



Greentown Labs

Greentown Labs Houston Overview for Partners

Houston, Texas

December 2020

Who is Greentown Labs?

LARGEST CLEANTECH INCUBATOR IN NORTH AMERICA

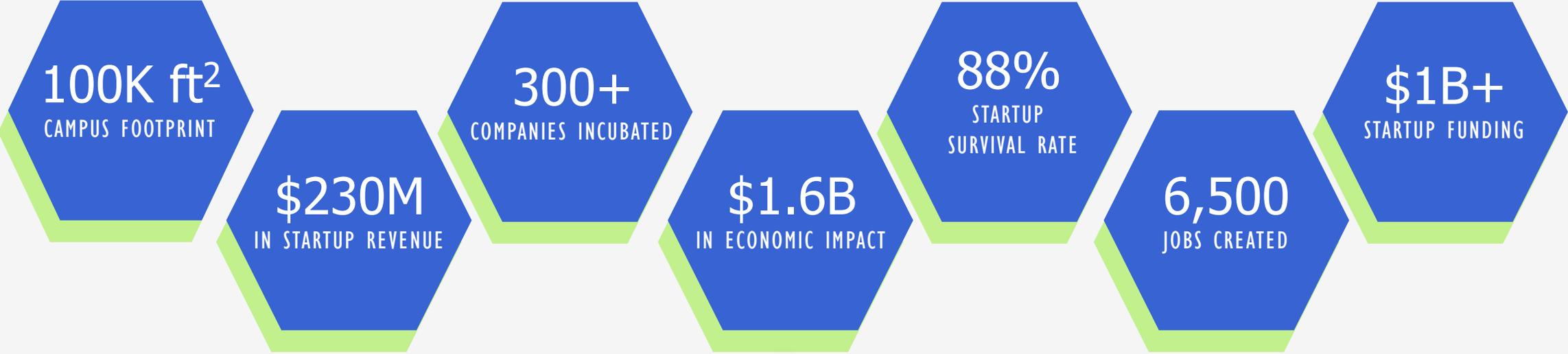
FOUNDED 2011

HQ IN BOSTON, MASSACHUSETTS

100,000 SQ. FT. LAB + OFFICE + EVENT SPACE

CLEANTECH SPECIFIC FOCUS + EXPERTISE

Greentown Community **By The Numbers**



OUR FOUNDING

A warehouse with four startups looking to share rent and resources.

