DeepTech Alliance Clean Energy Program 2023

About the Clean Energy & Industry 4.0 programs 2023

DeepTech Alliance connects startups with corporates and investors to ensure that high potential European deep tech-based solutions are matched with the capital and market opportunities they need to scale internationally

Your one-point-entry to Europe's leading deep tech ecosystems

| Corporates | ←→ | Startups | ←→ | Investors |

↗ DeepTech Alliance connects startups with corporates and investors to ensure that high potential European deep tech-based solutions are matched with the capital and market opportunities they need to scale internationally

| Clean Energy | Industry 4.0 | City Logistics | Space Tech |

PoliHub
Innovation Park
Startup Accelerator

hello tomorrow

UNTER NEHMER TUM

THINGS

Kongsberg Innovation

ETH zürich
ieLab

The Collider | A programme of MOBILE WORLD CAPITAL BARCELONA

FUTURE BOX
by DTU Science Park

DeepTech Alliance.

DeepTech Alliance programs 2023

Industry 4.0 Program
Oct – Nov 2023
Investor/Corporate/Startup
Matchmaking
20 startups/year

Example Case

AI SIGHT

Solution

Sensors & AI algorithms
Determine the state of a machine in real-time, predict errors and dynamically regulate the machine parameters based on sensor data

German participant 2021

Application

Machine diagnostics
Predict machine breakdown
Prevent downtime
Manage machine performance
Identify optimal production cycles

Revenue, acquired Dec '21

Clean Energy Program
Apr – Jun 2023
Investor/Corporate/Startup
Matchmaking
20 startups/year

