

CALL FOR
PROJECTS

CLIMATE INNOVATION

Super cohort 2024 Edition

Deadline:
December 18
9.00 am

Are you developing an innovative solution to accelerate the green transition?

**Apply for the Climate
Innovation Super Cohort!**

Introduction

The Climate Innovation Super Cohort is the result of an ongoing collaboration between Esplanade Québec and Cycle Momentum, leading accelerators working to advance the development of impact innovation and clean technologies in Quebec.

By joining the 2024 edition of the Super Cohort program, you have exclusive access to :

- **A rich acceleration program** that provides startups with workshops, resources and tools with personalized coaching developed by industry experts and mentors.
- **Conducting quantification study** to analyze the GHG emissions potentially avoided by your solution according to the ISO14064-2 standard (eligibility under conditions).
- **Collaborating with Esplanade Québec and Cycle Momentum's community**, which includes entrepreneurs, investors, industry experts who are keen to share and guide innovative companies.
- **A network of impact-oriented investors**, including Cycle Momentum's circle of partner funds, and dedicated funding matching programs (eligibility under conditions)
- **Preparing pilot or showcase projects**, notably with the support of the City of Montreal, RECYC-QUÉBEC and the partners of the Esplanade Environment Cluster
- **Increased branding and visibility**, notably through our platforms and two "demo" events at the end of the program.

By the end of the program, entrepreneurs leave with



**A validated
business model**



**A strong network and
introduction to
stakeholders**



**A marketing strategy to showcase
your impact and solution to
potential customers**



**A solid
financial model**



**A plan to scale your
impact**

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1. Objectives of the program

The 2024 Super Cohort edition aims to support companies execute their business plans and facilitate their connections with industry and stakeholders.



The program will take you to :

- Better understand your value proposition and how your solution effectively contributes to the energy transition,
- Strengthen your business model and develop plans to scale its maximise impact,
- Accelerate your commercialisation,
- Develop your ability to define, measure and optimise your impact,
- Consolidate your financing strategy and access cleantech investors,
- Develop your partnership approach to test/validate your solution with clients and partners,
- Collaborate with a community committed to advancing and deploying low-carbon solutions in Montreal and Quebec.

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2. Who should apply for the Climate innovation Super Cohort?

This program is for you if you are an entrepreneur in Quebec, with impact at the heart of your business model and you are looking for support in your deployment phase:

- **Entrepreneurs:** You have an entrepreneurial project, you are committed to this project full-time and are ready to be 100% involved in the program. Preferably, you are a multidisciplinary and dedicated team.
- **Territorial anchoring and local benefits:** Your team is located in Quebec*. Your solution applies to the Quebec context, and your model has local socio-economic and environmental benefits.
- **Impact:** Your solution has a significant and measurable impact on one of the issues related to climate change, either on the fight and reduction of GHGs or on adaptation and resilience (see the sectors and issues listed below).
- **Technological and/or social innovation:** Your solution is a product or process, technological, software, organizational or social innovation that responds to a real problem. Its value proposition is clear and you own the commercial exploitation rights.
- **Business model:** Your proposed model is economically viable, regardless of the legal form of your company (Inc, Coop, NPO, other). The target market is defined, reachable and of significant size.
- **Stage of advancement:** Your project is in the commercialization or growth phase. Your proof of concept is largely validated, you can demonstrate commercial traction, have a prototype or MVP to launch and your sales are about to take off.

*Note that some of the places are reserved for teams located in the Montreal area or with major activities in Montreal.

3. The target sectors eligible for the cohort program

We are particularly looking for solutions in the following sectors and themes:



SUSTAINABLE MOBILITY

- Electrification and decarbonisation of the transport sector
- Urban logistics
- Shared mobility



SUSTAINABLE BUILDINGS AND CONSTRUCTION

- New sustainable buildings
- Renovation and energy efficiency of buildings
- Renewable energies
- Rehabilitation of contaminated land



URBAN PLANNING AND RESILIENCE

- Resilience of neighbourhoods and redevelopment
- Combating heat islands
- Urban agriculture
- Urban forest development
- Water management



CIRCULAR ECONOMY

- Eco and product design
- Recovery of organic and recyclable materials
- Development of new modes of consumption (rental, sharing, etc.)
- Residual material management
- CO2 recovery

This list is not exhaustive.

4. Contents of the program

We offer entrepreneurs intensive support over 6 months:

- A **2-day boot** camp that provides an opportunity for companies to connect with stakeholders and experts to deepen the reflection of their impact in the ecosystem
- **Over 12 workshops**, which are customized to brainstorm solutions in order to advance the growth of the company
- **Hours of personalized coaching** with experienced business people and experts (up to 60 hours over the course of the program),
- Sales, media and investor pitch preparation with an exclusive showcase event in front of cleantech investors and economic development agencies

The coaching addresses these 7 main areas:

- Business model and value proposition
- Commercialisation and marketing
- Impact strategy and communication
- Strategic partnerships
- Financing and growth management
- Intellectual Property
- Governance and human resources

Test your solution with corporate and industrial partners

5. Get personalised coaching from our coaches, mentors and experts

We work with a network of experienced mentors and business coaches with a variety of expertise (business plan, impact, finance, marketing, governance, etc.) who have been in your shoes, asked the same questions and faced the same challenges.

