REQUEST FOR APPLICATIONS

Greentown Labs requests applications from innovative startups who are advancing buildings-related technologies that optimize for the health of people and the health of the climate, together. The Greentown Launch Healthy Buildings Challenge is a partnerships-focused accelerator program in partnership with Saint-Gobain and made possible by the Massachusetts Clean Energy Center (MassCEC).

Program Benefits for Startups:

- Acceptance into Greentown Launch, a six-month partnerships acceleration program for startups at Greentown Labs, the largest climatetech incubator in North America
- A structured platform to explore potential partnership outcomes with Saint-Gobain, including investment opportunities, development partnerships, and commercial partnerships
- Access to leadership from Saint-Gobain that will be matched with your team to support throughout the six-month program (and beyond pending the success of your collaboration within the Healthy Buildings Challenge)
- $25,000 in non-dilutive grant funding
- Mentorship, networking opportunities, and partnership-focused programming from the Greentown Labs community of climatetech startup experts
- Exclusive access to the Greentown Labs, Saint-Gobain, and MassCEC networks, which includes additional funding opportunities and connections
- Desk space and membership within Greentown Labs for the duration of the program

Why a Healthy Buildings Challenge and What We're Looking For

Between their construction and operation, buildings in the United States account for almost half of the country's energy usage[1]. At the same time, a recent UC Berkeley study found that nearly half of office building occupants describe themselves as uncomfortable with their building's temperature - to say nothing of its other characteristics[2]. People spend an average of 90% of their time indoors[3], meaning that building characteristics like lighting, temperature, air quality, and noise can have a significant impact on health. At a moment when awareness of both occupant wellbeing and climate impact are at an all-time

[1] Environmental and Energy Study Institute (EESI). (n.d.). *Buildings & Built Infrastructure*. EESI. https://www.eesi.org/topics/built-infrastructure/description.
[2] Karmann, C. (2018, April 1). *Percentage of commercial buildings showing at least 80% occupant satisfied with their thermal comfort*. eScholarship. https://escholarship.org/uc/item/89m0z34x
[3] *Healthy Buildings, Healthy People - A Vision for the 21st Century*. (2020, November 23). US EPA. https://www.epa.gov/indoor-air-quality-iaq/healthy-buildings-healthy-people-vision-21st-century

high, we see a pressing need to advance a new generation of buildings that can be considered truly "healthy."

A healthy building optimizes for both environmental impact and the wellbeing of its occupants. In order to meet ambitious climate goals and improve building occupant comfort, innovation will play a critical role. The US Green Building Council states that "through sustainable design, construction and operations green buildings are reducing carbon emissions, energy and waste; conserving water; prioritizing safer materials; and lowering our exposure to toxins"[4].

Saint-Gobain, MassCEC, and Greentown Labs recognize the significant role that healthy buildings will play in improving the sustainability of our built environment. **The Healthy Buildings Challenge seeks startups with innovative technologies at the prototype stage and beyond that advance building sustainability and wellbeing for building occupants.** Our world needs innovation that can optimize for the health of people and the health of the climate, *together*.

Program Scope

Building Materials, Coatings, and Envelope Systems

Building materials, coatings, and envelope systems are a critical factor in both building sustainability and occupant wellbeing. Effective materials, coatings, and envelope systems deliver optimal temperatures, maximum natural lighting potential, acoustic comfort, and superior indoor air quality. As mostly passive solutions, they minimize the need for energy-intensive mechanical systems to deliver wellbeing outcomes. Furthermore, innovative materials, coatings, and envelope systems can enhance a building's total carbon impact, circularity profile, and/or environmental impact (by avoiding pollutants, etc).

Specific technologies of interest include:

- Sustainable substitutes / alternatives to incumbent building materials, including carbon-sequestering materials
- Materials, coatings, and envelope systems that enhance wellbeing for building occupants, including optimal temperatures, maximum natural lighting potential, acoustic comfort, and superior indoor air quality
- Exterior high-performance building cladding materials with added carbon, human health, or other environmental benefits
    - Roofing/siding with integrated PV
    - Innovative glass solutions for windows, including active glazings and power-generating glazings

[4] *Press: Benefits of green building | U.S. Green Building Council.* (2021). USGBC. https://www.usgbc.org/press/benefits-of-green-building

Digital Platforms, Monitoring, and Supplemental Technologies

Digital platforms, monitoring, and supplemental technologies allow for better day-to-day management of building sustainability and occupant wellbeing. Furthermore, they help building owners and operators plan for retrofits, capital investments, and other big decisions that can deliver step changes in these outcomes. Digital tools are equally relevant in new construction, during ongoing operation, and throughout building retrofits.

