REQUEST FOR APPLICATIONS

Apply HERE by January 27, 2021

The Urban Future Lab at New York University-Tandon, **Greentown Labs**, and the **Fraunhofer USA TechBridge Program** recently **announced** the launch of the **Carbon to Value Initiative** **(C2V Initiative)**, a unique partnership driving the creation of a thriving innovation ecosystem for the commercialization of carbontech — technologies that capture and convert carbon dioxide (CO_2) into valuable end products or services. The C2V Initiative is supported by the New York State Energy Research and Development Authority (**NYSERDA**) and the **Consulate General of Canada in New York.** The C2V Initiative's best-in-class, multi-stakeholder acceleration program is requesting applications for its first cohort from startups seeking to rapidly commercialize and scale carbontech innovations.

Program Overview

According to scientists, reducing greenhouse gas emissions alone will not be enough to keep global warming below an average of two degrees Celsius globally. **More than 100 gigatons of carbon, in the form of carbon dioxide, must be removed from the atmosphere by 2050**. These efforts will be particularly important in hard-to-decarbonize industries, such as construction materials and agriculture. **Analysts predict that carbontech could comprise a trillion-dollar market opportunity**, in sectors as diverse as fuels, cement production, industrial gases, chemicals and polymers, and new materials. However, the carbontech industry is still nascent, and many promising solutions will not be cost-effectively scaled in the timeframe necessary without support for their expedited development.

The C2V Initiative uniquely combines a best-in-class partnership accelerator program with exclusive access to industry leaders shaping the carbontech marketplace of tomorrow. Startups selected to participate in the program will have the opportunity to engage with the **Carbontech Leadership Council**, an invitation-only group of executive leaders across diverse industry sectors driving the future of carbontech. Startups will gain market insights and explore potential partnerships with CLC members and others with the potential to unlock this trillion-dollar market. Specifically, startups will have the opportunity to hear firsthand from CLC members about their carbontech strategies, to present to them directly, and to access individuals and market knowledge from within the participating corporations.

Program Benefits for Startups

- Participation in a six-month acceleration program, including 80+ hours of customized programming to help startups bridge the gap between the technology development challenges of today and the carbontech markets of tomorrow

- Exclusive access to industry-leading multinational corporations from diverse industries poised to shape the future of the global carbontech market, including the advanced materials, chemicals, and water and waste sectors
- Support from high-quality, experienced mentors from a curated community of industry-specific experts to meet identified business needs
- Access to an industry- and technology-relevant expertise and knowledge base of carbontech thought leaders from academic institutions and NGOs
- Resources from the Urban Future Lab, Greentown Labs, and Fraunhofer USA and Fraunhofer Gesellschaft networks, including membership at one or both of the Greentown and UFL incubators for the duration of the program (further details below, virtual options available)

Eligibility

- **Innovation Scope:** Potential applicants must demonstrate through a competitive RFP process that the technology, product or service is not only scalable, but incorporates captured carbon as the major input for an overall carbon neutral or carbon negative impact.
    - Below is a non-exhaustive list of example technologies, sectors, processes, and services that will be in scope for the first cohort of the C2V Initiative.
        - Carbon Capture — Direct air capture (DAC), point source capture, and capture from non-gaseous carbon waste streams
        - Carbon Storage —Soil carbon storage, mineralization, reforestation, and geologic or oceanic sequestration
        - Carbon Transformation — Electrochemical, photochemical, thermochemical, bio-catalyzed, or photosynthetic processes to transform waste carbon
        - End Products made from waste carbon — Fuels, building materials, chemicals, and advanced materials
        - Business Model Innovation — Including financing, market making, and logistics
    - Note: These categories are not exhaustive. Startups with a novel carbontech innovation are encouraged to apply even if their technology is not listed above.
- **Stage:**
    - Technological Maturity: Startups must have **at least** a component and/or breadboard validation in a laboratory environment (e.g., TRL 4 and above)
    - Commercial Maturity: Startups that are **actively investigating product-market fit** with a focus on primary market research
- **Geography:** Applicants may apply from anywhere in the world. Depending on the COVID-19 pandemic, events may take place onsite in New York City and Boston, virtually, or a combination of both.

Applicants to the first cohort of the C2V Initiative will be evaluated on several factors, including their technology or service's lifetime carbon reduction potential, the potential impact of their technology on the overall carbontech market, and the startups' ability and preparedness to fully leverage the benefits of the program.

Apply HERE by January 27, 2021
If that link does not work the application can also be found at
https://platform.younoodle.com/client/entry-rounds/carbon_2_value/apply

Major Program Events*

- Kickoff Event: May 6, 2021
  - *The Kickoff Event will convene the carbontech ecosystem to publicly announce, highlight, and celebrate the startups accepted to the C2V Initiative.*
- Workshops
  - *Workshops will engage industry experts from the carbontech ecosystem, with programming customized to serve the participating startups' unique needs.*
  - Workshop 1: June 9-10, 2021
  - Workshop 2: July 21-22, 2021
  - Workshop 3: August 25-26, 2021
  - Workshop 4: September 22-23, 2021
- Final Showcase: October 21, 2021
  - *The Final Showcase will celebrate the progress achieved by startups during the program, and will include private engagement with CLC members as well as a public session that engages the carbontech ecosystem.*

CEO/founder-level participation is required at all program events. These events may take place onsite in New York City and Boston, virtually, or a combination of both. Please note: Dates may be subject to change due to COVID-19 and virtual planning.

