



REQUEST FOR APPLICATIONS

Greentown Labs seeks innovative pre-Seed to Series B startups that can unleash energy storage capabilities and accelerate development of the New Electric World, for participation in an exciting new partnerships acceleration program, Bold Ideas 2020. Bold Ideas 2020 is a program in collaboration with Schneider Electric, the global leader in the digital transformation of energy management and automation in homes, buildings, data centers, infrastructure and industries.

Selected Bold Ideas 2020 participants will enjoy the following awards and benefits:

- Acceptance into Greentown Launch, a 6-month partnerships acceleration program for startups at Greentown Labs, the largest cleantech incubator in North America
- A structured platform to explore potential partnership outcomes with Schneider Electric, such as investments, incubations, commercial agreements, and joint ventures
- Access to the Schneider Electric network, including market access to a wide range of trusted customers across the world in segments such data centers, residential buildings, commercial and industrial buildings, utilities, communities, and more
- Leverage of Schneider Electric's global footprint and access to technical experts and business line leaders for team building, mentoring, and other support
- Mentorship, networking opportunities, and partnership-focused programming from the Greentown Labs community of cleantech startup experts
- \$25,000 in non-dilutive grant funding to cover travel and any other program expenses
- Desk space and membership within Greentown Labs for the duration of the program

Why Bold Ideas 2020 and What Schneider Electric Is Looking For

The New Electric World

Our industry is changing quickly, providing new opportunities to innovate. With a projected 80% of additional global electricity capacity becoming available over the next 25 years, and 70% of new generation being renewables, the world is undergoing a rapid transition to a distributed, digitized, and decarbonized energy economy. Schneider Electric is at the heart of this transition, providing the technology and business models needed in the New Electric World.

Schneider Electric also understands that entrepreneurs will help build the new energy landscape by creating new business models and leveraging new technologies, software, and data science. Innovating is not for the faint of heart. It takes vision, grit, talent, resourcefulness, perseverance, a lot of hard work, and the right partnerships to move the needle at a global scale.

Therefore, Schneider Electric seeks to partner with pre-seed to Series B teams that have uncovered disruptive market opportunities with a defensible competitive advantage and a



compelling customer value proposition. Schneider Electric is looking for partners who can enable the swift introduction of new offers in the electric power and industrial automation industries, capitalizing on the deployment, integration, and operations of energy storage assets at scale.

Program Scope

We are looking for startups and/or entrepreneurial teams that can accelerate the New Electric World along one or more of the following parameters:

- **Storage Performance Improvement**
 - To fully unleash the capabilities of energy storage, breakthroughs are needed in storage performance indicators such as energy density, power density, number of cycles, calendar life, and general cost improvements as measured by \$/kWh delivered. Schneider Electric seeks teams that can provide improvements of up to 10x or more in these parameters.
 - Additionally, Schneider Electric seeks innovations that can cost-effectively monitor and provide early detection and/or prevention of thermal events and/or fire, enhancing the safety of lithium ion batteries.
 - Finally, with the potential convergence of battery energy storage and Uninterruptible Power Supply (UPS) functionality, Schneider Electric seeks novel strategies to create low-cost and effective methods for creating “no-break” or fast-transfer storage solutions.
 - Across each of these topics, Schneider Electric seeks not only novel battery chemistries but also supporting solutions and services that can allow for better control and more precise management of storage performance.

- **Long Duration Storage**
 - As long duration storage is critical to enabling energy resiliency and renewables integration, Schneider Electric seeks startups that extend energy storage duration to daily, multi-day (genset replacement), or even seasonal timeframes.
 - Schneider Electric seeks teams that address this challenge through any of a variety of means, including not only novel battery chemistries but also mechanical systems and innovative large-scale storage project solutions.
 - Finally, Schneider Electric also seeks innovative digital controls that can help to more effectively integrate long-duration storage into a microgrid control stack.

- **New Digital Applications & New Business Models for Storage Assets**
 - Schneider Electric seeks startups who see beyond the energy landscape of today to envision the storage-related business models of tomorrow.
 - Schneider Electric’s strength in markets such as data centers, infrastructure, industry, and buildings provides a strong jumping-off point for startups capturing



emerging markets in mobility, Energy-as-a-Service, and second life/recycling, just to name a few.

- As a pioneer in circular economy, Schneider Electric is committed to the 5 R's (repair, refurbish, remanufacture, reuse, and recycle) and seeks startups that can help implement these principles at a large scale, for example.
- Schneider Electric also seeks teams helping to give a second life to products by facilitating their access to take back, through better traceability or logistics, as another example.