Example Case

ENERGYDOME
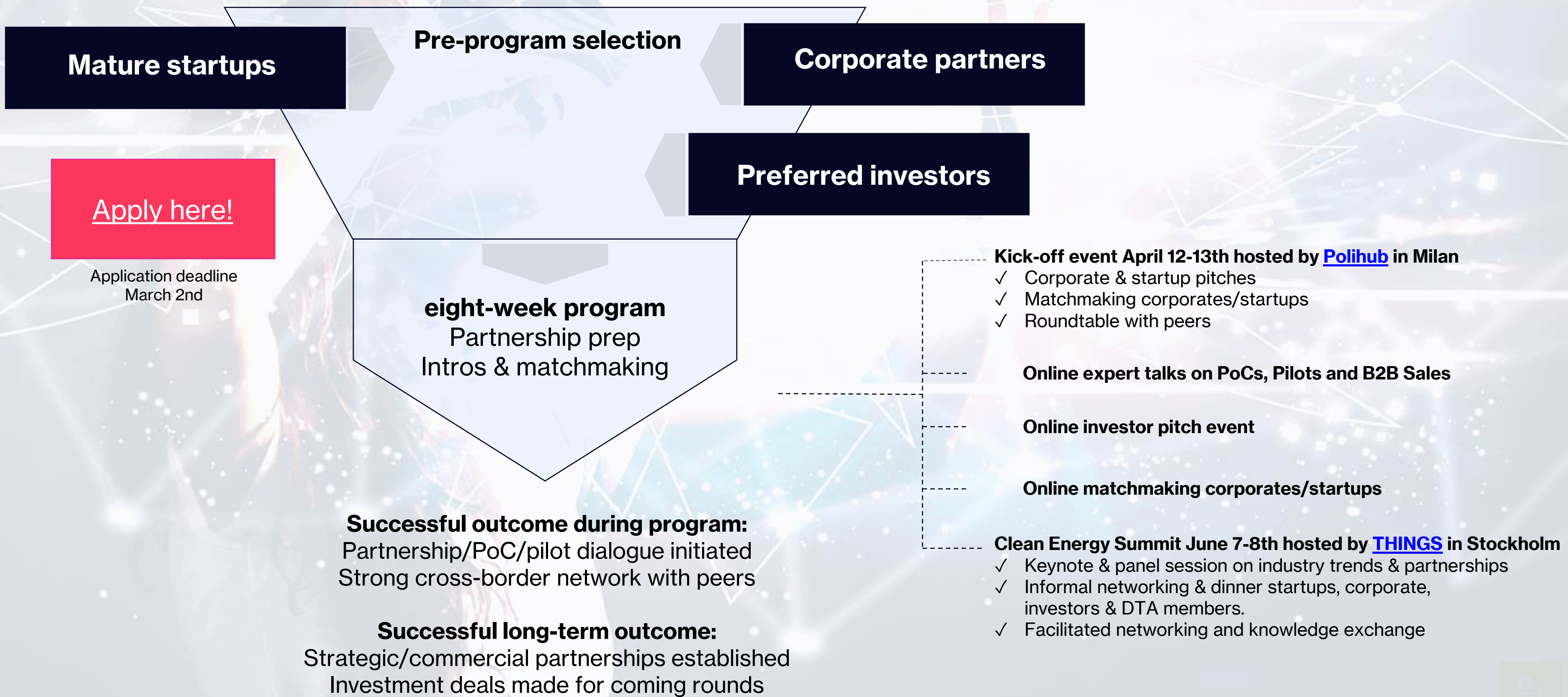GROUND-BREAKING ENERGY STORAGE

Solution

Liquid air battery
CO2 Battery and thermodynamic process for energy storage at utility scale with a duration sweet-spot that ranges from 4 to 24 hours

Italian participant 2022

Application

Energy storage at utility scale
Store power from renewables
Feed green hydrogen production
Enable grid stability and resilience
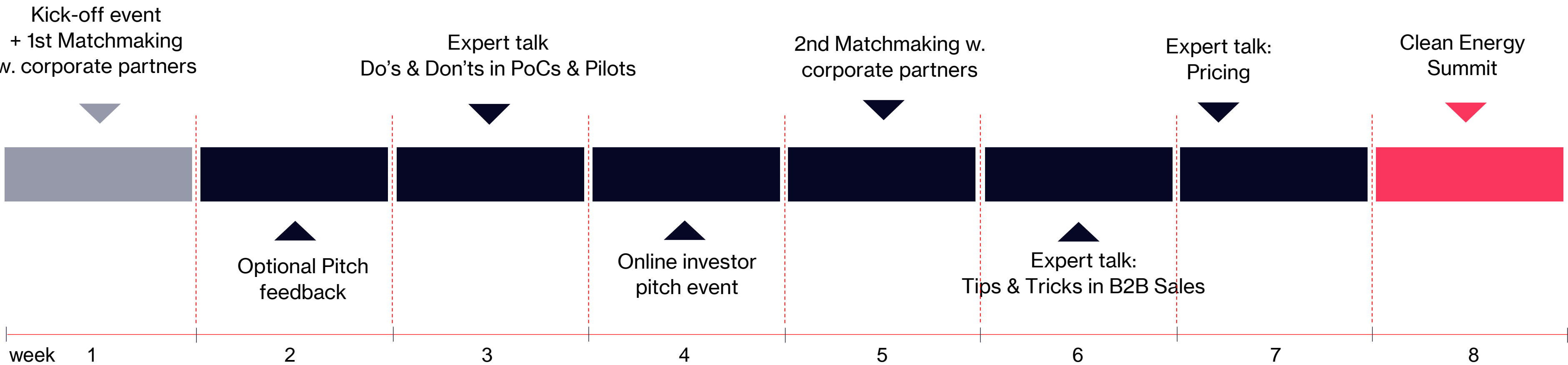
Proof of Business

Clean Energy Program 2023: Apr-Jun

Mature startups

Pre-program selection

Corporate partners

Preferred investors

Apply here!