MEMBER
GROWTH

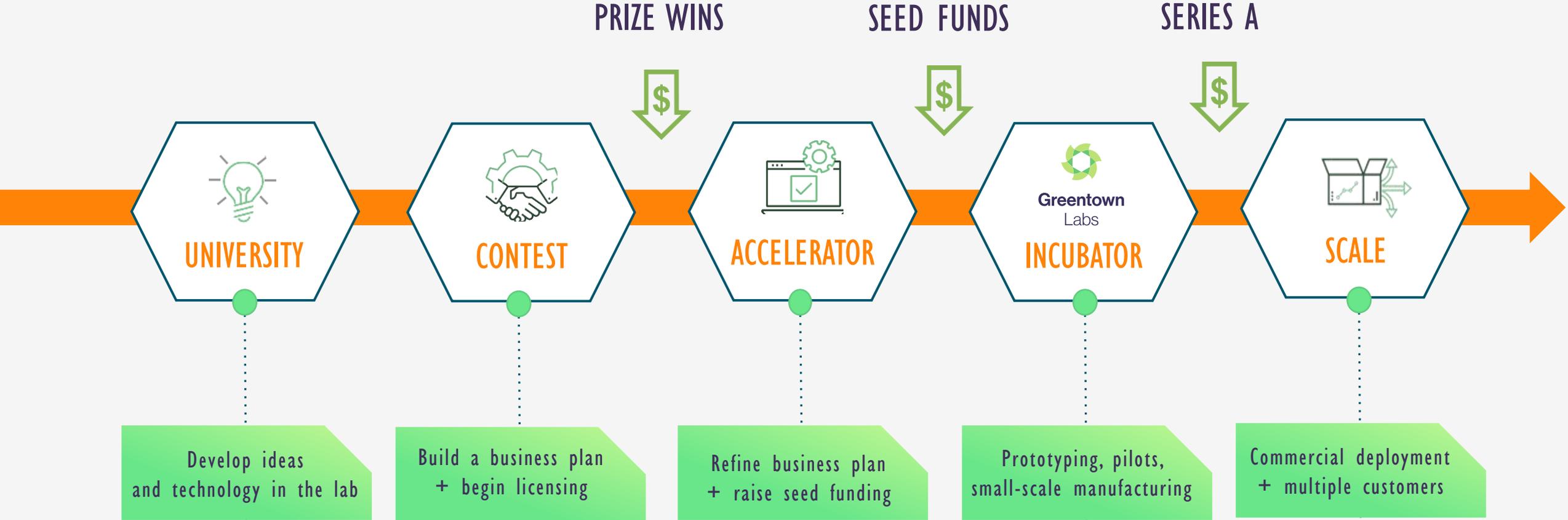


Supporting **Climatetech** Startups

TACKLING THE LARGEST GREENHOUSE GAS EMITTING SECTORS

<p>ELECTRICITY</p>	
<p>AGTECH & WATER</p>	
<p>TRANSPORTATION</p>	
<p>MANUFACTURING</p>	
<p>BUILDINGS</p>	
<p>RESILIENCE</p>	

The Startup Journey: Idea To Scale



Corporate Partners Provide Support + Scale

TERAWATT



GIGAWATT



MEGAWATT



KILOWATT



Corporate Partner & Startup Engagement

SELECTED OUTCOMES

INVESTMENT

Corporate Partner		Startup
	+	
	+	
	+	
	+	
	+	
	+	
	+	
	+	

PILOT

Corporate Partner		Startup
	+	
	+	
	+	

CUSTOMER

Corporate Partner		Startup
	+	

R&D CONTRACT

Corporate Partner		Startup
	+	

PROJECT COLLABORATION

Corporate Partner		Startup
	+	
	+	

JOINT DEVELOPMENT AGRMNT

Corporate Partner		Startup
	+	

Greentown Labs Boston Advisory Board



Martin Chatterton
Arrow Electronics



Michael Cochran
Chevron



Spencer Irvine
Draper Labs



Sara Mattern
Foley Hoag LLP



Kathy Howard
Keysight
Technologies



Clément Michel
Keolis



Val Livada
MIT



Jacob Grose
BASF Venture
Capital



Pieter Wolters
Royal DSM



Dan Goldman
Clean Energy
Venture Fund



Edison Almeida
Schneider Electric



Luca Seletto
Enel Group



Lydia Lostan
Shell TechWorks



Elena Bou
InnoEnergy



Mark McDivitt
State Street Corp.



Sammy Sammizzo
Sumitomo Chemical
America



David Cash
UMass Boston



Patrick Suel
Mitsubishi Chemical
Holdings Corp.



Wendy Herrick
Unilever



Sven Harmsen
Saint-Gobain



Bill Fahey
Veolia



Brian Panoff
Shell Ventures



Chris Kane
W.L. Gore



Suchit Jain
SOLIDWORKS



Ryan MacDougall
Wolf Greenfield

Why Houston Expansion For Greentown Labs?

Global Energy Capital

Houston can lead the energy transition – at scale!



Filling a Gap

No cleantech specific incubator or ecosystem convener exists - Houston cleantech. startups have a need for community!



Committed Champions

In partnership with corporate stakeholders and the City.



Burgeoning Startup Ecosystem

The Ion, MassChallenge Houston, Station Houston, TXRX Labs, the Cannon, Plug & Play, Capital Factory, the University of Houston, Rice University, others.



