

# Fixing climate change

One start-up  
at a time



# Climate Launchpad 2023

Partnership Proposal

# What is ClimateLaunchpad?

World's largest green business ideas competition

Part of the Entrepreneurship offerings of  
EIT Climate-KIC by the European Union



## Mission

Fixing Climate Change One Startup at a Time

Help entrepreneurs anywhere in the world build successful  
businesses that have a huge impact on fixing climate change.



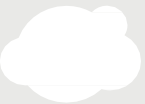
**“A business school in disguise,  
that is how former participants  
describe our competition. We train  
people with green ideas to become  
successful entrepreneurs.”**

Frans Nauta, Founder of ClimateLaunchpad

# ClimateLaunchpad in Numbers



**3000+**  
green business  
ideas



**680+**  
teams trained



**58**  
countries

**Global Grand  
Final 2020**

**7646**  
live views

**68**  
finalists



**104** press articles



47K followers  
over 7.5M people reached



7.8K followers  
2.6M impressions



4.7K followers  
133K impressions



3K followers



> **184,000** website visitors

# How does it work?



Round 1:

## Mini-course & Boot Camp (Online)

Self-paced online courses and Three half-day boot camp to learn entrepreneurship.



Round 2:

## Six Intensive coaching sessions and National Finals (F2F or Online)

Prepare to pitch at the National Finals through coaching and be the TOP 3 to proceed to Regional Final.



Round 3:

## Regional Final

Be in the TOP 3 to win your ticket to the Global Grand Final



Round 4:

## Global Grand Final

Pitch to leading investors and entrepreneurs, and an international online audience!

Top 3 Global Winners and Theme Award Winners will be selected.

# What are the benefits of participating?



- **Acquire all the tools and knowledge** necessary to scale your idea to global business success



- Coaching from the **world's best coaches**
- Connect with **international and local investors** and partners  
(E.g. 2019 Finalist, EF Polymer has raised 40M Yen in seed round)



- Win **prizes and awards** at National, Regional, and Global Grand Finals
- Win a spot in the EU backed **Accelerator Program**

# Who can enter?

Anyone with a promising green business idea and commitment to turn it into a business:

- If your company has been incorporated, it needs to be
  - less than a year old,
  - with no commercial product or service,
  - with less than EUR 200,000 (JPY 26 million) funding
- At least one member who can interact in English
- Permanently or temporarily residing in Japan (until Nov 2023)
- Committed to attend all sessions

**Application deadline: Friday May 26<sup>th</sup>**



# Corporate intrapreneurs

Corporations can utilize ClimateLaunchpad to validate their ideas.

This is an ideal playground for top innovators in your company to test new ideas and build new sustainable businesses.

Initiate your internal business idea competition now!

# ClimateLaunchpad 2023 timeline

**March 13th**

Recruitment start

**April 6th**

Kickoff at Dutch Embassy

**May 26th**

Application Deadline

**June 2nd - June 8th**

Mini-courses

**June**

Boot Camp

**July/August**

6 Coaching sessions

**August 20th**

Japan National Finals

**Sept/Oct**

Asia Regional Finals

**December**

Global Grand Final



# Our eight themes

Next Big Thing



Blue Economy

Clean Energy



Circular Economies



Sustainable Mobility



Urban Solutions

Adaptation & Resilience



Food Systems

# Adaptation and Resilience

Climate change creates worldwide challenges. Some regions, communities, and ecosystems are particularly vulnerable to climate volatility.

- Ideas that provide products or services that build agility, response-readiness, and climate resilience.
- We need educational tools on climate risks and impacts, technologies or tools that prevent or reduce the effects of this climate impact, or solutions that facilitate a regions' resilience.



# Circular Economies

Circular economies are regenerative by design and benefit businesses, society, and the environment.

- Innovations that decouple economic growth from unsustainable resources and greenhouse gas emissions.
- The three principles of a circular economy are to eliminate waste and pollution, keep products and materials in use, and regenerate natural systems.

In short: no more 'take-make-waste'.



# Urban Solutions

Cities consume 75% of the world's natural resources, produce half the planet's waste and generate 60-80% of global greenhouse gas emissions.

- Business ideas that help transform urban environments into decarbonised beacons.
- We are also looking for innovations targeted at climate-resilient cities with nature-based urban infrastructure solutions to combat extreme heat and urban flooding.



# Clean Energy

The energy transition requires bridging today's systems to future ones. Hydropower, bioenergy, solar and wind energy add complexity that old systems have trouble to accommodate.

- We need ideas that evolve around storage, smart power grids, integrating wind, solar, and bioenergy.
- Carbon capture, CO<sub>2</sub> mitigation of chemical and industrial processes and efficient energy use in buildings.



# Food Systems

Food production is a key industry to achieve significant climate impact.

- We are interested in start-ups pioneering the global transition to climate-smart food production.
- New approaches that decarbonise the sector, making it more efficient and productive, such as new agricultural techniques or food innovation.