Application deadline
March 2nd

eight-week program
Partnership prep
Intros & matchmaking

Kick-off event April 12-13th hosted by Polihub in Milan
✓ Corporate & startup pitches
✓ Matchmaking corporates/startups
✓ Roundtable with peers

Online expert talks on PoCs, Pilots and B2B Sales

Online investor pitch event

Online matchmaking corporates/startups

Clean Energy Summit June 7-8th hosted by THINGS in Stockholm
✓ Keynote & panel session on industry trends & partnerships
✓ Informal networking & dinner startups, corporate, investors & DTA members.
✓ Facilitated networking and knowledge exchange

Successful outcome during program:
Partnership/PoC/pilot dialogue initiated
Strong cross-border network with peers

Successful long-term outcome:
Strategic/commercial partnerships established
Investment deals made for coming rounds

Program structure

Kick-off event
+ 1st Matchmaking
w. corporate partners

Expert talk
Do's & Don'ts in PoCs & Pilots

2nd Matchmaking w.
corporate partners

Expert talk:
Pricing

Clean Energy
Summit

Optional Pitch
feedback

Online investor
pitch event

Expert talk:
Tips & Tricks in B2B Sales

week   1   2   3   4   5   6   7   8

An efficient program for busy founders

Startups & scaleups in business are busy. For this reason, all sessions in the program, except matchmaking, are optional and there will be no more than one online session per week to allow participants to focus on their own business development while participating.

The Kick-off event and the concluding Summit are physical events, allowing for participants to connect with face-to-face with partners and peers.

A top-ranked program feature is the matchmaking opportunities arranged during the program, with 1-to-1 meetings based on participants' offerings and interests.

Confirmed corporates for the program
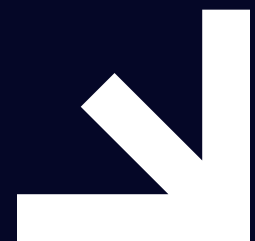
Results from Clean Energy Program 2022

90% Said: "Above average startups"
85% Said: "Good supplement to our tech scouting"

Corporates	← →	Startups	← →	Investors
16		**19**		**51**

81
Matchmaking
meetings

60%
Connected with new
investors & VCs

37
Expected
collaborations

> "
> *For us as a B2B startup, the matchmaking and experience exchange with startups, corporates, investors, and incubators from different European countries has been a critical stepping-stone on our go-to-market and scaling journey.*

Florian Turk, CEO, Microwave Solutions (Germany)

Who is the program for?

Participant scope

This program is desgined for Startups and Scaleups working with technological solutions to an industrial problem within the following or similar:

↗ Energy storage, batteries & LAES

↗ Power-to-X & Hydrogen

↗ Carbon Capture & Storage

↗ Energy optimization

↗ Advanced materials for energy optimization

↗ Bioenergy & Bio fuel

↗ Energy production: Geothermal, Ocean (Tidal & Wave), Solar & Wind

Participant requirements

↗ Company registered in a European Country (including non-EU countries like the UK, Norway, Switzerland, Ukraine, etc.)

↗ Ready to engage with big industrial clients (min. TRL 4 ready for TRL 5 validation)

↗ Program participation fee €1.000. The participation fee covers all program content including lunches and networking dinners during the events.

↗ Participatns are to cover travel and lodging related to kick-off event and concluding Summit.

Video from Clean Energy Summit in Milan, May 24th 2022

GreenUP Accelerator

We scale up **climate tech startups** working with solutions and technologies that make a real impact in reducing CO2e emissions.

Because we believe Climate Tech Start-ups in Denmark can make a positive impact – globally!

GreenUp Accelerator – a 20-month acceleration program from start-up to scaleup.

What you get:

StartUP phase: The basics in order and focus on essentials

ScaleUP phase: Individual, tailormade journey

Sparring with other climatetech startups

1:1 sparring with domain experts across 12 relevant disciplines (+75 hours)

State-of-the-art mentoring

Up to 1 mio. DKK in investment through a convertible loan

New this year: Investment Manager

Free office space in Futurebox

Are you a climate tech startup? This is for you only! Join now! (dtusciencepark.com)

:NDUSTRIENS FOND

FUTURE BOX
by DTU Science Park

GreenUP Accelerator

Industry 4.0 Program 2023: Oct-Dec

Mature startups

Pre-program selection

Corporate partners

Preferred investors

Apply here!

