

C2V YEAR 3 CALL FOR APPLICATIONS

[Apply HERE by March 31, 2023](#)

The [Carbon to Value Initiative \(C2V Initiative\)](#), a unique partnership among the [Urban Future Lab](#) at New York University-Tandon, [Greentown Labs](#), and [Fraunhofer USA](#), requests applications for its third cohort from startups seeking to rapidly commercialize and scale carbontech innovations. The C2V Initiative is supported by the New York State Energy Research and Development Authority ([NYSERDA](#)) and members of the [Carbontech Leadership Council](#).

Program Benefits for Startups

- **Participation in a six-month accelerator program**, including customized programming to help startups bridge the gap between the technology development challenges of today and the carbontech markets of tomorrow
- **Collaboration Opportunities with C2V's [Carbontech Leadership Council](#)**, comprised of industry-leading multinational corporations from diverse industries (including the building materials, EPC (engineering, procurement and construction), advanced materials, specialty chemicals and catalysts, energy, and consumer products sectors), as well as prominent government and non-profit thought leaders
- **Access to the C2V Initiative's rich network**, including high-quality, experienced mentors; and resources from the Urban Future Lab, Greentown Labs, and Fraunhofer networks, including membership at one or both of the Greentown and UFL incubators for the duration of the program
- **A \$10,000 stipend** per selected startup to support their participation in the accelerator

Program Overview

The C2V Initiative is unlocking a new carbontech economy, bringing innovative solutions to scale as rapidly as possible through the creation of a robust, powerful, and collaborative new ecosystem. Building on its first two successful years with 230+ applications and 18 selected startups ([Cohort 1](#); [Cohort 2](#)), Year 3 of the C2V Initiative returns with its world-class partnership accelerator program, bringing exclusive access to industry leaders and nonprofit experts who are 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 collaboration opportunities with CLC members 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 experts and industry knowledge from within the participating corporations. Cohort startups will also gain access to the C2V Initiative's extended network of startup alumni,

investors, government funders and ecosystem supporters, allowing them to overcome their specific barriers and significantly raise their visibility profile in the carbon management industry.

Since its launch in 2020, the C2V Initiative has facilitated over 150 connections between its 18 startup alumni, CLC members, and C2V's rich carbontech network. C2V startups have collectively raised over \$340 million in funding during and following their participation in the program.

Eligibility

- **Innovation Scope:** applicants must demonstrate that the technology, product or service is not only differentiated and scalable, but also incorporates captured carbon as a major input for valorization. Below is a partial list of example technologies that are in scope for the third cohort of the C2V Initiative. *These categories are not exhaustive, and overlap is possible. Startups with a novel carbontech innovation are encouraged to apply even if their technology is not listed below.*
 - Carbon Capture, such as atmospheric (e.g. DAC) or point source (esp. from hard-to-decarbonize sectors)
 - Carbon Conversion to Added-Value Products, such as CO₂ mineralization into building materials, CO₂ conversion to fuels (e.g. SAF) and chemicals (and related feedstocks like syngas)
 - Carbon Dioxide Removal ([CDR](#)), such as ocean alkalinity enhancement, enhanced rock weathering, etc.
 - Enabling Technologies, such as Measurement, Reporting and Verification (MRV) systems for carbontech (software and/or hardware), financing and insurance, carbon markets
 - *Notes:*
 - *Nature-based (e.g. soil, forest/biomass, ocean), engineered-based and hybrid approaches are considered in scope*
 - *All carbon conversion processes (e.g. thermochemical, electrochemical, photochemical, biological, mineralization, etc.) are in scope*
 - *Previously established direct CO₂ uses such as EOR are not in scope*
- **Stage:**
 - Technological Maturity: [TRL](#) 4-7, i.e. validated in a laboratory environment
 - Commercial Maturity: actively investigating product-market fit and seeking partnerships
 - There is no minimum or maximum public/private funding limit
- **Geography:** Applicants may apply from anywhere in the world.
 - Events will take place both in-person in New York City, Boston, or Houston, and virtually (see detailed schedule below).
 - A \$10,000 stipend will be given to each selected startup to help cover expenses associated with travel and any other program activities

Applicants to the third cohort of the C2V Initiative will be evaluated on several factors, including novelty and feasibility, potential climate benefits, potential impact on the overall carbontech market, and the startup's preparedness to fully leverage the benefits of the program.

Please visit our [Frequently Asked Questions](#) for additional information.

The C2V Initiative is committed to increasing diversity, maintaining an inclusive community culture, and creating a more sustainable planet for all. We welcome applications from founders and teams of all backgrounds, regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status, veteran status, or whether or not they have a disability.