These examples are not meant to be exhaustive, but rather to indicate the possibilities available. Given Schneider Electric's commitment to safety and sustainability, it goes without saying that in order to be eligible for consideration, any new technologies must be at least as safe and sustainable as the current industry standard.

Partnership with Schneider Electric

Schneider Electric welcomes the following types of engagement with startups selected for this program:

- **Incubation:** For early-stage startups, Schneider Electric offers incubation support, which could include connections to customers during market discovery and validation, connections to other outside investors, support in team building, support in pilots, support with legal counsel, support in business planning, and guidance in structuring contracts and legal agreements, for example.
- **Partnerships:** For more mature startups, Schneider Electric is open to pursuing more immediate partnership outcomes, especially Commercial Agreements and Joint Ventures.

These two engagement frameworks are not mutually exclusive, and many startups may wish to pursue benefits from both. All startups that participate in Bold Ideas 2020 will enjoy mentorship and internal sponsors assigned to them individually by Schneider Electric. Investment from Schneider Electric Ventures could result from this program for startups at various stages of maturity.

Eligibility & How to Apply

- Submit your completed application through the online portal, [HERE](#), by May 1, 2020
- If selected for further rounds after the Round 1 deadline, be available for Skype interviews and in-person interviews
- Disclose the status of any intellectual property (IP) relevant to your submission. **Do not submit confidential information in the application process.** Should you be selected as a program participant, your IP will be fully protected throughout the process



- Although startups from all over the world may apply, if you are selected as a Bold Ideas 2020 participant, **a CEO/founder of your company will be required to attend five events at Greentown Labs in Somerville, MA**, in order to enjoy full program benefits. This requirement is strictly enforced in order to honor the time of volunteer mentors and other contributors. A tentative timeline is as follows:
 - Application Deadline: May 1, 2020
 - Kickoff Event: June 30, 2020
 - Workshop 1: September 1 & 2, 2020
 - Workshop 2: October 6 & 7, 2020
 - Workshop 3: December 1 & 2, 2020
 - Final Showcase: January 27, 2021

Greentown Labs

Greentown Labs is a community of bold, passionate entrepreneurs creating solutions for today's biggest climate and environmental challenges. Located in Somerville, MA, and founded in 2011, Greentown Labs is the largest cleantech incubator in North America, operating a 100,000 sq. ft. campus comprised of prototyping and wet lab space, shared office space, a machine shop, electronics lab, and a curated suite of programs and resources. Greentown Labs is home to more than 100 startups and has supported more than 250 startups since its inception. These startups have collectively created more than 6,500 direct jobs and have raised more than \$750 million in funding. The incubator's mission is to provide entrepreneurs with the community, resources, and space they need to thrive. For more information, please visit www.greentownlabs.com or on [Twitter](#), [Facebook](#), or [LinkedIn](#).

Greentown Launch

Greentown Launch is a 6-month, industry-specific, structured acceleration program designed to drive deals between entrepreneurs and corporate partners. Over the last five years, Greentown Labs has run six Greentown Launch programs that have resulted in at least 16 partnership outcomes for startup participants and our corporate partners. We facilitate these deals through over 80 hours of intensive business training, hands-on mentorship from industry experts, and a unique model of startup and corporate relationship-building. Beyond our unique partnership curation program, startups accepted into this program gain the ability to access our network of over 150 investors and over 40 corporate partners while gaining access to state-of-the-art lab, business and software tools, including SOLIDWORKS, Altium, a machine shop, electronics equipment, a wet lab, and legal and marketing support.

The program is hosted at Greentown Labs, one of the world's most renowned energy innovation hubs. Entrepreneurs selected for this program will receive complimentary desk space at Greentown Labs for the duration of the 6-month program.

About Schneider Electric

Schneider Electric is leading the Digital Transformation of Energy Management and Automation in Homes, Buildings, Data Centers, Infrastructure and Industries. With global presence in over



100 countries, Schneider Electric is the indisputable leader in Power Management – Medium Voltage, Low Voltage and Secure Power, and in Automation Systems. We provide integrated efficiency solutions, combining energy, automation and software. In our global Ecosystem, we collaborate with the largest Partner, Integrator and Developer Community on our Open Platform to deliver real-time control and operational efficiency. We believe that great people and partners make Schneider Electric a great company and that our commitment to Innovation, Diversity and Sustainability ensures that Life Is On everywhere, for everyone and at every moment.

Contact:

- Edison Almeida, Business Incubation Leader, edison@se.com
- Katie Geusz, Director of Programs, kgeusz@greentownlabs.com