We also bring in professionals to speak in our workshops or provide feedback to entrepreneurs in group sessions.

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Some of the experts who have collaborated with us in previous cohorts



Adriana Danaila
ESG Analyst
Cycle Capital



Alain-Olivier Desbois
Chief Finance & Impact Officer
Oneka Technologies



Christine Forget
Senior VP,
Strategy and partnerships
Cycle Momentum



Christophe Goffoz
Business coach
Espace-inc



Claire Lanctot
Partner
Arlington Gardens



Jean-François Grou
Start-up Business Coach



Jennifer McDonald
VP Investments
Cycle Momentum



Laetitia Bedout
Business Advisor



Louis Carbonneau
CEO
Tangible IP





Marieke Tremblay
Strategy & Business coach



Nathaniel Lowbeer-Lewis
Principal
Spring Lane Capital



Patrick Préfontaine
Startup coach



Rémi Richard
Entrepreneur in residence
Cycle Momentum



Sacha Martin
Global eCommerce Manager
Logitech



Silvana Huaman
Co-Founder
FTEX



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6. The selection process

Applications must be submitted via the web form **before 9.00 am on December 18.**

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9.00 am

The selection process is divided into 2 phases:

- **1. Pre-selection on the basis of applications:** a first selection will be made upon receipt of the application files. Applications will be analysed according to the evaluation criteria mentioned below and you will receive confirmation of your pre-selection around December 22.
- **2. Pitch selection in front of a jury:** shortlisted candidates will be invited to present themselves in front of a jury on January, 11 for a pitch and a question and answer session.

An expert jury will select 10 to 12 companies that will make up the 2024 Super cohort. The jury's final decision will be announced by January, 17 2024.

7. Our evaluation criteria

We select projects based on the quality and potential of their impact, as well as on the team's ability to grow their company

- Execution potential of the founding team (business experience and knowledge of the sector),
- Impact potential of the technological solution to advance the energy transition in the Montreal and Quebec region,
- Product innovation and value proposition,
- Development stage and business model validation in the market,
- Potential social and environmental impact of the project,
- Level of commitment, motivation and interpersonal skills of the team

8. How much does the program cost ?

Coaching costs are largely covered by our funding partners in the form of donations and grants. Participating organisations have to pay a residual fee of \$750 + tax.



9. Important Dates

- **Application Period:** From November 2, 2023, to December 18, 2023, 9.00 am
- **Information session :** November 21, 2023
- **Pre selection:** December 22, 2023
- **Pitch before jury:** January 11 (for pre-selected companies), in person in Montreal
- **Jury's final decision:** By January 17, 2024
- **Bootcamp:** February 1 and 2, in person in Montreal
- **Workshops and coaching:** February 8 to June 30 (approx. 5 hours per week). Workshops are held online, unless otherwise stated. Coaching can be done online or in person.
- **Demo days events:** mid-June and mid-July

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What the participants of the 2023 Super cohort are saying?



The super cohort was a real turning point for APLANTEX. The expertise of Cycle Momentum and Esplanade Québec teams enabled us to better understand our market and identify the right customers to target. They challenged us in a very constructive way on several key development issues. Not to mention the extremely well-connected coaches we worked with, who put us in touch with all the key clients we were interested in! In fact, a major collaboration with one of them began after we were put in touch via David Santelli, Director of Support at l'Esplanade.

Patrick Charest, Founder of Aplantex



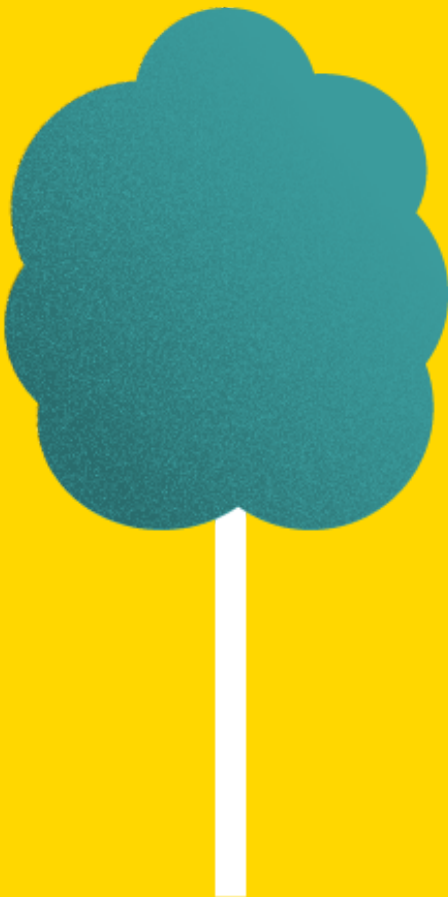
The super cohort workshops were really enlightening in terms of establishing the company's structure and planning what to do next, as we were starting a second phase of growth at the time.

**Marie-Hélène David,
Founder of Myni**



The super cohort was a pivotal moment in our career. Our coach, Thibault Joubert, was hugely involved.

**Tangui Conrad,
Co-founder of Coop Boomerang**



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 **Cycle
Momentum**

 **esplanade**

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Québec 

Montréal 