[Apply HERE by March 31, 2023](#)

The application can also be found at

https://platform.younoodle.com/competition/carbon_to_value_initiative_year_3

Major Program Events*

- Kickoff Event: May 24, 2023 (Boston, MA)
 - *The Kickoff Event will convene the carbontech ecosystem to publicly commence Year 3 of the C2V Initiative and will include a pitch event to highlight startups that have advanced to the final round of consideration.*
- Workshops
 - *Workshops will engage industry experts from the carbontech ecosystem, with programming customized to serve the participating startups' unique needs.*
 - Workshop 1: June 28-29, 2023 (New York City)
 - Workshop 2: Aug 14-16, 2023 (Virtual)
 - Workshop 3: Oct 4-5, 2023 (Houston, TX)
- Final Showcase: Nov 30, 2023 (New York City)
 - *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.*

****CxO/founder-level participation is required at all program events.***

Please Note Startup applicants must:

- Complete and successfully submit C2V application in its entirety before application due date of March 31, 2023.
- Be available for 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:

Dominick Protomastro, Program Coordinator, Greentown Labs,

dprotomastro@greentownlabs.com.

Or consult our [FAQ document](#).

Startup Testimonials

“Phenomenally run program, which was perfectly aligned with the challenges we were facing in our business. C2V is an amazing platform for carbontech startups to position themselves for growth, learn from fellow startups and partner with established CLC Members.” – [Air Company](#), Year 1 Cohort

“The amount of quality organizations and connections made is well worth the time spent participating in the program. Those connections and collaborations have been an important contributor to the learnings and growth of Patch.” – [Patch](#), Year 1 Cohort

“C2V was the right place at the right time for Aluminum Technologies. It is the nexus of the carbontech world—the right combination of content and connections. Our C2V experience proved invaluable and helped illuminate our path forward.” – [Aluminum Technologies](#), Year 2 Cohort

“The program is structured to perfectly fit the challenges and opportunities unique to carbontech startups...the CLC members are invaluable in sharing knowledge and opening doors, and our fellow startups continue to be a source of inspiration for us!” – [ecoLocked](#), Year 2 Cohort

About the Partners**The Urban Future Lab at NYU Tandon School of Engineering**

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 (<https://futurelabs.nyu.edu/>), 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 about UFL,

visit [ufl.nyu](https://ufl.nyu.edu) and follow us on [Twitter](#) and [LinkedIn](#). For more information about NYU Tandon, visit engineering.nyu.edu.

Greentown Labs

Greentown Labs is a community of climate action 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 startups the resources, knowledge, connections, and equipment they need to thrive, Greentown Labs offers lab space, shared office space, a machine shop, an electronics lab, software and business resources, and a large network of corporate customers, investors, and more. With incubators in Somerville, Mass. and Houston, TX, Greentown Labs is home to more than 200 startups and has supported more than 500 startups since the incubator's founding in 2011. These startups have collectively created more than 9,000 jobs and have raised more than \$4 billion in funding. For more information, please visit www.greentownlabs.com or [Twitter](#), [Facebook](#), and [LinkedIn](#).

Fraunhofer

Fraunhofer USA, Inc. is a 501 (c) (3) non-profit organization 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. Fraunhofer USA develops and validates scientific applications and technologies for industrial innovation in the USA. Fraunhofer USA's research centers in the United States and the Fraunhofer institutes of Fraunhofer-Gesellschaft in Germany work together to provide the most versatile cutting-edge technologies to a global market. Fraunhofer USA offers unique transatlantic business opportunities to close the innovation gap from the lab to the real market. The research centers of Fraunhofer USA pursue strategic alliances with one or more of the numerous Fraunhofer institutes of Fraunhofer-Gesellschaft in Germany and with major research universities in the USA. For more information please visit www.fraunhofer.org or [LinkedIn](#) and [Twitter](#).

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 nyserdera.ny.gov or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#).

The Carbontech Leadership Council

The Carbontech Leadership Council (CLC) of the C2V Initiative is an invitation-only group of corporate, non-profit, and government thought leaders who foster commercialization opportunities and identify avenues for technology validation, testing, and demonstration. Members consist of senior executives representing diverse industries that have made formal commitments to reducing carbon emissions in their core businesses and beyond. Current CLC members include Carbon180, Carbon Direct, CarbonPlan, Circular Carbon Network, Consulate General of Canada in New York, CRH, Fluor, Johnson Matthey, NRG, NYSERDA, Unilever, Gore, and XPRIZE. For more details, visit www.c2vinitiative.com/clc.