# Sustainable Mobility

So much is still to gain in mobility: 29% of all greenhouse gas emissions are caused by transportation.

- Ideas that catalyse the shift towards clean-energy mobility models.
- Focus areas: battery technology, smart energy management systems in vehicles and other forms of transportation, renewable energy use, innovative mobility solutions, and 'mobility-as-a-service'.



# Blue Economy

This year's new addition to the themes!

- Ideas that rebuild ecosystems alongside communities.
- Anything from traditional ocean industries like fisheries, tourism, and maritime transport to new activities such as offshore renewables, aquaculture, seabed mining, and marine biotechnology.



# Why partner with ClimateLaunchpad?



Yoshiaki Ishii, METI, Yoko Ishikura, Patrick Newell  
2021 Judge panel at National Final

- 1. Access to innovation and fresh ideas**
  - access to global innovation ideas and markets
  - first-hand access to young innovators
- 2. Improve Corporate ESG/Sustainability image**
  - increased image of being SDGs and ESG conscious company
  - make a positive contribution to climate change
  - increased international brand awareness
- 3. Testbed and training for own employees**
  - curriculum of bootcamp benefits capacity building in the company
  - new ideas that can be implemented in your own business
- 4. Global exposure to an innovation community**
  - stimulate innovation culture in your company
  - your large corporation can experience the vibe of start-up culture
- 5. Collaboration and investment opportunities**
  - investment and strategic collaboration opportunity
  - METI tax incentive for 100M+yen investment in <10y/o startups

# Our success story 2021/22

Our first two years were very successful

- In the first year, 2 teams went all the way to Global Grand Finals and Floatmeal won in the category “The next Big Thing”
- In the second year, 2 of our startups entered the Global Final
- All finalists are successfully building their businesses

Learn more about it in this from Aranea, one of our national finalists!



Alex Fellner – Co-Founder & CEO, Aranea - ClimateLaunchpad Winner



# The National Final at WeWork 2022

Great atmosphere and great pitches at the National Final. Our jury came from media, business and investment background:

Jesper Koll, Japan Optimist

Nozomi Kosaka, Brand Director Business Insider

Masaru Nagaru, CIC Tokyo

Schyler Cole, Incubate Fund

## **The winners were**

Lupinus - Sustainable Foodsystems

Greentopia - Urban Farming

Innovare - Sustainable Mobility



Thanks to our main sponsor:



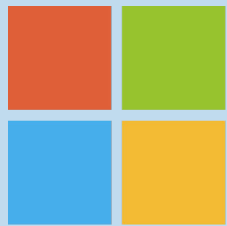
# Testimonial: Richard Mayus, Greentopia

Richard could successfully build his business and is expanding with his hydroponic towers growing vegetables on Tokyo rooftops.



# You are in good company

**Deloitte.** **accenture**



**Microsoft**



\*A selection of global Fortune 500 companies who supported ClimateLaunchpad

# Media Partnerships

## Mediagene

Mediagene operates 12 media and 3 commerce brands, such as business news media “**Business Insider Japan**”, technology product information media “**GIZMODO**”, and “**DIGIDAY** [Japanese version]” that conveys the current state of digital marketing.

**Asahi Shinbun** - Sustainability paper to cover progress with CLP2023

**Nikkei** - Under negotiation





# Partnership packages

Sponsorship Item	5,000,000 JPY	2,000,000 JPY	1,000,000 JPY
EIT Kic to post your company's name as a sponsor	Y		
Dedicated social media campaign/mention in press release	Y		
Possibility of sending an intrapreneur team	Y		
Ability to provide mentors and coaches for the bootcamp	Y		
Honourable mention at events (there will be up to 6 events)	Y	Y	
Invitation to bootcamp to learn about ClimateLaunchpad	Y	Y	
Mention on the ClimateLaunchpad website	Y	Y	
Receive information package for self-promotion and social media	Y	Y	
Opportunity to give a speech at finals	Y	Y	
Placement of your branding on the PDIE Group website	Y	Y	Y
Honourable mention in our press release after the National Final	Y	Y	Y
Placement of your branding on ClimateLaunchpad Japan slides	Y	Y	Y
Placement of your branded posters at ClimateLaunchpad Japan events	Y	Y	Y

# Asia Pacific Regional Partner

## Designations

- Designation as Asia Pacific Regional Partner for ClimateLaunchpad 2023

## Image and Logo

- Partner branding, link and profile on the ClimateLaunchpad global website
- Inclusion in all ClimateLaunchpad marketing and promotion
- Logo inclusion at all National Finals in Asia Pacific Region (approx. 10 countries)

## Branding and Marketing

- Official press release to announce partnership and distribution to global media
- Inclusion within all ClimateLaunchpad online and print event marketing (Save the date invitation, email footers, newsletters, final ClimateLaunchpad Report)

## Engagement

- Opportunities to engage employees at National Final events in up to 4 Asia Pacific countries (as jury members, guest speakers etc.)