City of Houston Support

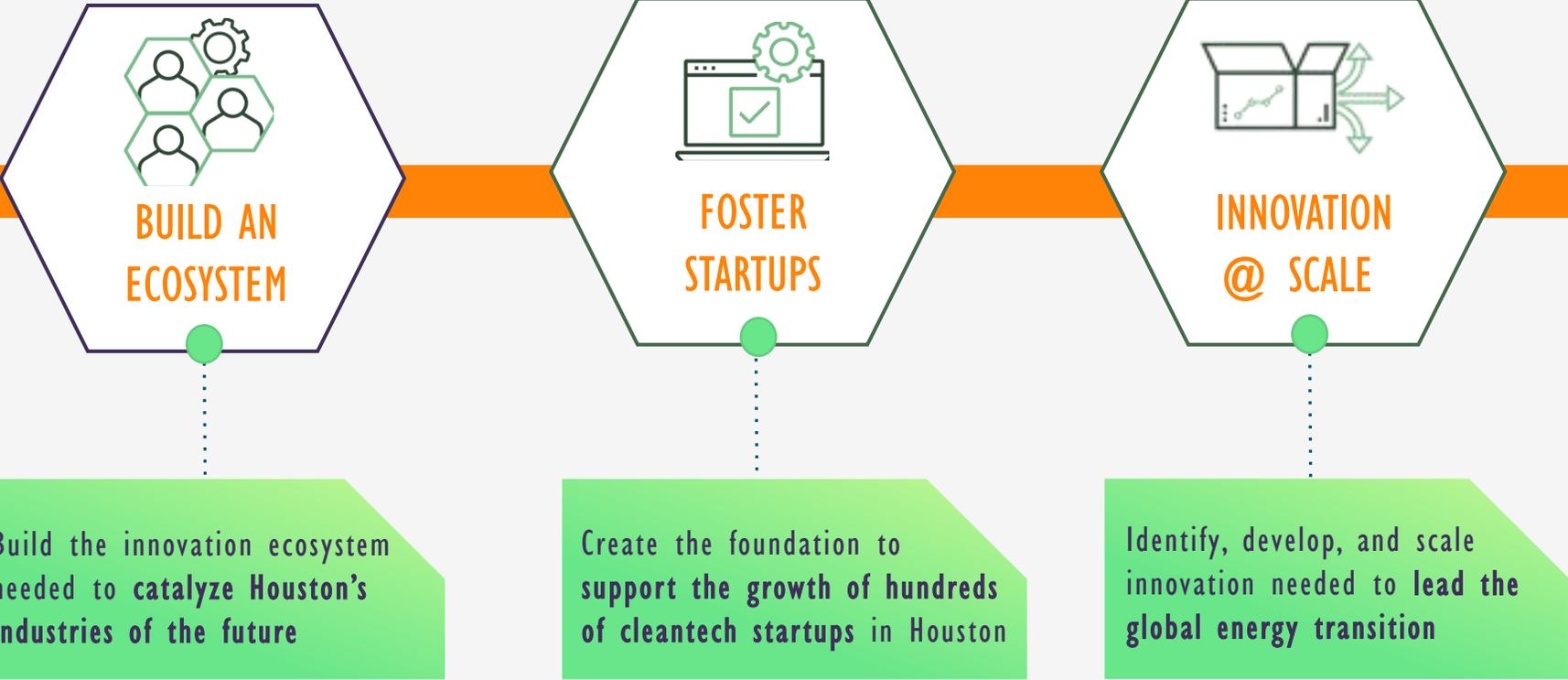
“It’s more important than ever to have partners and organizations like Greentown Labs, whose mission is to solve the climate crisis through entrepreneurship and collaboration ...The **City of Houston is pleased to welcome Greentown Labs as a Partner in building a more sustainable and resilient Houston.**”

Houston Mayor Sylvester Turner
Greentown Labs Houston Announcement
Houston, TX, June 16, 2020



