

The Asia Pacific Low Carbon Lifestyles Challenge Bootcamp

Organized by UNEP and Massive Earth Foundation



About MEF

The Massive Earth Foundation (MEF) is a non-profit organization, with the vision to effect actionable policy, research, and project for the Pollution Reduction / Climate change Industry.

MEF's activities are centered around the following:

Awareness activities

MEF, through its extensive network of local and global partners, runs awareness activities on Pollution and related issues.

Bootcamp for startups

A 12 week program in which the startups gain access to valuable resources, including: world-class mentorship, invaluable network connections, and an access to curriculum sessions delivered by industry experts to help shape and grow their businesses.

Massive Earth Summit

One of the largest event in South East Asia on Sustainability & Pollution Reduction. The Massive Earth Summit brings together thought leaders from diverse fields to share their views and insights on Pollution-as-Resource mindset.

Research & Reports

MEF undertakes independent research in its focus areas of clean energy, clean mobility, smart & sustainable agriculture, access to water & sanitation and sustainable built environment.

It has released a report on Delhi Clean air titled – what is choking Delhi"

Set up Pilot Projects

MEF, with support from its corporate and other partners, will set up pilot projects in its focus areas, for validation/ Proof of Concept of innovation to solve the massive problems

The core strength of MEF lies in its ability to execute complex projects at scale, doing path-breaking research, and bringing various stakeholders to a single platform. It is backed by India's leading entrepreneurs, venture capitalists, and investors. MEF has also signed an MoU with United Nations Environment Program.

Our Goal

MEF aims to address Pollution/Climate Change issues in the world. MEF's focus areas are Clean Energy, Clean Mobility, Clean Agriculture, Waste management, and Access to Water & Sanitation.

In the last 60 years, the world has seen tremendous technological progress which has made human life better and has increased life expectancy and reduced poverty. However, the flip side is that this evolution has led to massive problems such as air pollution, plastic waste in land and water, chemical laden food etc. One doesn't need to be a scientist, or a food expert or an aid worker to see the dire state of the World. Pollution/Climate Change is now a reality faced by the world. Pollution has turned out to be the leading killer of people worldwide, it was linked to an estimated 9 million premature deaths in 2015.

These problems are complex and multi-dimensional and can be solved only by innovation driven by capital and supporting ecosystem. Indian startup ecosystem has been growing tremendously since last five years. Startups that work in pollution reduction / climate change need a vibrant ecosystem as their need for access to research labs / scientists / corporate validation / mentorship is much higher compared to a regular tech startup. However, no such ecosystem exists for startups in this sector.

MEF aims to bridge this gap by building network and linkages with academia, R&D labs, mentors, angel investor, professionals, corporates and venture funds. MEF will accelerate and launch early stage startups working in Pollution/Climate Change industry by providing technical assistance, community networking, mentorship & training to these startups/innovators.

MEF is working to build a vibrant ecosystem to support innovation & scale through partnerships, investments, and ecosystem building in the area of Clean Energy, Clean Mobility, Smart and Sustainable Agriculture, Water and sanitation, and the sustainable built environment. MEF is also creating a network of potential angel investors, venture funds, and potential funding agencies and showcase these innovations to them for further growth and funding support.





Introduction to Bootcamp

United Nations Environment Program in partnership with Massive Earth Foundation (MEF) will be organizing a 10 week boot camp program for winners and few selected startups from The Asia Pacific Low Carbon Lifestyle Challenge.

The startups will gain access to valuable resources, including: world-class mentorship, invaluable network connections, and an access to curriculum sessions delivered by industry experts to help shape and grow their businesses.

Over the course of the program startups will learn from industry experts on variety of subjects such as startup growth, branding, pitching to investors, impact measurements etc.

The startups will also have an opportunity to have 1 on 1 sessions with successful entrepreneurs.

Core Objectives

- ✓ Advice on ideas, investors, business and growth.
- ✓ Mentorship from successful entrepreneurs.
- ✓ Access to network and community.
- ✓ Access to curriculum



Program Deliverables

1. Pitch Deck

A Pitch deck provides a thorough overview of the key aspects of the business model, problem-solution fit, impact, target market, competitors, and more. We will help you to layout your story through your slides in the most engaging manor. Your company may be great in 100 ways but we will help you select the top points. We will also help you make the most precise, legible, and easy to understand pitch deck for multiple purposes.

2. Understanding and Defining your Market

Determining and understanding the market size is critical. It tells you and your partners, team and investors how much potential business is really out there. It helps calculate how much value there really is for your individual venture. We will assist you in this critical path and explain you the do's & don't of market estimation. We make sure you present a compelling picture of your business to an investor.