Application deadline
September 8th

eight-week program
Partnership prep
Intros & matchmaking

Kick-off event mid Oct hosted by UnternehmerTUM in Munich
- ✓ Corporate & startup pitches
- ✓ Matchmaking corporates/startups
- ✓ Roundtable with peers

Online expert talks on PoCs, Pilots and B2B Sales

Online investor pitch event

Online matchmaking corporates/startups

Successful outcome during program:
Partnership/PoC/pilot dialogue initiated
Strong cross-border network with peers

Successful long-term outcome:
Strategic/commercial partnerships established
Investment deals made for coming rounds

Clean Energy Summit Early Dec (Location TBD)
- ✓ Keynote & panel session on industry trends & partnerships
- ✓ Informal networking & dinner startups, corporate, investors & DTA members.
- ✓ Facilitated networking and knowledge exchange

Who is the program for?

Participant scope

This program is desgined for Startups and Scaleups working with technological solutions to an industrial problem within the following or similar:

↗ Computer vision

↗ Sensors

↗ Quality control

↗ Robotics

↗ Automation

↗ IoT, digitization & AI

↗ Preventive maintenance,

↗ Flexible manufacturing

Participant requirements

↗ Company registered in a European Country (including non-EU countries like the UK, Norway, Switzerland, Ukraine, etc.)

↗ Ready to engage with big industrial clients (min. TRL 4 ready for TRL 5 validation)

↗ Program participation fee €1.000. The participation fee covers all program content including lunches and networking dinners during the events.

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Quality control	Enablers for IoT & digitization	Process optimization	Predictive Maintenance	Manufacturing Tech
Covision Quality *From Italy* Automated visual inspection	**Consibio** *From Denmark* Cloud-based sensor solutions	**GaussML** *From Germany* AI for machine optimization	**Sensemore** *From Turkey* PM for rotating machinery	**Additech** *From Norway* Additive Manufacturing
EYE4NIR *From Italy* Visible/SWIR imaging sensors	**Barbara IoT** *From Spain* Cybersecure edge platform	**MTEK Industry** *From Sweden* Manufacturing execution platform	**Ipercept Technology** *From Sweden* PM for complex systems	**ATLANT 3D Nanosystems** *From Denmark* Printed electronics & Adv. Materials
Fluidan *From Denmark* Automatic viscosity control for fluids	**Qbee.io** *From Norway* IoT device management	**SUPPLYZ** *From The Netherlands* Automated handling of materials		**Automation**
	TEGnology *From Denmark* Process heat harvesting for IoT	**Phantasma Labs** *From Germany* AI-based decision making		**STROMA** *From Turkey* Vision-based work safety
Industry 4.0 Program 2022 Participants	**CTHINGS.CO** *From Poland* 5G IoT solutions for digitization	**UpKip** From Norway *Industry analytics platform*		**Sentisystems** *From Norway* Real-time sensor fusion

