

Startup 4Climate

2021

Read this first.

Criteria

For a submission to be accepted in the challenge your project must be in line with the definition of the energy transition, i.e. that it promotes the switch from current energy and transport systems to those systems and solutions that are smarter, more efficient and more climate friendly.

The Pitch

Shortlisted startups must be prepared to pitch their submission live to the jury of experts on the **digital event 14th of October 2021**. Pitches should be a maximum of 10 minutes long and should answer the questions stated on the following page of this document. Use of prototypes and digital presentation tools is encouraged.

The Final Event

If the jury believes your project can work wonders for the energy transition, you will be expected to attend **the final event on November 11th 2021 in Stockholm**, Sweden where all the winners will be presented.

Other

If your submission takes home the grand prize, nobody but you will continue to own your projects. By submitting your project you agree to your company and your project being presented in external communication created by GodEl, Ellevio, THINGS and We Don't Have Time.

All physical events will take place in Stockholm. All potential costs related to travel and accommodation will be paid for by the contestants.

Practical information about the events will be sent out well in advance.

How to win.

Whether your submission will be chosen to pitch and have a chance to win the grand prize will be determined based on how well it meets the following criteria:

Climate impact – for example:

- Reduction of greenhouse gas emissions measured in CO₂e.
- Reduced and/or more efficient energy use.
- Behaviour change that lead to sustainable consumption.

Doability – is it, you guessed it, doable?

Business model – is it profitable?

Uniqueness – how does it differ from already existing ideas?

♥ – an unofficial criterion based solely on the jury's emotional response to your project.

Fill in your submission on the next page.





The submission form.

Join the challenge by filling in this form and sending it to hello@startup4climate.com no later than the 1st of September 2021 23:59 CET.

PROJECT NAME:	COMPANY NAME:
WEBSITE:	ORGANISATION NUMBER:
NAME OF CONTACT PERSON:	E-MAIL:
ROLE/TITLE:	PHONE NR:

1. Project elevator pitch.

Note: This text will be used to describe your innovation on the external voting platform We Don't Have Time. Make sure you do not include too many business secrets.

(max 700 characters)

2. How does your project impact the energy transition and by extension the climate crisis?

(max 700 characters)

3. If you were granted 1 000 000 SEK, how would you use it to accelerate the energy transition?

(max 700 characters)

4. If you win, what will you achieve in the first six months after receiving the prize?

(max 700 characters)

5. What is your main obstacle to turning your project into a profitable business and how can it be overcome?

(max 700 characters)

 **6. Attach a photo that represents your company or innovation in the submission mail.**

Note that the image could be used in external marketing.
Preferred format: 1920x1080 px (16:9). Minimum format: 700x700 px

Send submission and image to



hello@startup4climate.com