3. Design Thinking

Design thinking is unleashing people's full creative energies, win their commitment, and radically improve processes. In this session we bring special guest lecturers who explains design thinking rules, and help you solve problems in creative manner.

4. Understanding VC/Investor/Legal Terminologies

The startup world operates with a bunch of lingos that are very difficult to comprehend for new comers and entrants. Some of the most important lingos are present in VC terminology that are very important to understand. This session we will use a standard VC term sheet to make you familiar with most Investor terminologies.

Bootcamp Plan

Week 1
What's your Story

Week 2
How are you
Green and
Inclusive

Week 3
Show me money

Week 4a.
What could go
wrong ?

Week 7a.
Team

Week 6
Pitching to
Investors

Week 5
Understanding
your business
and Sector

Week 4b.
Design Thinking

Week 7b.
Applying
Design Thinking

Week 8
Measuring how
green are you ?

Week 9a.
Digital
Marketing
Strategy

Week 9b.
Understanding
Term sheet

Week 10
Wrapping it Up

Week 1: What's your Story

Welcome

The boot-camp will kickoff with UNEP and other partners giving a warm welcome to participating startups followed by brief introduction from partners.

Overview of Bootcamp

Post introductions an overview of the 10 week bootcamp will be given. It would include program structure, deliverables and expectations from the participants.

Rapid Pitches

After the overview we will jump into the Pitch session where each startup will be doing a 5 minute pitch.

Post the pitch the partners



Week 2: How are you Green & Inclusive

Session Description

In this session you will learn about sustainability from three angles: low-carbon living, gender mainstreaming and inclusive businesses that engage the bottom of the pyramid responsibly.

Session Outcome

- Post this session you will be ready to clearly articulate how your startup is enabling a low carbon lifestyle.
- Also, you will be able to undertake a streamlined gender analysis.

Session Format

Webinar

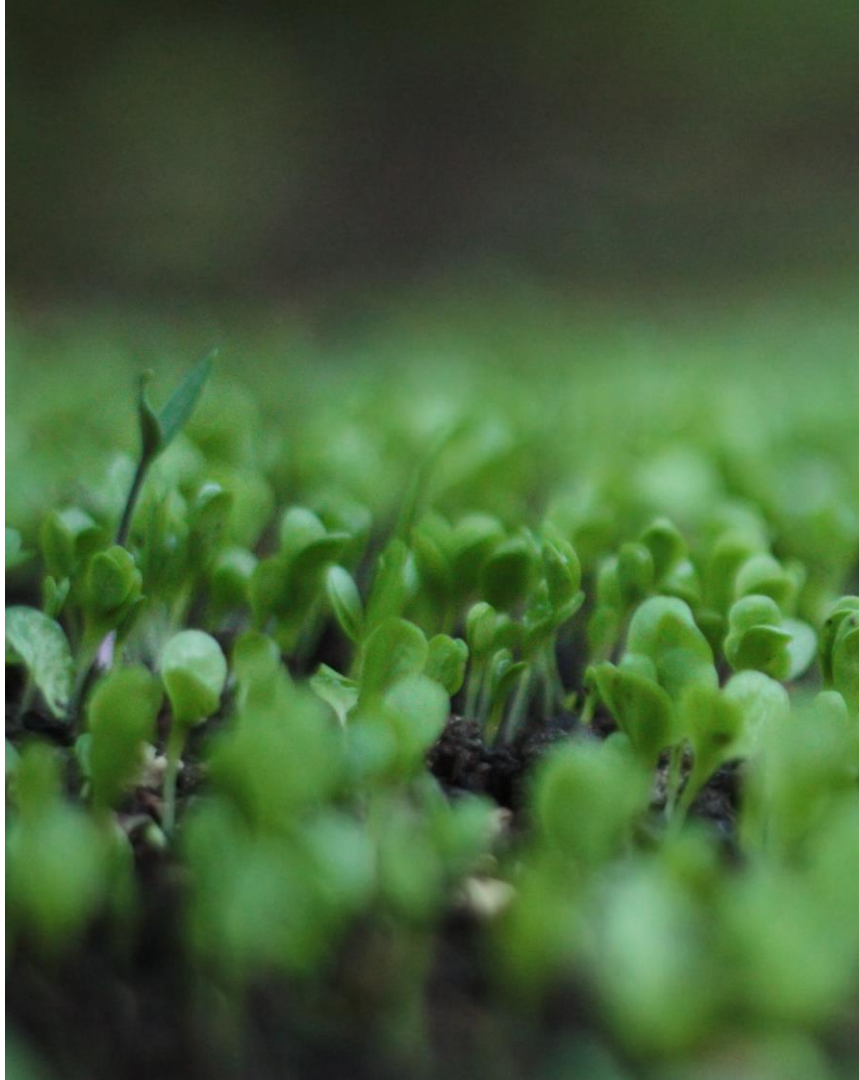
1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – UNEP



Week 3: Understanding Investor Ecosystem

Session Description

Part 1

A startup may need external source of funding at any stage of it's lifecycle. To attract investors you need to understand investors. This session will give a comprehensive understanding of different types of investors, their expectations, and how to approach them.