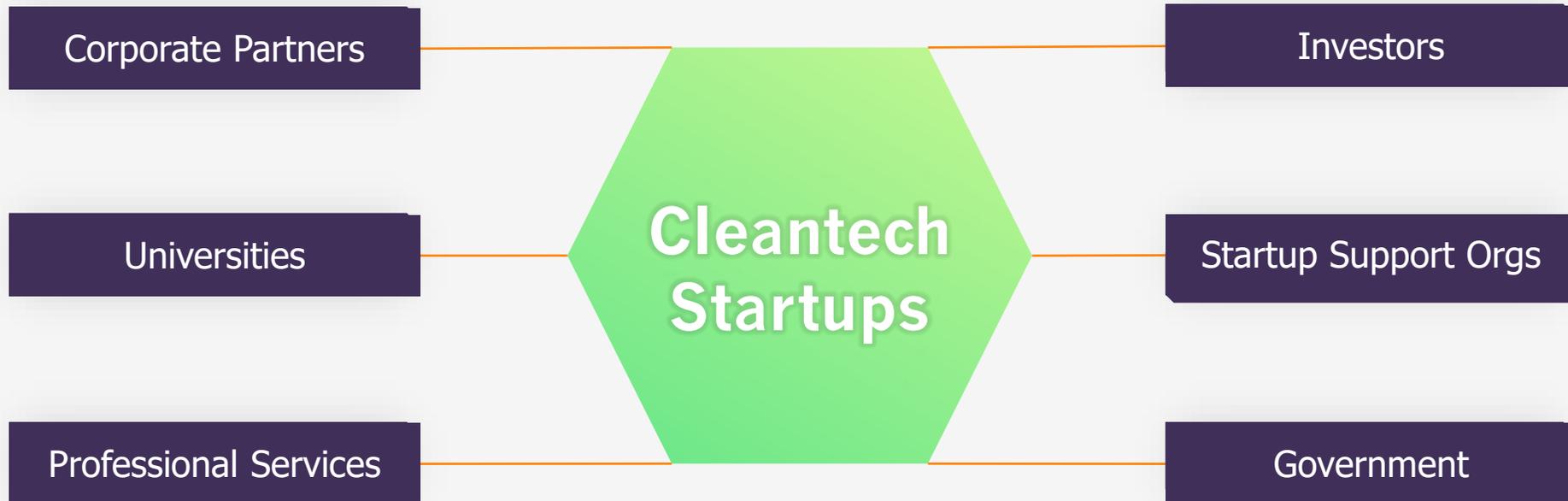
Greentown Labs Houston: **Our Mission**

CATALYZE THE ENERGY TRANSITION IN THE ENERGY CAPITAL OF THE WORLD



Building An Ecosystem In Houston

A NETWORK OF SUPPORT FOR CLEANTECH STARTUP SUCCESS



Bringing Greentown Labs to Houston in 2021

INCUBATOR MODEL BUILDS ON 9 YEARS' EXPERIENCE WORKING WITH CLEANTECH STARTUPS



50+
STARTUPS



120
DESKS



40K
SQ. FT.