Video from Industry 4.0 Summit in Copenhagen, Nov 16th 2022
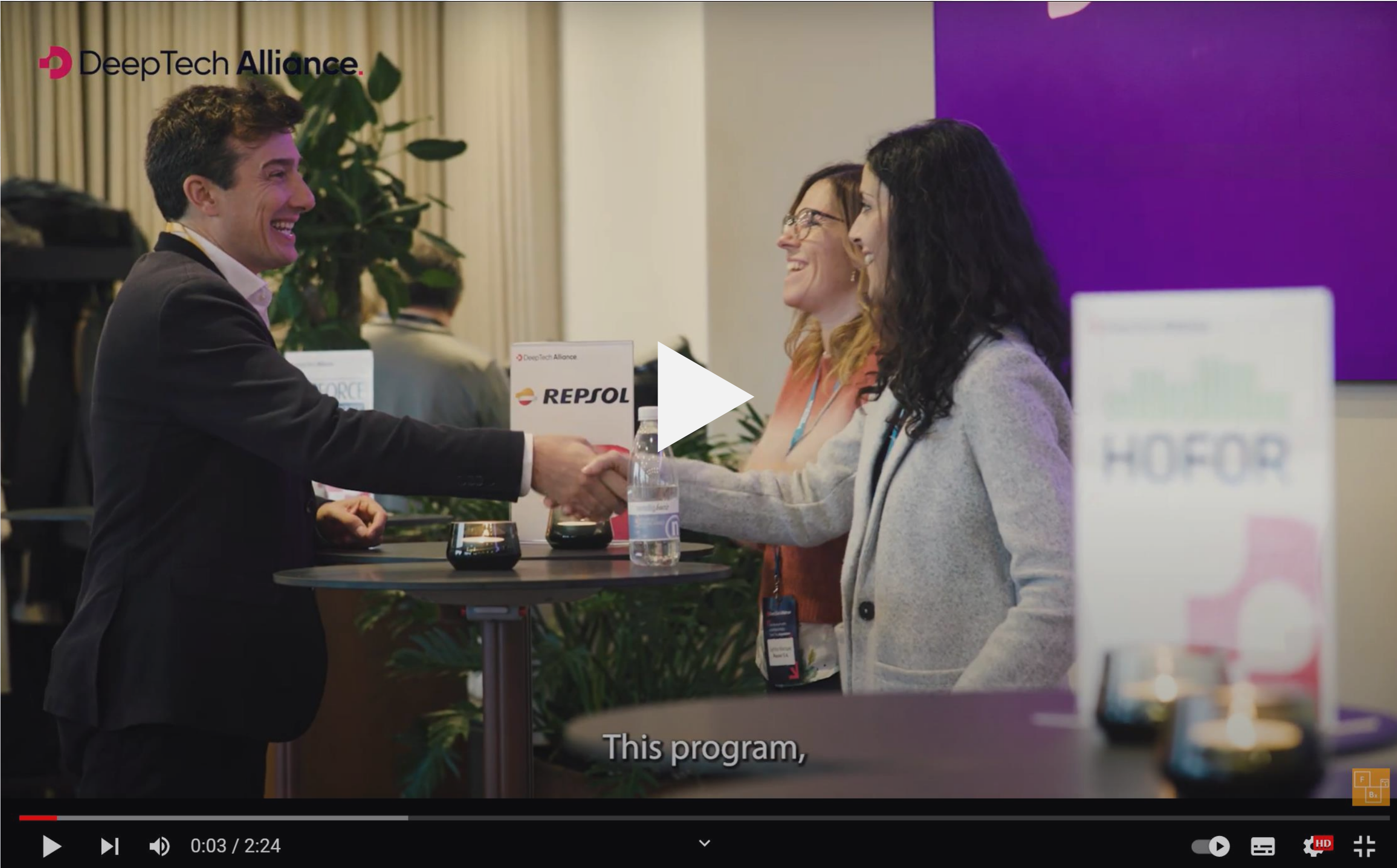
Corporate partners

"

DeepTech Alliance is an initiative to share, connect and innovate. It connects you with relevant disruptive technologies in the innovation ecosystem, making connections between investors and corporates with strong innovation strategies. It is more than a conventional initiative.

Sandra Blázquez, Open Innovation Manager, Repsol (Spain)

Corporate Alliance Partners (full year)

REPSOL · BOSCH · HESS · TechnipFMC · AKER · HOFOR · IHI Realize your dreams

L'ORÉAL · ALFA LAVAL · equinor · Ørsted · FORCE TECHNOLOGY · WÜRTH · novo nordisk

Corporate Program Partners (in recent matchmaking programs)

e·on · Falck · Hitachi Energy · Naturgy · TechEnergy Ventures · DANIELI · SHV ENERGY

GRUNDFOS · GRÄNGES · a2a energia · ERIKS · GRUPPO ENERCOM · UMBRA GROUP · FATER

"Pitching" to potential customers

How to learn what you need to learn through customer discovery

What we want to lean

- What is the customer's pain/ job-to-be-done (the problem)?

- How does the customer currently solve this problem?

- What are the customer's main value drivers?

- Is your value proposition appealing to the customer?