Part 2

Market Size is an important parameter that an investor takes in account while making a decision. This session will help you estimate market size, and also understand TAM/SAM/SOM.

Session Outcome

Develop an understanding of various investors.

Correctly estimate your market size.

Session Format

Webinar

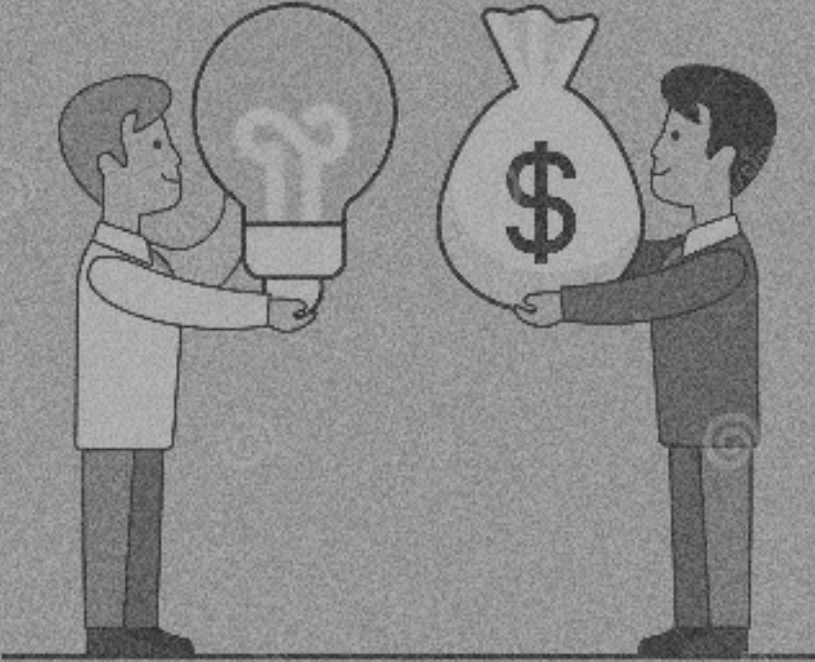
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- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – MEF (Shailesh Vickram Singh and Sumeet Singh)



Week 4a: Lessons to avoid Failure

Session Description

This week you will hear from entrepreneurs and venture capitalist who have been in your shoes, and taken strategic decisions. This session will help avoid leadership pitfalls that lead to eventual failure of a startup.

Session Outcome

You will gain understanding on startup leadership, and decisions to be avoided.

Session Format

Webinar

1 Webinar with all participants.

Session Organizer – MEF (Shailesh Vickram Singh)





Week 4b: Design Thinking

Session Description

The session will be hosted by an experienced design entrepreneur. The session will take a deep dive into design thinking to learn processes that can help you systematically extract, teach, learn and apply some techniques to solve problems in a creative and innovative way by applying design thinking.

Session Outcome

Learn techniques of design thinking.

Understand customers and create innovative approaches to prototype and test.

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Session Format

Webinar

1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – Lemon Design (Dipendra Baoni)

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Week 5: Understanding your Business

Session Description

This week will be all about your business. You will learn how to develop a business plan. We will start with learning a bit of finance, and then move on how to refine your business plan, and go to market.

Session Outcome

Preparing an easy to comprehend business plan.

Understand projections 1 years v/s 2 years v/s 5 years.

