



## Advancing Climatetech and Clean Energy Leaders (ACCEL) REQUEST FOR APPLICATIONS

[Greentown Labs](#) and [Browning the Green Space](#) (BGS) are requesting applications from innovative startups that are developing climate solutions for sectors including electricity, transportation, buildings, manufacturing, resiliency, adaptation, and agriculture. [ACCEL](#) is tailored to support founding and executive teams that are predominantly made up of BIPOC leaders.

Recognizing the need for change in the climatetech industry, Greentown Labs and BGS aim to empower founders of color throughout the startup lifecycle. This includes leading technology-driven companies addressing climate change, fostering diverse workforces, and advocating for clean technology deployment in underserved communities.

### Program Benefits for Startups:

#### **1. Cohort Experience:**

- Work alongside an outstanding cohort of BIPOC founders to build and scale your startup.

#### **2. Structured Curriculum:**

- Engage in a well designed curriculum of workshops led by experts, covering various essential topics, including but not limited to:
  - Customer discovery
  - Optimizing team performance
  - Design thinking and prototyping
  - Growth hacking
  - Startup finance
  - Storytelling and pitching
  - Mental health & self-care

#### **3. Financial Support:**

- Receive \$25,000 in non-dilutive grant funding upon completion of program milestones. *Note: There is no cost to participate in the program, and there are no equity or financial obligations for invited companies to participate.*

#### **4. Mentorship:**

- Gain valuable mentorship from Greentown Labs and BGS's networks of mentors and industry experts.

#### **5. Greentown Labs Workspace and Membership:**

- Access dedicated desk space and membership within Greentown Labs throughout the program.



- Enjoy exclusive access to events, utilize spaces, and build meaningful relationships with key climatetech leaders.

**6. BGS Membership:**

- Receive BGS membership to unlock opportunities to learn, connect, and engage with practitioners in the clean energy sector on a just energy transition for Black and Brown communities.

## What We're Looking For

Greentown Labs and BGS are deeply committed to empowering marginalized communities impacted by environmental consequences from various sources, including industrial, municipal, commercial operations, and government regulations. The ACCEL Program is specifically designed to support BIPOC founders in developing climatetech solutions. Our goal is to establish crucial support infrastructure and leverage our networks and partnerships to accelerate the development and distribution of solutions, embracing a diverse group of founders. Addressing the climate crisis not only presents a significant economic opportunity, but allows us to shape an equitable and inclusive clean energy transition for the benefit of future generations.

We are actively seeking startups at [TRL](#) 1-4, and the accelerator will focus on product and technology development, market expansion, capital raising, and management & team development. Startups will have the invaluable opportunity to access Greentown Labs' incubators and receive mentorship from top-tier experts within both Greentown Labs and BGS's networks.

## Program Scope

Greentown Labs and BGS are committed to providing a comprehensive and immersive experience for the selected startup cohort. Applications for the ACCEL program are open until Jan. 5, 2024, with the program set to kick off in March 2024.

The selected startup cohort will undergo a structured, six-month acceleration period, featuring intensive support in product and technology development, market expansion, capital acquisition, and management & team development. Following this, the cohort will receive an additional six months of ongoing mentorship to ensure sustained progress and growth.

Throughout the program, BGS will lead tailored workshops addressing the unique experiences of underrepresented founders. These workshops will cover essential topics



such as team development, mental health, self-care, and environmental justice, equipping founders with critical skills and knowledge for their entrepreneurial journey.

[VentureWell](#), ACCEL's Curriculum + Resources Partner and a national leader in innovation and entrepreneurship education, will play a vital role by delivering its established investment-readiness training program. This program will significantly enhance the readiness of ACCEL's early-stage innovators for investment opportunities, an essential aspect for the growth and sustainability of startups.

The 12-month program will also feature public ACCEL kickoff and showcase events to show the growth of the cohort over the course of six months, and an additional six months of mentoring to ensure startups are connected with industry experts for guidance and support. Startups will have the opportunity to participate in pitch days, investor roundtables, business development workshops, and more invaluable opportunities to advance startups.

## Eligibility

- Submit your completed application through the Greentown Labs website by 11:59 pm **January 5, 2024**.
- 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 ACCEL program.
- Applicants may apply from anywhere in the world, with priority consideration given to applicants residing in Greater Boston and Greater Houston, where Greentown's incubators are located.
- If you are selected as an ACCEL program participant, a CEO/founder of your company will be required to attend all program events and commit to spending three to four hours each week dedicated to ACCEL activities for the first six months of the program. Events will take place on-site in Boston and Houston, virtually, or a combination of both. A tentative timeline is as follows:
  - ACCEL Applicant Info Session: December 14th, 2023 (Location: Virtual)
  - Kickoff Event: March 6th, 2024 (Location: Boston)
  - Workshops: March-August 2024 (Locations: Boston, Houston, Hybrid)
  - Final Showcase: September 5, 2024 (Location: Houston)



## How To Apply

Visit the [ACCEL webpage](#) to access the 2023-2024 participant application. Complete the application by 11:59 pm January 5, 2024, to be considered for the cohort selection.

## Questions about the Application:

Please contact

- Sonali Anderson, ACCEL Program Manager at Greentown Labs, [sanderson@greentownlabs.com](mailto:sanderson@greentownlabs.com)
- Hadas Webb, Deputy Director at Browning the Green Space, [hadas@browningthegreenspace.org](mailto:hadas@browningthegreenspace.org)

## 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, Texas, Greentown Labs is home to more than 200 startups and has supported more than 525 since the incubator's founding in 2011. These startups have collectively created more than 24,000 jobs, raised more than \$5.1 billion in funding, and generated more than \$9.8 billion in regional economic impact. For more information, please visit [www.greentownlabs.com](http://www.greentownlabs.com) or [Twitter](#), [Facebook](#), and [LinkedIn](#).

## Browning The Green Space

BGS is a nonprofit coalition of leaders and organizations that share the passion to advance Diversity, Equity, and Inclusion in clean energy. We seek to facilitate a just energy transition by putting Black and Brown communities first, and enabling systems change at the intersection of social, environmental, and economic justice. We are powering a just energy transition by creating jobs, building wealth, and reducing energy burden in Black and Brown communities. By removing barriers and expanding access, we seek to close the racial wealth gap while combating climate change.



BGS is focused on a comprehensive approach to addressing DEI across key clean energy and climatetech areas through our five connected but distinct focus areas:

- **CAREERS:** Paving pathways to employment in disadvantaged communities through scholarships, curriculum development, and workforce development.
- **COMPANIES:** Helping clean energy employers embrace, incorporate, and achieve DEI goals in their recruitment, hiring, and retention activities.
- **CAPITAL:** Enabling entrepreneurs from underserved communities gain access to resources through accelerators, incubators, and angel/VC investing.
- **CONTRACTS:** Enhancing opportunities for clean energy contractors from underserved communities through access to capital, technical training and certification, and assisting with bonding and insurance.
- **COMMUNITIES:** Bringing low-cost clean energy solutions to disadvantaged communities and removing barriers to clean energy adoption.

For more information on Browning the Green Space, please visit [browningthegreenspace.org](https://browningthegreenspace.org), [Twitter](#), and [LinkedIn](#).