Please Note Startups who wish to participate in the C2V Initiative must:

- Complete and successfully submit C2V application in its entirety before application due date of January 27, 2021.
- Be available for virtual interviews after the close of the Round 1 application deadline, if selected for further rounds.
- Respond in a timely manner to inquiries from the C2V Initiative partners if additional questions arise.
- Disclose the status of any intellectual property (IP) relevant to your submission. **All submissions must be non-confidential.** Awardees will enter into non-disclosure agreements in order to protect their intellectual property through the C2V Initiative.

With Questions about the RFP or Application Process, Please Contact:
Marinna Teixeira, Greentown Labs Program Manager, mteixeira@greentownlabs.com
Or consult our website at https://www.c2vinitiative.com/faq

About the Partners

Greentown Labs

Greentown Labs is a community of climatetech and cleantech pioneers working to design a more sustainable world. As the largest climatetech startup incubator in North America, Greentown Labs brings together startups, corporates, investors, policymakers, and many others with a focus on scaling climate solutions. Driven by the mission of providing ground-breaking startups the resources, knowledge, connections, and equipment they need to thrive, Greentown Labs offers prototyping and wet lab space, shared office space, a machine shop, an electronics lab, software and business resources, a large network of corporate customers and investors, and more. Greentown Labs' 100,000-square-foot campus in Somerville, MA is home to more than 100 startups and has supported more than 280 startups since the incubator's founding in 2011. These startups have collectively created more than 6,500 direct jobs and have raised more than $850 million in funding. For more information, please visit www.greentownlabs.com or Twitter, Facebook, and LinkedIn.

About Urban Future Lab

Founded in 2009, the Urban Future Lab at NYU Tandon School of Engineering is New York City's longest running cleantech startup incubator. As an integral part of the NYU Tandon Future Labs network, UFL provides unmatched access to industry stakeholders, strategic advice, marketing and branding support, investor networks, and a community of like-minded founders. Our portfolio includes industry-leading startups in the areas of renewable energy, smart buildings, transportation, and resource-efficiency. The Urban Future Lab is leading the way to a more sustainable world by connecting people, capital, and purpose to advance market-ready solutions to address climate change. For more information, please visit ufl.nyc or find us on Twitter. For more information about NYU Tandon please visit engineering.nyu.edu.

About Fraunhofer

The **TechBridge Program** is led by **Fraunhofer USA, Inc.** in the United States. Fraunhofer has established itself as a leading industry-driven international laboratory accelerating the adoption of energy technologies through scientific research and engineering innovation. The core offering of TechBridge is applied, industry-focused projects performed for entrepreneurs by the Fraunhofer Network with the express goal of de-risking novel technologies for the private sector. Projects may take the form of developing and testing prototypes, deploying field demonstrations, performing third-party validation, generating test data in an industry context, or manufacturability studies. These projects bring promising technologies closer to market and

make them more attractive for private sector investment, industry adoption, and scale-up funding, ultimately leading to the accelerated success of high growth entrepreneurs and businesses. For more information on Fraunhofer TechBridge, please visit the TechBridge Webpage.

Fraunhofer USA, Inc. is a 501 (c) (3) not-for-profit organization incorporated in Rhode Island that is dedicated to the advancement of applied research. Fraunhofer USA was founded in 1994 to conduct applied R & D for customers from industry and state governments and the federal government in the United States. Partnering with Fraunhofer-Gesellschaft, Europe's largest application- oriented research and development organization, Fraunhofer USA can offer both domestic and international resources to enhance its portfolio of R & D services.

About the Supporters

NYSERDA

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit nyserda.ny.gov or follow us on Twitter, Facebook, YouTube, or Instagram.

The Consulate General of Canada in New York

The Consulate General of Canada in New York represents the Government of Canada in New York, Connecticut, Delaware, New Jersey, Pennsylvania, and Bermuda. The Consulate General's efforts and engagements cover a range of political, commercial, cultural, security and economic interests to Canada in our region. From providing business clients with practical advice and on-the-ground intelligence, to engaging with local, state and federal government representatives, to servicing Canadians and visa holders, the Consulate General of Canada in New York is highly engaged with stakeholders across multiple sectors and industries.

About the New York University Tandon School of Engineering

The NYU Tandon School of Engineering dates to 1854, the founding date for both the New York University School of Civil Engineering and Architecture and the Brooklyn Collegiate and Polytechnic Institute (widely known as Brooklyn Poly). A January 2014 merger created a comprehensive school of education and research in engineering and applied sciences, rooted in a tradition of invention and entrepreneurship and dedicated to furthering technology in service to society. In addition to its main location in Brooklyn, NYU Tandon collaborates with other schools within NYU, one of the country's foremost private research universities, and is closely connected

to engineering programs at NYU Abu Dhabi and NYU Shanghai. It operates Future Labs focused on start-up businesses in downtown Manhattan and Brooklyn and an award-winning online graduate program. For more information, visit engineering.nyu.edu.