Session Format

Webinar

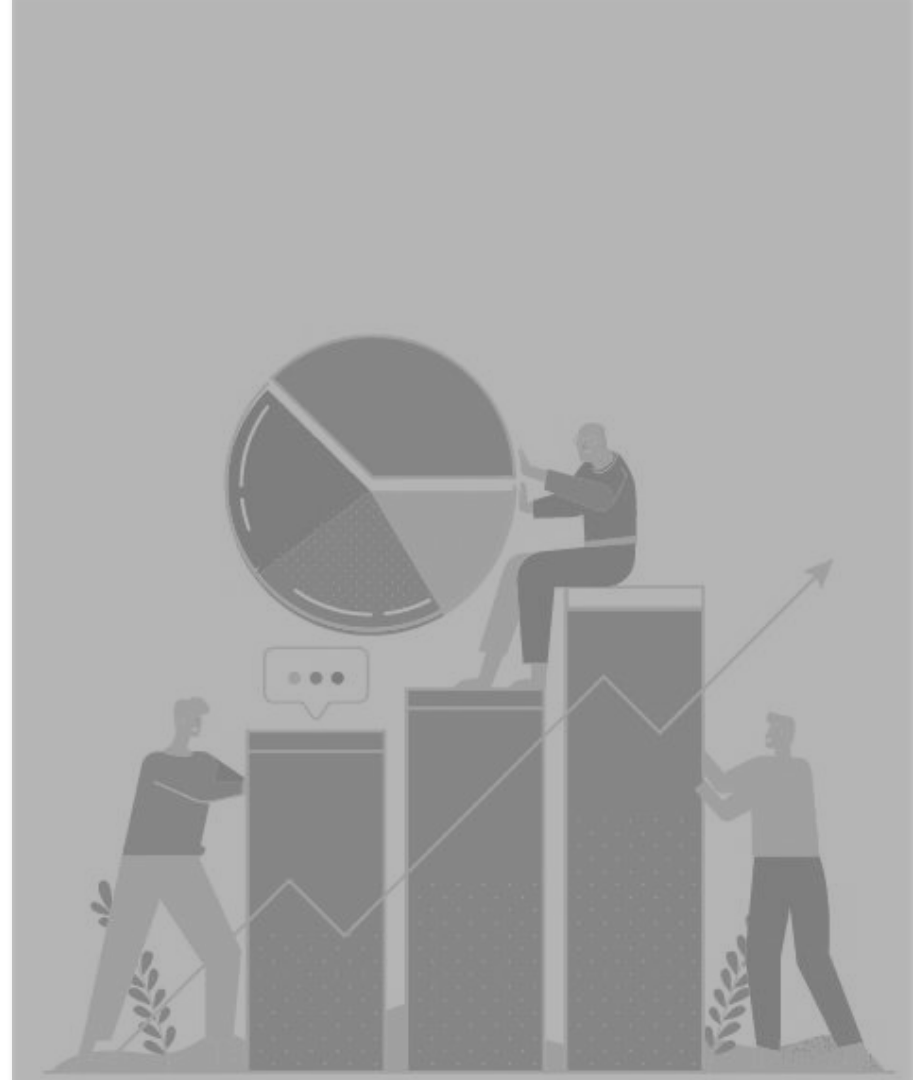
1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – MEF (Sudhir Kamath, Shailesh Vickram Singh, Sumeet Singh)



Week 6: Pitching to an Investor

Session Description

Pitching is one of the most crucial step in the lifecycle of a startup. In this session we will learn how to create an attractive story that draws eyes of investors. Moreover, we will learn to create a pitch deck that is very clean, and easy to comprehend. This session will help you not only help you build a super story but also a pitch deck.

Session Outcome

Refinement of Pitch.

Creating an engaging Pitch Deck.

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Session Format

Webinar

1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

. **Session Organizer** – MEF (Shailesh Vickram Singh, Sumeet Singh, Tejinder Miglani)



Week 7a: Building your Team

Session Description

In this session you will learn the factors to keep in mind while building a team. What is ideal founding team that an investors is seeking. How to hire a great team, and other parameters such as employee options and splitting founder's stock.

Session Outcome

Lessons of Building a solid team.

Issuing employee options.

Session Format

Webinar

1 Webinar with all participants.

Session Organizer – MEF (Tejinder Miglani, Sumeet Singh)





Week 7b: Applying Design Thinking

Session Description

Pitching is one of the most crucial step in the lifecycle of a startup. In this session we will learn how to create an attractive story that draws eyes of investors. Moreover, we will learn to create a pitch deck that is very clean, and easy to comprehend. This session will help you not only help you build a super story but also a pitch deck.

Session Outcome

Refinement of Pitch.

Creating an engaging Pitch Deck.

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Session Format

Webinar

1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – Lemon Design (Dipendra Baoni)



Week 8: Measuring Impact

Session Description

Many startups make claims about their green credentials and its no wonder. It can drive sales, attract investment and make you feel good about your business. But without transparent quantification, you won't know if your business really creates positive impacts, and it could damage your reputation down the track. In this session, you will learn the fundamentals of carbon accounting to calculate your carbon footprint.

Session Outcome

Learning to do carbon foot printing

Lifecycle Assessment knowledge.

