KIC accelerator program
- Opportunity to gain investor connects

- The overall winner of the Int. final receives € 10,000, the runner up gets € 5,000 and third place wins € 2,500
- Participation is at own risk, neither the organizer nor the host/coordinator/others are responsible for any incidental there to
- Other conditions apply
- The jury's decision is final

## Climate Collective Foundation

Climate Collective Foundation runs the ClimateLaunchpad program in India and South Asia. It's the collective of Cleantech entrepreneurs spread geographically, helping to run the incubation program and more. Together, we have launched the program in 2018 with 5 Indian states and this year (2019) expanding to 13 Indian States and neighboring countries.

## APSCC

This program will collectively progress at Union Territory of Puducherry, through the Official Partner, M/s Association for Promoting Sustainability in Campuses and Communities (APSCC).

APSCC is a professional organization for promoting sustainability in every area among the educational institutions and local communities, based on the Principle of Intergenerational equity: *"as members of the present generation, we hold the earth in full trust for future generations."*

APSCC helps the universities, higher educational institutions, and other educational institutes along with other campuses and communities, in framing policies, implementing action and research plans, empowering the students and staff community with the required skills and handout resources to sustainably implement and manage the conservation strategies and projects related to energy, water, waste, healthy food and biodiversity. All these stated objectives are based on the Principle of International Agenda, *"The parties (we) should protect the climate system for the benefit of present and future generations of humankind, on the basis of equity and in accordance with their common but differentiated responsibilities and respective capabilities"*.

## Official Address

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## Profile of Startups – 2018 (Brief Note)

We received some 168 applications for 5 incubation program in India and incubated 45 cleantech startups. To give the profile of startup:

- **AumSat** – Startup by ISRO scientists, working on predictive agriculture using Artificial Intelligence and interpolating the real-time and historical data from drones, satellite, sensors, etc.
- **Blessing Palms** – A very simple idea to make straw pipes using palm leaves
- **JSP** – Deeptech idea working to treat industrial effluent water from textile industries using microbial technology

## Winners of CLP India - 2018

The regional winners won a spot at international finals and we arranged a trip to Scotland for 5 startups, who competed with regional winners from 45 countries.

The **Global Rank#2** was an Indian startup from **Tamil Nadu** program, which received funding as well as entry into Climate-KIC accelerator.

## Additional FAQs on CLP

1. We don't take any **equity** in the incubated startups
2. We don't take **claim on any IPR** that is generated during the process. In fact, we give business coaching and not much involved in technical product development.
3. It's a pure **free show** for showcasing 'green business ideas'. We don't charge any fees from the startups.
4. Our **business model** is sponsorship based. In the past, we had received support from HPCL, Govt of Tamil Nadu, etc. besides pro-bono support from many climate collective members.
5. **From Europe HQ**, we don't receive any funding. We receive support on Marketing & Communication templates, CLP branding and the well-curated curriculum that is prepared after years of entrepreneurial & incubation experience in so many countries.
6. We don't provide any **logistics/ accommodation** arrangements at boot camp/ regional finals for startups.
7. Other conditions apply & participation @ **own risk**.