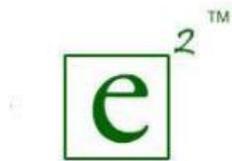


Greentown Houston

16 INAUGURAL MEMBERS



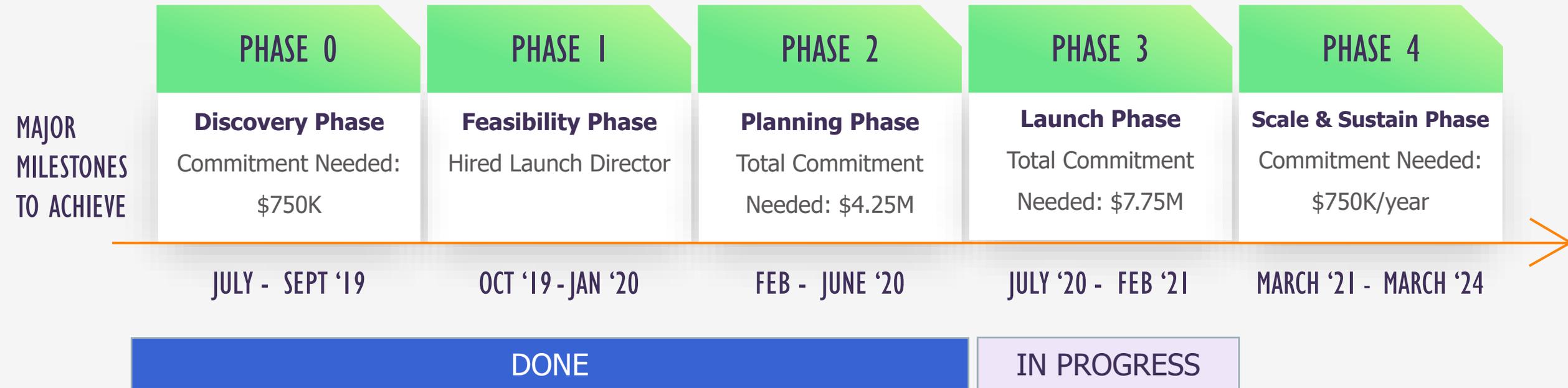
ULTROGEN



Eclipse Solar Projects



Houston Expansion Timeline



Houston Founding + GO Partner Support

DRIVING THE ENERGY TRANSITION



GRAND OPENING PARTNERS



Founding Houston Advisory Board Members



MICHAEL SKELLY

Senior Advisor
Lazard Partners



BARBARA BURGER

President, **Chevron
Technology Ventures**



TIM KOPRA

Vice President, Robotics &
Space Operations, **MDA**



GWENAËLLE AVICÉ-HUET

CEO, **Engie NA**
& EVP, **Engie**



AJAY MEHTA

General Manager
**Shell New Energies
R&D**



MICHELLE THOMAS

Head of Innovation
BHP



JAMES GARRETT

Partner
Vinson & Elkins



ELIZABETH KILLINGER

President, **Reliant**
& EVP, **NRG Energy**



DAVID BALDWIN

Co-President,
SCF Partners

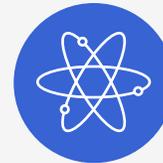


DARRYL WILLIS

Vice President of Energy,
Microsoft

Grand Opening Partnership Opportunities

- We encourage Grand Opening “GO” Partners from diverse sectors to join us to build the future of Houston.
- **GO Partners will take part in our Grand Opening in Spring 2021.**
- We suggest GO Partners make three payments over 2020-2021, based on key milestones met.



TERAWATT - \$1.5 MILLION

Naming of Signature Spaces
Marketing + Visibility Opportunities
Advisory Board Seat



GIGAWATT - \$750,000

Naming of High Visibility Spaces
Marketing + Visibility Opportunities



MEGAWATT - \$300,000

Marketing + Visibility Opportunities



KILOWATT - \$150,000

Marketing + Visibility Opportunities

Greentown Houston Partner Benefits

BRAND RECOGNITION + VISIBILITY

- ✓ Press Release Opportunities
- ✓ Greentown Labs - Houston Grand Opening 2021 – Executive Speaking + Press
- ✓ Permanent Terawatt level recognition on Founding Partners entry plaque
- ✓ Terawatt Founding Partner level recognition during tours and events, on website and through social media

COMMUNITY ACCESS + ENGAGEMENT

- ✓ Houston Advisory Board – Founding Member
- ✓ Access to all new startup company applications (Boston + Houston)
- ✓ Invitations to Public & Private events with Greentown Labs entrepreneurs
- ✓ Guided Executive Tours + Speaking Opportunities at Houston facility
- ✓ Employee engagement opportunities through events and programming

Hard Hat Tours

WE ARE OFFERING HARD HAT TOURS TO OUR PARTNERS!

COMING SOON

Groundbreaking Ceremony

FEBRUARY 2021



Houston Visibility Opportunities

Grand Opening — Spring 2021



Greentown
Houston Launch
Announcement
June 16, 2020



Speaking Engagements Highlighting Houston

20+ SPEAKING ENGAGEMENTS SINCE LAUNCH OF GREENTOWN LABS

HOUSTON



HOUSTON CLIMATE WEEK



TEXAS ENERGY SUMMIT



HOUSTON LOW-CARBON ENERGY INNOVATION SUMMIT



REUTERS ENERGY TRANSITION NORTH AMERICA

Greentown Houston Media Highlights

50+ PRESS MENTIONS TO DATE!

AXIOS

Clean energy player Greentown Labs to open space in oil capital Houston

The Economist

Climate-conscious venture capitalists are back

HOUSTON CHRONICLE

Former Fiesta store to get new life as Greentown Labs Houston

BOSTON BUSINESS JOURNAL

Somerville's Greentown Labs expands to Houston with second incubator

GreenBiz

Houston gets climate tech incubator; sustainability execs 'busier than ever'