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Session Format

Webinar

1 Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

. Session Organizer – UNEP

Week 9a: Developing Marketing Strategy

Session Description

These days – especially due to Covid 19 – it's essential to develop and implement a digital marketing strategy. Learn the tricks to planning, rolling out and monitoring your digital marketing strategy.

Session Outcome

Learning concepts of digital marketing.

Evolved marketing plan.

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Session Format

Webinar

1- Webinar with all participants.

Group Sessions

3 Group sessions after dividing winners according to sectors.

- Plastic Waste Prevention
- Low carbon energy
- Low carbon mobility

Session Organizer – UNEP

Week 9b: Understanding VC Termsheet

Session Description

A VC term sheet is the most important document when you are fixing investment terms. It has some terms that you should clearly understand. This session will cover meaning of various terms in a term sheet from LP clause to sunset clause.

Session Outcome

Gain understanding on a VC Term sheet.

Gain understanding of Investor terminologies.

Session Organizer – MEF (Shailesh Vickram Singh, Sumeet Singh)



Week 10: Wrapping it Up !

Session Description

At this point we expect startups to have developed a broader understanding on investing world, and they will be ready to step out and become next unicorns. This is the last session of the bootcamp. We will open the floor for questions and allow startups to present their evolved pitch decks and strategy.

We will be revisiting each session briefly, and ask the startups enrolled in bootcamp to layout their questions.

Lastly, the startups will be re pitching and judges will be given voting privileges to select the best pitches.

Session Format

Webinar

1 Webinar with all participants.

Speakers



Shailesh Vickram Singh

20+ years in Investments, Strategy & Entrepreneurship.

Led investments at SeedFund (VC fund), 2i Capital (PE Fund), GVFL & UTI.

3 years in Escorts' NBFC, financing rural customers & 4 years in manufacturing with Tata Motors.

Bootstrapped a tech startup in 1999 before making successful exit in 2003.

MBA, IIM Lucknow; B.Tech GB Pant University



Sumeet Singh

15+ years in Consulting, Finance & Fundraising.

CoFounder/CFO at Diro, a tech-startup developing identity & access solution.

Ex-EY Leads Advisory team & boutique investment bank.

Experience of leading PE & Mezz transactions across Consumer, Renewable Energy, Power.

Commerce from DU



Dipendra Baoni

A Design Entrepreneur, Dipendra founded Lemon Design immediately after his NID education and since then has been engaged in transforming Lemon to an award-winning holistic strategy, branding & integrated design consultancy.

He is a design thinker and teaches courses and is a diploma jury member at NID, MIT & SID.

Dipendra is alumnus of National Institute of Design (NID).



Aditi Balbir

Entrepreneur and Strategist

Founder and CEO V-Resorts. Raised more than \$ 17 million in 4 successive round.

Previously worked with marquee names such as Barings Private Equity, McKinsey & Company.

Has won UNWTO award for sustainability, CNBC TV 18- Young Business Women Awards

MBA ISB Hyderabad

Speakers



Tejinder Miglani

A seasoned angel investor, and advisor at many startups.

He was the CEO and founding member Incedo Inc.

Prior to creating Incedo, he was the founding CTO of Indiabulls. He is individual member at all major angel networks in India. He takes keen interest in startups creating a circular economy.

MBA IIM Calcutta, B.Tech, IIT Delhi



Sudhir Kamath

Served as the Director of South at Brand Capital.

Managing Director, for 2i Capital, from 2006 to 2010.

Led and managed investments as VP and Director of Investments Partner at GTV Ventures.

MBA, IIM Calcutta



Hemendra Mathur

Venture Partner at Bharat Innovation Fund (An early stage fund in India).
Co-Founder SEAF Agribusiness Fund.

Executive Director at Yes Bank handling Yes Capital India Fund.

MBA, IIM Ahmedabad



Dr. Nagananda Kumar

Dr. Nagananda Kumar is a management coach, consultant, trainer, writer, and motivational speaker from Riverside, CA, USA.

He specializes in working with senior executives and managers to improve their own job performance as well as that of their employees.

His clients have come from blue ribbon companies likes Exxon, General Motors to Oracle Corporation
He has taught at premiere B-schools.

Dr. Kumar has a doctorate from the Indian Institute of Management, Ahmedabad.

Speakers



Animesh Srivastava

17 years in Product, Technology & Growth.

CoFounder/CEO at AjaniTech, one of the largest mobile apps and games studio on BlackBerry. Bootstrapped venture to 200 employees, clocking over 100 Million cumulative app-installs worldwide.

Experience in developing technology solutions for Bank of America & DrKW, an European Investment Bank.

B.Tech, IIT Kanpur

Partners