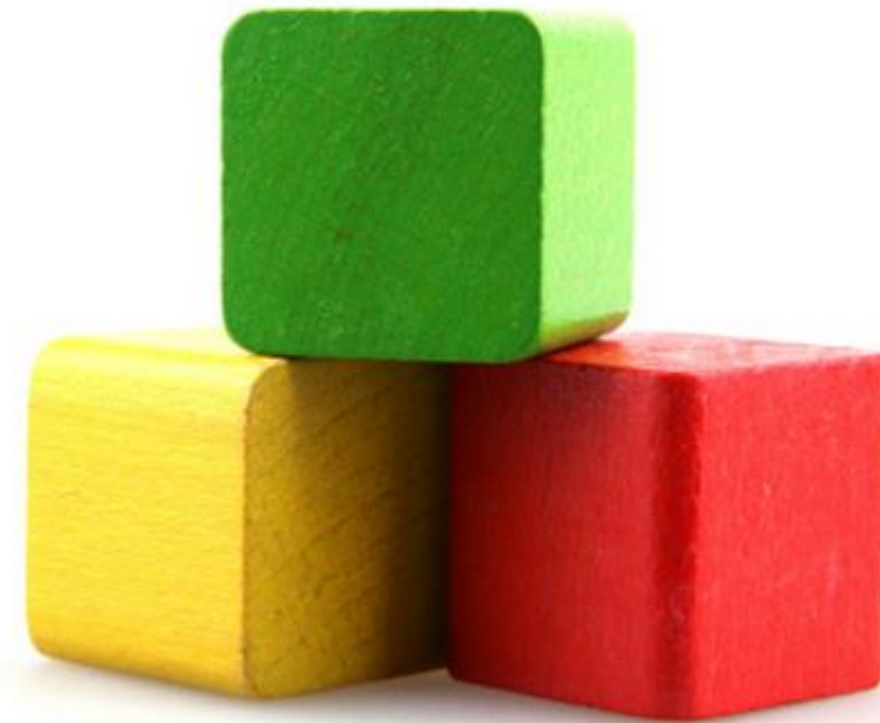- Are your value proposition hypothesis valid?

How to prepare for customer interviews

- List all the things you want to learn from the interview

- Set your assumptions

- Prepare questions

- Prepare opening and ending of conversation

- Think about your time frame

How to structure a customer interview

1. The problem

2. The current solution(s)

3. Your solution

The Problem

- Customers care about their problems NOT your solution

- Ask you customer to walk you through the last time they…

- How does the problem manifest for them – which consequences does it have?

- Be explorative and use open questions!

Primary goal: Identify repeatable problems worth solving. Be open to new problems and opportunities. This is ammunition for your value proposition case.

The Current Solution

- Have the customer descrive how the solve the problem today

- What do they like about their current solution/process?

- Is there some other solution/process they've tried in the past that was better or worse?

- What do they wish they could to that currently isn't possile? If you had a magic wand..?

- If they could do the above, how would that make their lives better?

- Who is involved with this solution/process? How long does it take?

Primary goal: Learn how customers attempt to solve the problems today (if they don't, it's not a problem!)

Your solution

- Describe how you attempt to solve the problem

- Show a demo, mockup or prototype if available

- Ask customer if they beleive your approach would would solve their problem and how

- Would they use your solution if it was free?
- Would they be willing to test it out?
- Would they be willing to buy it if it performs according to specs?

- Ask more precise and closed questions regarding your value proposition hypothesis.

Primary goal: Discover if they are really interested in your solution and gather feedback.

Basic Do's & Don'ts

1. Focus on helping not selling. Set up an evironment where the customer is the expert.

2. Listen! Let them talk. You should be talking less that 25% of the time.

3. Prepare your questions, but feel free to deviate from the script and don't stress about getting an answer to everything. Often you learn more by letting the conversation flow naturally.

4. Ask broad, open ended questions. Dig deep and ask why. Get stories on past behavior.

5. Be aware of biased questions: Avoid leading questions. Avoid unclear or unanswerable questions.

6. Ask for referrals. The best source of prospects is through existing contacts. Who else should I talk to about this? Would you be willing to make an introduction?

7. Leave on great terms. Ask for permission to contact them again. Follow up with a thank you email.

Key numbers

6500

Startups

assessed annually across member hubs

27

Corporates

involved in joint programs since 2021

213

Matchmaking meetings

between startups & corporates since 2021

83

Expected collaborations

between startups & corporates since 2021

Thomas Klem Andersen

Alliance Manager

tka@dtusciencepark.dk

+45 24914142

www.deeptechalliance.org