FT FINANCIAL TIMES

Houston: incubator of the energy transition

The Boston Globe

Greentown Labs plans first out-of-state expansion

CoStar™

Former Grocery Store to Become Clean-Tech Incubator in Houston's Midtown

HOUSTON BUSINESS JOURNAL

Greentown Labs selects former Midtown Fiesta site as its Houston home

innovationmap

New-to-Houston cleantech incubator names inaugural members

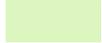


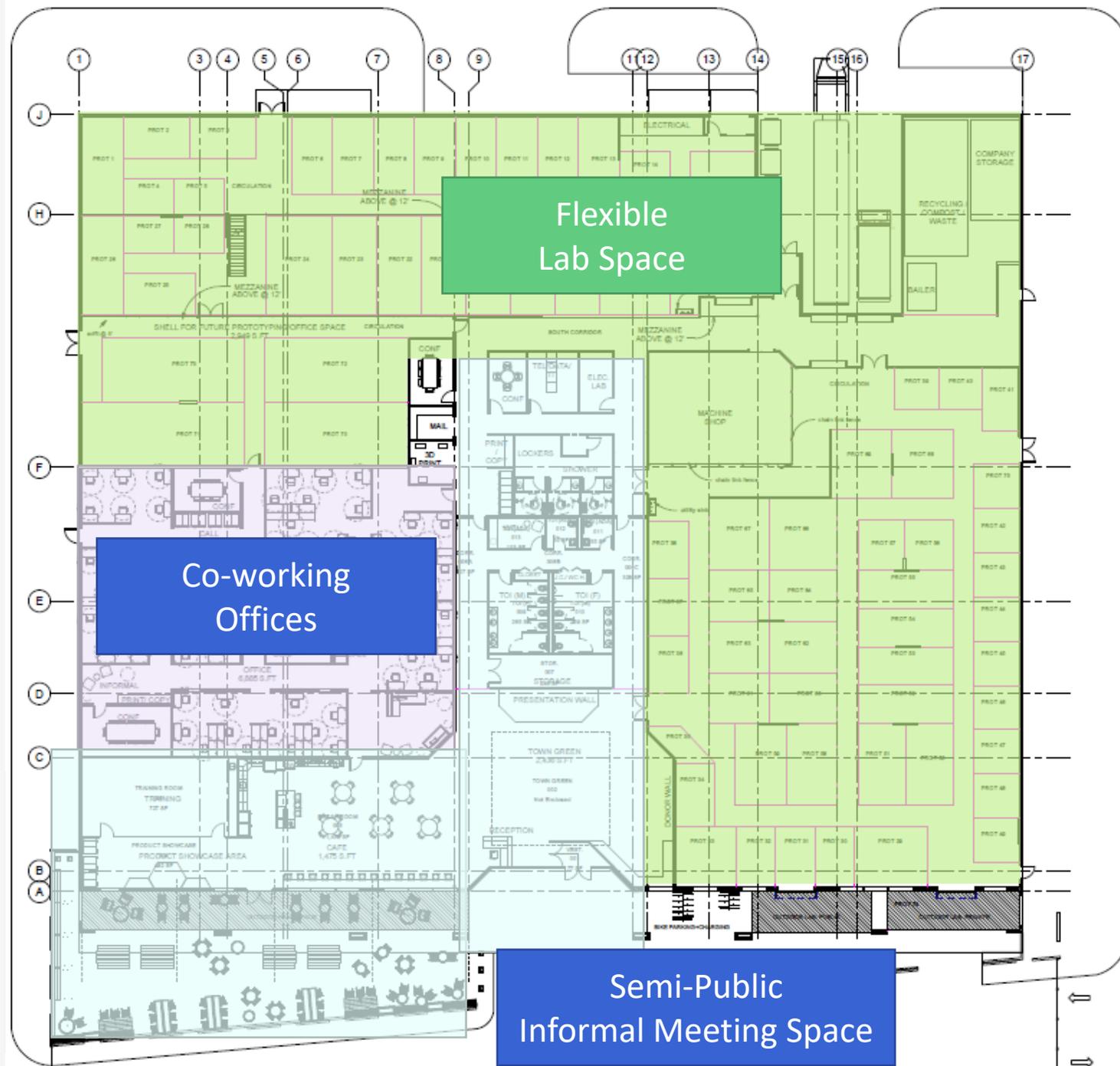
Greentown Labs

Join us! Questions?

Please contact Emily Reichert, Ph.D., CEO
EReichert@GreentownLabs.com 617.513.5012

Greentown Houston Floorplan

	Prototyping Lab Space
	Community Space
	Office Space



Located in
Houston's
Innovation District
OPENING SPRING 2021

Greentown Houston – Updated Designs



TOWN GREEN & STAGE



INFORMAL MEETING AREA

Greentown Houston – Updated Designs



OFFICE SPACE



PROTOTYPING SPACE