

DECARBONISING CITIES PITCHING COMPETITION

powered by Shell and CogX

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OVERVIEW

The start-up ecosystem has proven itself to be a catalyst in accelerating the pathway to cleaner and more energy-efficient cities. It is essential that the innovative technologies and disruptive business models being developed by the start-up community are supported in reaching their full potential.

If you are a start-up working on the next big idea that could revolutionise the way we decarbonise cities, we want to hear from you. This competition will provide you with an opportunity to pitch your technology or solution to a jury of city solution experts and investors.

COGX AND SHELL INVITE START-UPS TO PARTICIPATE IN THE DECARBONISING CITIES PITCHING COMPETITION

By 2050, the world's population could grow by 2 billion people to 9.7 billion, and around 70% are expected to live in cities. As the world continues to urbanise, we need to address the way cities produce and use energy, to allow society to successfully accelerate the energy transition.

Cities are working hard to find their own pathways to address pressures on resources. All of them are looking for solutions to manage their emissions and cleaner ways to power homes, vehicles, and industries. As a significant source of greenhouse gas (GHG) emissions, energy management and generation are central to the way cities are looking to develop and progress.

Key city stakeholders, management, citizens, and businesses are looking to utilise emerging technologies to play a significant role in helping manage and reduce GHG emissions. This could be by minimising energy waste and usage and increasing the share of renewable sources in the energy mix.

By advancing novel technologies, such as data science, machine learning, IoT, blockchain, and AI, we will be able to provide solutions to achieve a cleaner-energy future for cities. Moreover, such technologies can help in the design stage and the day-to-day running of cities. For example, using physics-based simulations, we can design neighbourhoods with better natural airflow and decrease the use of air conditioning.

These well-designed buildings together with smart building management using real time data and AI has the potential to save more than 30% of energy in operating buildings and urban facilities.



Or, based on traffic flow data, we can design optimal placements of EV charging stations to encourage citizens to switch to EV's. Similarly, based on the renewable forecast, we can encourage EV owners to charge up their cars on renewable power and discharge part of their EV battery to the grid when required. These are just a few examples. There are countless other ways in which digital technologies can be used in cities to address GHG emissions. In this competition we seek solutions that:

1. allow city stakeholders to effortlessly understand energy usage and waste;
2. empower city stakeholders to minimise waste; and
3. gamify solutions to incentivise city stakeholders to make the best use of renewable sources.

One thing is indisputable: unprecedented collaboration between government, industry and society is needed to build sustainable cities of the future. We look forward to learning more about the innovations you have been working on. We are looking for more of such novel ideas, ways to systematically integrate the energy generation and storage, on a significant scale. If your start-up has an idea to take part in the competition and flip the challenge on its head, here is an excellent opportunity to share, pitch and find the right partners with funds to co-develop and scale your ideas.

The technology levers which could be potentially used are (but are not limited to):

- data analytics and AI;
- proven deployed principles of ML across industry;
- data technologies which are “quick to scale”;
- simplicity to use and deploy;
- extendibility to other input parameters when valuable for the industry;
- solutions that use technologies boosting automation, uniform governance and user experience; and
- intelligent curation algorithms.

Out of scope:

- proposals on or related to policies and regulations;
- use of restricted access data or data that is not in the public domain;
- commercial data (e.g., price);
- information that cannot be independently verified;
- consultancy projects (we are looking for a technical solution and a partner that can turn the proposal into reality); and
- use of obsolete or niche technologies that cannot be (self-)sustained.



OBJECTIVE

Your task is to demonstrate how your start-up is well-positioned to address this challenge. Following the initial submissions, a virtual jury will shortlist the 10 best start-ups for an interview round. The top three entries will pitch their start-up live at the 2022 CogX festival <https://www.cogxfestival.com/> in London June 13-15.

PRIZES

All entrants will receive a [Networking and Expo pass](#) to attend the 3-day COGX festival online.

The top three finalist start-ups will be awarded with the following prizes:

- A live onstage pitch of their start-up/solution to a team of industry experts and investors at the CogX festival on June 13-15 in London, including [Shell GameChanger](#) and [Shell Ventures](#) Investors; and
- 4x [gold festival passes](#) to each finalist start-up to attend all three days of the [COGX festival](#) including access to networking side events and as well a PR Masterclass on 'PR for Startups - How to Cut-through'.

The winner will be announced directly following the pitch session at the CogX festival and will receive these additional prizes:

- CogX 2022 Award for the Best Decarbonising Cities Start-up; and
- Monetary award of 4000 GBP; and
- Shell StartUp Engine Golden Ticket which provides access to [Shell StartUp Engine](#), Microsoft, AVL and Startupbootcamp networks, live pitches, investor meet-ups and other valuable interactions within these organisations including:
 - Access to the key programme events and networks of the [Shell StartUp Engine Social Impact Programme](#) run by Shell together with Microsoft, AVL and Startupbootcamp with the potential to be part of the [2022 cohort of the Shell StartUp Engine Social Impact Programme](#) or the [Shell StartUp Engine UK programme](#), if criteria are met.
 - Access to [AVL's Creator's Expedition](#) Startup Programme networks and resources and in addition, potential to be part of the programme if criteria are met.
 - Direct entry to the final selection days of the [Startupbootcamp Decarbonize programme](#) starting in June 2022.
 - Access to Microsoft's startup networks and resources as part of the social impact programme with the potential to be part of one of their own startup programmes if criteria are met.