Specific technologies of interest include:

- Building management and monitoring systems for lighting, air quality, airflow, acoustic protection, temperature, and daylight maximization
- Lifecycle analysis software with a building materials or systems focus
- Software and platforms that support building owners and operators in decarbonization transition planning, retrofit optimization, building envelope enhancement, and similar activities

Partnership Outcomes

As the Leading Program Partner, Saint-Gobain intends to pursue the following types of partnerships with startups through this program:

- **Investment Opportunities** through Saint-Gobain's venture arm, NOVA
    - NOVA by Saint-Gobain is a strategically-driven investor of innovation in the core markets of building and construction, mobility, life science and industrial products. NOVA supports and partners with entrepreneurs poised to reinvent the market by sharing knowledge and technology to produce results more quickly and build partnerships around the world with companies that share NOVA's same passion of making the world a better home.
    - Example: As a result of InNOVAte 2019 - Saint-Gobain's prior Greentown Launch program - NOVA made investments in two program participants, Inovues and Hyperframe

- **Development Partnerships,** such as the following:
    - Research partnerships and co-development
    - Testing, proof of concept projects, and piloting
    - Examples:
        - During InNOVAte 2019, Saint-Gobain conducted a pilot with program participant Inovues and supplied materials for testing and development purposes to program participant Hyperframe

- **Commercial Partnerships,** such as the following:
    - Licensing
    - Commercial agreements

- Supplier-customer relationships
- Go-to-market partnerships to support, for example, expansion into new geographies and markets, both nationally and internationally, including expertise on regulatory requirements

In addition, MA-based startups will also be highlighted for MassCEC's Investments program at the end of the Healthy Buildings Challenge. MassCEC makes direct equity investments in MA-based cleantech companies through the Equity and Seed Investments programs.

Eligibility

- Submit your completed application through the online portal by Aug. 25, 2021
- Be available for virtual and/or in-person interviews after the application deadline, if selected for further rounds
- Disclose the status of any intellectual property (IP) relevant to your submission. **Do not submit confidential information in the application process.** Awardees will enter into non-disclosure agreements in order to protect their intellectual property throughout the Healthy Buildings Challenge.
- 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.
- If you are selected as a Healthy Buildings Challenge participant, a CEO/founder of your company will be required to attend all program events in order to enjoy full program benefits. Depending on the COVID-19 pandemic, events may take place onsite in Boston, virtually, or a combination of both. A tentative timeline is as follows:
    - Kickoff Event: Oct. 14, 2021
    - Workshop 1: Nov. 17-18, 2021
    - Workshop 2: Jan. 12-13, 2022
    - Workshop 3: Feb. 23-24, 2022
    - Final Showcase: Mar. 31, 2022
- Greentown 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.

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, a large network of corporate customers, investors, and more. With its headquarters in Somerville, Mass. and a recently-opened incubator in Houston, TX, Greentown Labs is home to more than 140 startups and has supported more than 330 startups since the incubator's founding in 2011. These startups have collectively created more than 6,500 direct jobs and have raised more than $1.2 billion in funding. For more information, please visit www.greentownlabs.com or Twitter, Facebook, and LinkedIn.

Greentown Launch

Greentown Launch, Greentown Labs' flagship corporate partnerships accelerator, enables forward-thinking corporates to mobilize the cleantech ecosystem to advance their sustainability goals, super-charge their external innovation strategies, and forge meaningful partnerships with industry-disrupting startups. The Greentown Launch team works closely with a corporate to craft a customized program, drawing on a proven roadmap rooted in coaching the startups and the corporate toward mutually beneficial partnerships. Greentown Launch has a demonstrated track record: startups and corporates have signed 23 contracts over the accelerator's seven programs. These collaborations have taken the form of pilots, licensing agreements, investments, a joint development agreement, and more.

About Saint-Gobain

Saint-Gobain designs, manufactures and distributes materials and solutions for the construction, mobility, healthcare and other industrial application markets. Developed through a continuous innovation process, they can be found everywhere in our living places and daily life, providing wellbeing, performance and safety, while addressing the challenges of sustainable construction, resource efficiency and the fight against climate change. This strategy of responsible growth is guided by the Saint-Gobain purpose, "MAKING THE WORLD A BETTER HOME," which responds to the shared ambition of all the women and men in the Group to act every day to make the world a more beautiful and sustainable place to live in.

€38.1 billion in sales in 2020
More than 167, 000 employees, located in 70 countries
Committed to achieving Carbon Neutrality by 2050

For more details on Saint-Gobain, visit www.saint-gobain.com and follow us on Twitter @sgnova or @saintgobain.

About NOVA

NOVA, the external venturing arm of Saint-Gobain, identifies forward-thinking startups around the world whose philosophies align with Saint-Gobain's focus on well-being and sustainability.

It helps those startups nurture their ideas and grow their companies to scale through partnerships and investment. With a presence in Asia, Europe, North and South America, NOVA connects the global startup community with the power, resources and experience of Saint-Gobain to address the needs of today and challenges of tomorrow.

To learn more about Saint-Gobain and NOVA by Saint-Gobain go to www.saint-gobain.com or www.nova-saint-gobain.com and follow us on Twitter @saintgobain or @sgnova

About MassCEC

MassCEC is a publicly-funded agency dedicated to accelerating the success of clean energy technologies, companies and projects in the Commonwealth—while creating high-quality jobs and long-term economic growth for the people of Massachusetts. Since it began operating in 2009, MassCEC has helped clean energy companies grow, supported municipal clean energy projects and invested in residential and commercial renewable energy installations, creating a robust marketplace for innovative clean technology companies and service providers.

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