

Advancing Climatetech and Clean Energy Leaders (ACCEL) Year 3 Request for Applications

Greentown Labs and **Browning the Green Space (BGS)** are requesting applications from innovative startups with founding and executive teams that are primarily made up of BIPOC leaders who are developing climate solutions for sectors including agriculture, buildings, electricity, manufacturing, resilience and adaptation, and transportation.

PROGRAM BENEFITS FOR STARTUPS

- **Funding:** Each startup receives a non-dilutive grant of up to \$25,000 to support their development.
- **Incubation at Greentown:** Startups access desk and lab space within a collaborative environment, plus over \$1M in in-kind resources—including software and legal support—and connections to 75+ corporate partners.
- **VentureWell Trainings:** Startups participate in 30 hours of Ascend Program training, covering customer discovery, pitch decks, financial models, and fundraising, with an additional 40 hours available via the Aspire Program.
- **Cohort Workshops & Events:** Participants engage in workshops covering product development, market strategy, capital raising, legal guidance, and team building. Cohort bonding events, such as dinners and outings, foster a supportive community and strengthen peer connections.
- **Mentorship:** Startups receive mentorship from experts in their fields, leveraging Greentown and BGS's networks for guidance on technical, fundraising, and business operations.
- **BGS Membership:** Startups gain membership with BGS, offering opportunities to learn, connect, and engage with clean-energy practitioners focused on a just energy transition for Black and Brown communities.
- **Fundraising & Investor Support:** The program helps with pitch-deck development and investor introductions, offering marketing and industry connections.
- **Showcase & Networking:** Startups present to investors and industry leaders at public kickoff and showcase events, engaging with key figures from the climatetech ecosystem.
- **Marketing & Visibility:** The program will offer comprehensive marketing support, including education, a dedicated micro-page on Greentown's website, and enhanced visibility through inclusion in Greentown marketing materials and events and BGS newsletters.



ABOUT ACCEL

Greentown and BGS recognize that the climatetech industry must change the status quo to put BIPOC founders in the position to lead technology-driven companies that address climate change, support the development of diverse workforces, and fiercely advocate for the deployment of clean technologies in underserved communities. The ACCEL program is working to build a diverse, equitable, and inclusive climatetech industry by empowering people from marginalized communities—that often disproportionately suffer from the effects of climate change—to become leaders in this growing, opportunity-rich ecosystem.

The ACCEL program bolsters BIPOC founders as they develop climatetech solutions, aiming to build critical support infrastructure and leverage Greentown and BGS's networks, non-dilutive funding, education, and partnerships to accelerate the development of these founders' solutions. Startups will focus on product and technology development, market development, capital raising, and management & team development throughout the accelerator, all while having access to Greentown's incubators and world-class mentors from both Greentown and BGS's networks.

WHAT WE'RE LOOKING FOR

Greentown and BGS are looking for startups focused on climatetech solutions with leadership teams that include a majority of BIPOC founders at [Technology Readiness Level \(TRL\) 2-4](#), ranging from those that have developed a concept to those that have a minimum viable product built.

PROGRAM SCOPE

Applications are open through **Jan. 14, 2025** and the ACCEL program will launch in March 2025. The startup cohort will receive six months of education, acceleration, incubation, and mentorship, followed by an additional six months of mentorship and incubation.

BGS will lead market and team development programming based on the lean startup model and customer-discovery process. ACCEL's Curriculum + Resources Partner VentureWell will serve as a thought partner in the program design and will deliver its national, established investment-readiness training program (known as Aspire) to prepare early-stage innovators for investment.

The program scope includes technologies created by climatetech startups with leadership teams that include a majority of BIPOC founders. The criteria for ideal team and technology fit include:

1. Technology Fit

a. Sector + Solution Focus

- i. Applicants' technology must be considered "climatetech" or "cleantech" and work to either mitigate the impacts of climate change and/or build resilient communities. Startups' solutions should fit into one of the following six sectors:

1. Agriculture
2. Buildings
3. Electricity
4. Manufacturing
5. Resilience + Adaptation
6. Transportation

b. Stage

- i. Applicants' technology should fit around a [Technology Readiness Level](#) (TRL) 2-4, ranging from those that have developed a concept to those that have a minimum viable product built.

2. Team Fit

a. Founding/Leadership Teams

- i. Applicants' founding or leadership teams should include a majority of BIPOC founders.

b. Community Fit

- i. Priority will be given to applicants who are based in or near Boston, MA or Houston, TX, where Greentown's incubators are located. Applicants must be eager and willing to travel between locations for program events and benefits (travel costs will be subsidized by ACCEL).
- ii. Applicants should be willing and eager to engage with fellow ACCEL cohort members and bring a community mindset and interest in the broader climatetech community.

This program scope is non-exhaustive.

ELIGIBILITY AND GUIDELINES

- Submit your completed application through the Greentown website by **11:59 p.m. on Jan. 14, 2025.**
- 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 Massachusetts and Texas, 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 in order to enjoy full program benefits. Events will take place on-site in Boston and Houston, virtually, or a combination of both. A tentative timeline is as follows:
 - Kickoff Event: March 6, 2025 (Location: Somerville, MA)
 - Workshops: March-September 2025 (Virtual, hybrid, or in-person)
 - Final Showcase: September 2025 (Location: Houston, TX)
- Greentown and BGS are 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.

HOW TO APPLY

Visit the [ACCEL webpage](#) to access the 2024-2025 participant application. Complete the application by **11:59 p.m. ET on Jan. 14, 2025** to be considered for the cohort.

An **ACCEL 2025 Information Session** will be held on Wednesday, December 18, 10:00 a.m. - 11:30 a.m. ET. [Register here.](#)

Office Hours will be offered weekly following the information session until the application due date. [Sign-up here.](#)

ABOUT GREENTOWN LABS

Greentown Labs is a 501(c)(3) nonprofit accelerating climatetech innovation and commercialization by empowering entrepreneurs and enabling collaboration. As the largest climatetech startup incubator in North America—with locations in Somerville, Mass. and Houston, Texas—Greentown convenes the climatetech ecosystem to provide entrepreneurs the community, connections, and resources they need to thrive. Greentown is home to more than 200 startups and has supported more than 575 since its founding in 2011; these startups have collectively created more than 11,000 jobs and raised more than \$7.5 billion in funding. For more information, visit www.greentownlabs.com or [follow Greentown on LinkedIn](#).



ABOUT BROWNING THE GREEN SPACE

Browning the Green Space (BGS) is a nonprofit coalition of leaders and organizations, primarily in the New England region, that share the passion to advance diversity, equity, and inclusion in clean energy and climatetech. BGS seeks 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. BGS is powering a just energy transition by creating jobs, building wealth, and reducing the energy burden in Black and Brown communities. By removing barriers and expanding access, BGS seeks 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 climate tech areas through five connected but distinct focus areas: Careers, Companies, Capital, Contracts, and Communities.

For more information, please visit browningthegreenspace.org, [Twitter](#), and [LinkedIn](#).

CONTACT

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