ELIGIBILITY

The competition is open to all registered start-ups (minimum 2 staff members). Start-ups can be in different TRL levels (2-5 stage and have received only pre-seed or seed funding; 6-9 stage with early revenues, market validation by pilot(s), series A funding or higher).



TIMELINE

5th April 5, 2022	Competition open for submissions
May 15, 2022	Submissions deadline
May 27, 2022	Top 3 startups announced
June 14, 2022	Winners announcement, live pitching at CogX festival

HOW
TO

PARTICIPATE

Make your submission to the challenge using the online form here Shell.com/StartupPitchingCompetition which includes:

- start-up name;
- brief description of the problem your start-up solves;
- explanation on how your solution is better than current technologies or practices (;
- pitch deck (non-confidential) which describes the start-up and the proposed solution in more detail and can include a link to a video elevator of your pitch;
- description of what your start-up would do with seed funding;
- description of go-to market strategy;
- TRL level;
- specification of IP or other mechanisms are in place to protect your solution;
- description of customer validation if applicable;
- summary of key technical challenges and opportunities;
- company and contact details; and
- information if your start-up is already linked to other incubator, accelerator programmes or academic institutions.

Please ensure that your application does not include any confidential information. Any applications received that contain confidential information will be deleted.

JUDGING PROCESS

The judging process will take place in two stages, each led by a group of industry experts.

Judging Stage 1: A select panel of judges will review and score the submissions based on predefined criteria. The judges' scorecards will be averaged to determine the shortlisted teams. In the event of a tie, the lead judge has the tie-breaking vote. Shortlisted start-ups may be invited to private virtual meetings to share more details of their start-up and answer relevant questions to assist the judges in selecting the top three startups to participate in the live pitching event at COGX.

Judging Stage 2: The top three start-ups, as selected by the judges in Stage 1, will be given an opportunity to present their ideas in a live online pitch to a panel of industry expert judges live on stage at the CogX festival in London June 13-15. A 5-minute pitch will be followed by a round of quick-fire questions from the judges. The select panel will evaluate and discuss the pitch and select the winner.



JUDGING CRITERIA:

- Scalability – How scalable is your solution?
- Novel – Is the idea fundamentally different and unproven in this industry?
- Valuable – Could the idea create substantial new value if it works?
- Doable – Is there a plan to prove the concept quickly and affordably?
- Relevant – Is the idea relevant to the future of energy?

PITCH SESSION AT COGX:

The three shortlisted start-ups will be selected to take part in a ‘Dragon’s Den’ style pitch session, live on stage at the CogX Festival in London, June 13-15, 2022. The start-ups will be invited to pitch their technology or solution to a panel of experts and investors including [Shell GameChanger](#) and [Shell Ventures](#). To participate in the pitching competition final, a representative of the start-up will need to be present at the COGX festival in London June 13-15.

FORMAT:

Each start-up will deliver a 5-minute pitch followed by 3 minutes of quick-fire questions from the judges. The judges will then vote for start-ups based on the judging criteria. The winner will be announced directly after judging, following a brief discussion amongst judges in their positions near the stage.

ATTENDEES:

The session is open to all attendees at CogX Festival and will include experts and investors in the audience.

WINNERS’ ANNOUCEMENT:

The winners will be announced directly following the pitch at the COGX festival and communicated by Shell and COGX.

QUESTIONS/CONTACT:

For questions, contact: ai@shell.com

To learn more about the programme, visit the Shell.com/StartupPitchingCompetition



TERMS AND CONDITIONS

By fact of their entry, participants accept all provisions these Competition Rules and agree to abide by all decisions made by the Organisers. The Organisers reserve the right to add, modify or delete any Article of the Competition Rules. All decisions made by the Organisers are final and binding.

Any work performed or created for use in the Competition may result in the creation of intellectual property. Participants/Teams are encouraged to consider all such intellectual property created as valuable assets, and to seek professional advice about its protections prior to any submission to the Organisers, publication or public usage.

By submitting any ideas or other material you agree that Shell does not have any duty to treat such ideas or other material as confidential even when such ideas or other material are marked as or referred to by you as confidential.

By entering, each participant warrants and represents on their own behalf, and on behalf of their start-up, that their entry does not infringe, defame or otherwise violate the rights and/or property of any third party; does not violate any laws or regulations; and does not utilise, use or infringe the property of any third party including the property and rights of another team without express written permission to do so.

Each Participant shall indemnify the Organisers, and each of their parents, affiliates and subsidiary companies against any costs, loss or damage suffered or incurred by the Organisers, and any of their parents, affiliates and subsidiary companies as a result of any claim that the use of a Team's entry thereof infringes the intellectual property right of any third party.

Many Governments regulate the export of certain technical data and information. Before submitting technical details of a technology you MUST research applicable Export Control laws to assure your submission remains Export Control Compliant. By submitting such details you certify that such technical information is not restricted for export.

By submitting your proposal you agree with the above and confirm having agreed to our [Privacy Policy](#).

The start-up pitches in the final judging round are live and in person at the COGX event in London June 13-15, 2022.

