

# To Zero - Catalyzing Industrial Decarbonization

## Organization Overview:

To Zero is on a mission to accelerate climate startups from idea to market, at a global scale. We do this in two ways: 1) connecting founders with potential customers such as corporations and governments. 2) equipping founders with AI-powered tools to augment their founding team (branding, pitch deck development, market validation).

## MVP:

Our MVP supports energy startups by connecting them with manufacturers for pilots with a path to long term partnerships, as well as to sources of mission-aligned capital such as VCs and family offices. Additionally, startups will receive “soft landing” support from the local government to ensure they are able to smoothly expand operations and get up and running as quickly as possible.

Phase	MVP		Cooperative Agreement	
	Phase 1: Design & Test	Phase 2: Pilot	Phase 3: Secure Support	Phase 4: Scale
Timeline	March - April	May - July	July - August	September - Ongoing
Goal	Letters of Intent from 5 startups	10 eligible startups apply to program	\$300K from private sector + \$300K from the public sector	50 eligible startups apply to program annually
Key Actions	Finalize Startup Benefits Package & test with startups and additional stakeholders	Launch pilot program and scale startup outreach.  Connect startups with investors and manufacturers	Present pilot results to secure ongoing support from the private sector and public sector to scale the program.	Refine Startups Benefits Package based on pilot learnings.  Scale startup outreach through channel partners and direct acquisition.