## Digital and Social Media

- 2 x social media posts on ClimateLaunchpad social media pages

## Asia Pacific Regional Final

- Presentation on stage to award prize in name of organisation
- Guaranteed jury member position at final



# ClimateLaunchpad Global Partner

## Designations

- Official Major Partner of ClimateLaunchpad

## Image and Logo

- Partner branding, link and profile on the ClimateLaunchpad global website
- Partner branding, link and profile on the EIT Climate-KIC global website
- Inclusion in all event marketing and promotion

## Branding and Marketing

- Official press release to announce partnership and distribution to global media
- Inclusion within all ClimateLaunchpad online and print event marketing (Save the date invitation, email footers, newsletters, final ClimateLaunchpad Report)
- Interview in ClimateLaunchpad Video

## Digital and Social Media

- Video creation for distribution on social channels
- 7 x social media posts on ClimateLaunchpad social media pages
- 7 x social media posts on each EIT Climate-KIC social media page including:
- Guest Blog on ClimateLaunchpad website

## Global Showcase Event at COP 28

- Sponsorship of specific prize awards in name of organisation
- Presentation on stage to award prize to specific sector winner
- Opportunity to join Global showcase judging panels
- Speaker opportunities at Global showcase (e.g. guest at panel discussion event)
- Logo used exclusively on the front or within and listed as 'in association with'

## Engagement

- Opportunities to engage employees at National Final events worldwide (as jury members, guest speakers etc.)

## Additional Assets

- Mentoring opportunities with winners and broader pipeline of business
- Engagement and introduction service with historic database of past winners and participants
- 1-hour meeting with EIT Climate-KIC key stakeholder



## Some of our Success Stories

# felyx!

Felyx is an innovative electric scooter-sharing startup that aims to provide a sustainable and efficient mode of urban transportation. With its user-friendly app, Felyx allows customers to locate and rent electric scooters in a matter of seconds.

Felyx's electric scooters are eco-friendly and produce zero emissions, contributing to the company's mission of creating a more sustainable future for urban mobility.

With its successful launch in several European cities, Felyx has gained popularity among urban commuters and has become a key player in the urban mobility market.



Country	Netherlands
ClimateLaunchpad Year of Participation	2017
Investment raised	USD \$30.1 million
Jobs created	163



## SAND TO GREEN

Sand to Green is a French-Moroccan startup that converts degraded land into sustainable farms using advanced technologies and regenerative practices.



Their goal is to promote sustainable agriculture while creating a positive impact on the environment and local communities.

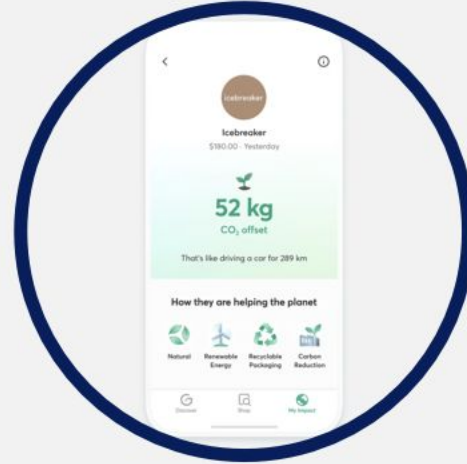
They work with local farmers and communities to build long-term partnerships for the sustainable growth of the regions where they operate.

Country	France
ClimateLaunchpad Year of Participation	2022
Investment raised	USD \$1 million
Jobs created	6

## Some of our Success Stories

### Greener

Greener is an Australian startup that aims to reduce carbon emissions and promote sustainable practices in the transportation industry. The company provides a platform that enables users to offset their carbon footprint by investing in verified carbon reduction projects around the world.



Greener offers a user-friendly experience by allowing customers to calculate their carbon footprint and choose from a range of projects that align with their values. The startup has partnered with leading organizations to develop a credible and reliable carbon offsetting solution that makes a positive impact on the environment.

Country	Australia
ClimateLaunchpad Year of Participation	2019
Investment raised	USD \$3.5 million
Jobs created	163

### floatmeal

Floatmeal is a Japanese startup that aims to revolutionize the aquaculture industry by providing a sustainable and nutritious alternative to traditional fish feed. The company's innovative solution is based on the use of insect protein, which offers a cost-effective and environmentally friendly option to feed farmed fish.



Floatmeal's technology involves using black soldier fly larvae to convert organic waste into high-quality protein that can be used as fish feed. This approach not only reduces the reliance on unsustainable fishmeal but also contributes to the reduction of organic waste and carbon footprint.

Country	Japan
ClimateLaunchpad Year of Participation	2021
Investment raised	-
Jobs created	7

# Contact

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Train.  
Compete.  
Launch.

[ClimateLaunchpad.org](http://ClimateLaunchpad.org)

"Small opportunities are often the beginning of great enterprises"

*~Demosthenes~*