



KAITEKI CHALLENGE

Reimagining Proteins, Plastics, and Packaging



Greentown Labs



Mitsubishi Chemical
Holdings

INFORMATION FOR APPLICANTS

AWARDS + BENEFITS

- A structured platform to perform a proof of concept (POC) project with MCHC and explore follow-on partnerships with MCHC and its operating companies, and/or investment from MCHC's CVC arm, Diamond Edge Ventures
- Access to leadership from MCHC that will be matched with your team to support throughout the six-month program, and potentially beyond
- \$25,000* in non-dilutive grant funding to cover the cost of the POC; additional travel funding is available if needed
- Mentorship, networking opportunities, and partnership-focused programming from the Greentown community of climatetech startup experts
- Membership within Greentown for the duration of the program

*Funding required for proof of concept projects beyond \$25,000 may be available and will be evaluated on a case-by-case basis.

APPLICATION TIPS + ELIGIBILITY

- Submit your completed application through the online portal by Feb. 10, 2021
- Be available for virtual and/or in-person interviews after the application deadline
- Disclose the status of any intellectual property (IP) relevant to your submission. Do not submit confidential information in the application process. Participating startups will enter into non-disclosure agreements in order to protect their IP.
- Applicants may apply from anywhere in the world. Depending on the COVID-19 pandemic, events may take place onsite in Boston, virtually, or a combination of both.

TIMELINE

If you are selected as a KAITEKI Challenge participant, a CEO/founder of your company will be required to attend all events in order to get the most out of the program. Depending on the COVID-19 pandemic, events may take place on-site in Boston, virtually, or a combination of both.



*Exact workshop dates and format will be confirmed prior to the beginning of the program

WHY WE NEED TO REIMAGINE PROTEINS, PLASTICS, AND PACKAGING

Two of the largest challenges to sustainable wellbeing today are the over-consumption of resources and generation of waste. Each year 1.6 billion tons of food are wasted, while 820 million people go hungry. Food waste accounts for 3.3 billion tons of CO2 equivalent of GHG released into the atmosphere per year, and meat production accounts for 14.5 to 18 percent of human-induced greenhouse gas emissions. Additionally, as of 2015, only nine percent of the world's plastic had been recycled, according to researchers.

Greentown supports startups that are tackling our biggest climate and environmental challenges across the key carbon-emitting sectors: agtech/water, manufacturing, electricity, transportation, and buildings. The KAITEKI Challenge's focus on sustainable consumption is closely aligned with this mission, and Greentown looks forward to helping innovative startups collaborate with MCHC to drive progress on addressing the climate impacts of proteins, plastics, and packaging.

As a company with businesses in such diverse areas as films, polymers, food ingredients, advanced composites, and more, MCHC recognizes the need to be proactive in transforming its business models through innovation. Circular economy provides one avenue to address the challenges of overconsumption and waste generation. But MCHC understands that no one company can create a circular economy on its own—the entire value chain must be involved. That's why MCHC prioritizes collaborating with external innovators in order to create value for tomorrow.

Questions? Contact launch@greentownlabs.com