



SHELL AND THE IDEA VILLAGE ENERGY INCUBATOR AND ACCELERATOR PROGRAM

PROGRAM DETAILS

Shell and The Idea Village have teamed up to launch an energy-focused incubator and accelerator program to support startups and innovators with the potential to impact the future of energy. The program will kick-off in December 2018 with an Energy Innovator Bootcamp. From there, The Idea Village will select teams for graduation to a 16-week accelerator program starting in January 2019. In April 2019, a specified number of companies will be invited to the [Shell GameChanger™ program](#), and those ventures will be eligible to receive up to \$400,000 over two years to move their technology from proof of concept to a commercial product option.

The program will focus on two key areas of the energy sector: Underground Piping Inspection and Robotics Automation. Innovators who are interested in applying can do so via the following calls for solutions:

- Underground Piping Inspection: open until November 2nd
- Robotics Automation: open until November 2nd

BOOTCAMP

Energy Innovators Bootcamp – December 3-7, 2018 | New Orleans, LA

With participants sourced from the Shell's Challenge Calls, the Bootcamp will put innovators through an intensive customer development and business model validation process that will test the commercial potential in the marketplace. From this process, select teams will graduate to full acceleration based on their demonstrated traction and market potential.

Examples of Bootcamp Topics include: Core value proposition, Marketplace Assessment, Problem Validation, Customer Archetype, Product/Solution Fit, and Business Model Fit.

ACCELERATOR

ENERGYx Accelerator Program – January 14 - April 26, 2019 | New Orleans, LA

Select companies will graduate into an intensive acceleration program for a cohort of highly scalable startups with innovative, technology-enabled business models. Our proven model provides structure, education, and connections that help founders take their companies to the next level by ensuring they are focused on developing customer traction, building a market-ready product, and validating their innovative business models.

Learn more about the program and selection process [here](#).

FREQUENTLY ASKED QUESTIONS

CALL FOR SOLUTIONS

Q: Is the Call for Solutions the same thing as an application?

A: Yes.

Q: When do the calls open?

A: The Calls for Solutions for Underground Piping Inspection and Robotics Automation are open now.

Q: How do I apply?

A: You submit your solutions [here](#).

Q: When do the calls close?

A: Solutions for Underground Piping Inspection and Robotics Automation are due **November 2nd**.

Q: When will I hear back on my submission?

A: Applications are reviewed on an ongoing basis, with a final determination of companies selected to participate in the Bootcamp made the week of November 5th. Companies selected to participate in the accelerator from the Bootcamp will be notified the week of December 10th.

Q: Do you sign NDAs?

A: We, like most other organizations of our kind, do not sign NDAs. For your submission, Shell requires that you confirm the information you provide is non-confidential.

THE PROGRAM - RESOURCES

Q: Is this a Bootcamp or an Accelerator Program?

A: It's both. From the submitted calls, a group will be selected to participate in the Energy Innovators Bootcamp. This week-long Bootcamp will put innovators through an intensive customer development and business model validation process that will test the commercial potential in the marketplace. From this process, select teams will graduate into the 16-week Accelerator Program.

Q: What are the start and end dates of the Energy Innovators Bootcamp?

A: The Energy Innovators Bootcamp will start on Monday, December 3rd and end Friday, December 7th, 2018.

Q: What are the start and end dates for the ENERGYx Accelerator Program?

A: The ENERGYx accelerator program will run from January 14th - April 26th, 2019. The program will kickoff with a Fast Start Orientation with regular Entrepreneur-in-Residence meetings beginning after that.

Q: What is the cost associated with the program?

A: Both the Bootcamp and the ENERGYx Accelerator programs are completely free for participating entrepreneurs.

Q: Do you invest in participating companies?

A: The Idea Village does not invest in participating companies; however, since this program is being offered as part of the Shell GameChanger™ program, there is an opportunity for select companies coming out of the ENERGYx Accelerator Program to receive up to \$400,000 over two years to move their technology from proof of concept to a commercial product option.

Q: What kind of professional resources and services do you offer through the program?

A: You'll be provided access to a robust pool of professionals ready to help! These services are provided either pro-bono, comped, or discounted. We believe if we can take care of some of your foundational items, it will allow you to focus on larger things. Access to these resources is allocated through a detailed scoping process at the start of the program, where entrepreneur needs are analyzed and addressed accordingly by the Entrepreneur-in-Residence. Below is a list of resources you can expect:

- Legal
- Accounting/Bookkeeping
- Branding/Messaging
- Financial Modeling
- Human Resources
- Marketing
- Insurance

Cohort members are also given access to \$10K worth of hosting credit and support through Amazon Web Services and up to a 90% scholarship on HubSpot's growth stack software.

Q: What kinds of mentorship and networking opportunities do you offer through the program?

A: All participants in the ENERGYx Accelerator Program are overseen by a dedicated Entrepreneur-in-Residence (EIR) for the full duration of the accelerator. The EIR will guide each entrepreneur through The Idea Village's network to assist in determining what connections can be made to other figures in the community. You will also have access to subject matter experts and mentors from Shell.

We also aim to match each participating company with at least one official mentor for the program. Mentors are generally members of our alumni network or other professionals and experts in the community who volunteer to help the next generation of founders we work with. They are committed to sharing their experiences with the founders they are matched with and can be a source of more specific advice than an EIR at times.

There will be networking opportunities provided especially for members of the cohort nearly every week – either a happy hour, dinner, or workshop on a particular topic. In addition to these, there will be other networking events that arise through The Idea Village's general programming and the programming of our partner organizations.

Q: Does the accelerator program offer connections to the investor community?

A: We can and do provide connections to the investor community for educational purposes. During the program, we want the companies to be focused on customer validation and traction. Ultimately, a validated product and business model will increase the likelihood of raising capital.

Q: Do you provide office space for participants to work during the ENERGYx Accelerator Program?

A: We will provide desks for participating companies to work from in our office.

Q: I don't live in New Orleans, can I still participate?

A: Yes, you can still participate in both programs. We do require that for both the week-long Bootcamp and the 16-Week Accelerator program that you are able to be physically present for the program.

Q: Will you cover my travel?

A: While we can't cover all of your travel expenses, we will provide a travel stipend to companies participating in both the Bootcamp and the Accelerator Program.

COMPANY INFO

Q: What kind of company are you looking for?

A: For this program, both Shell and The Idea Village are looking for startups or businesses with an unproven early-stage idea with the potential to impact the future of energy. The specific profile we are looking for is:

- A startup or business with an early-stage technology idea;
- A startup or business looking for pre-seed or seed funding, expert knowledge and guidance to prove the viability of the concept and business plan;
- Founders who are motivated to develop their idea into the next big game changer that adds value to Shell's business and the energy future;
- And most importantly, founders who are ready to collaborate.

Q: How do you evaluate companies for selection?

A: When evaluating ideas we look at four key areas:

- We check for novelty: is your idea fundamentally different and unproven?
- We look at the potential value: could your idea create substantial new value if it works?
- We ask "Why Shell?": is your idea relevant to Shell and the energy future?
- We test your plan: can the concept be proven quickly and affordably?

Q: Do I have to be working on my startup full-time?

A: No, but we prefer it if you are. To participate in the Bootcamp, you'll need to be able participate in 5 full days of programming. For the accelerator program, most of the programming will be during normal working hours. For founders who are not working on their startup full-time, we will have a follow up conversation to understand your specific situation and ensure you can commit the necessary time.