



The Carbon Trust Low Carbon Incubator Program

# The Carbon Trust

- UK government funded
  - sits between the Energy Savings Trust and the ETI
- Focused on carbon emissions reduction however it can be achieved
  - Broad focus
    - Near term and long term projects
    - But looking for substantial (>1million tonnes CO<sub>2</sub>/yr) savings in all cases
- Tag line :“making business sense of climate change”
  - Seeks to work with business to minimise emissions rather than changing society
    - Not a campaigning organisation in the NGO sense



# Carbon Trust support for innovation

- 3 key support programs for early stage innovation
  - Applied Research Grants
  - Venture capital investment
  - Business incubation
- Also larger scale programs focussed on commercialising high profile technology
  - Offshore wind
  - Next generation PV
  - Fuel cells
  - Biofuels



# Incubation

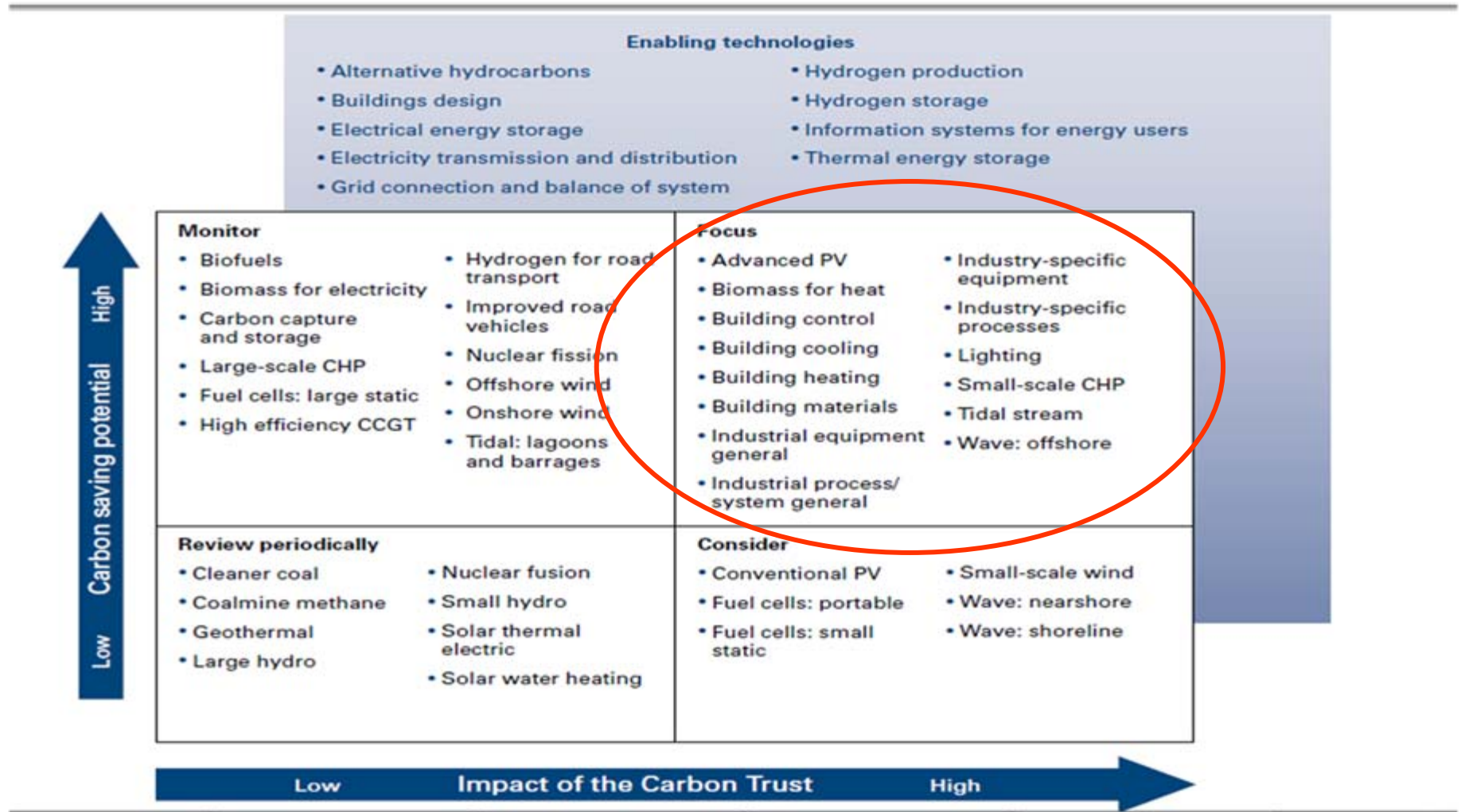
- Up to £70k of *services*
- Tailored commercial and technical support
  - IP
    - Analysis of proposed patents & examiner responses
    - IP strategy advice
  - Marketing
    - Detailed market analysis & market entry strategy
  - Help securing investment
    - Advice from active VCs
    - Independent technical assessments
  - Technical support
    - Design for reliability and design for cost advice
    - Advice on offshore manufacturing options
  - Advice on how to grow

Supported by



Making business sense  
of climate change

# Incubator program areas of interest



©TTP 2008 company confidential

# what would an ideal incubatee look like?

## Hard stuff

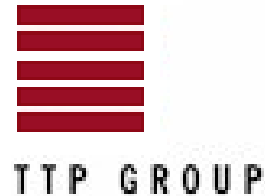
1. Registered in the UK
2. Must own their intellectual property
3. Strong carbon reduction case
4. Technical concept proven
5. Nucleus of a strong management team
  - Specifically both technical and commercial staff
6. Must demonstrate that support provided would make a substantive difference

## Soft stuff

1. Products preferred to services
  - Typically scale up quicker
2. Looking to support pragmatic & ambitious entrepreneurs
  - Not idealists
  - Not “lifestyle businesses”

# Six Incubators

- The incubator program is delivered by 6 independent incubators



- Feel free to contact several incubators to see which best fits your needs
  - but please tell us so we don't trip over each other 😊

[www.carbontrust.co.uk/emerging-technologies/help-develop-my-company/expertise/Pages/grow-my-business.aspx](http://www.carbontrust.co.uk/emerging-technologies/help-develop-my-company/expertise/Pages/grow-my-business.aspx)

# The overall incubator program

- The program has supported over 100 companies
  - which have raised over £80million in private investment during, or within 1 year of, incubation
- Examples from TTP shown below







Thank you