

Evergreen Climate Innovations - Structured Sales Support

About Us

Evergreen Climate Innovations is a nonprofit headquartered in Chicago, IL with a mission to bring cleantech innovation to market by **finding**, **funding**, and **growing** high-impact cleantech startups from the Midwest.

Minimum Viable Product

Evergreen is proposing new programming focused on providing valuable **sales training** with to energy hard tech companies in the region a focus on **diverse founders**. This programming will cover strategic topics such as the identification of beachhead markets as well as more tactical topics such as creating a replicable sales process, growing and managing sales teams, and how to manage partnerships and joint development agreements. Support will be delivered through virtual sessions, one-on-one sales consultant support, and small group roundtables with founders.

Implementation Plan

Evergreen will leverage our network relationships to identify relevant companies to participate, and recruit existing subject matter experts to provide educational and consulting support for participating companies.

Move it Milestones

- Finalize curriculum/educational session topics
- Host **3** or more virtual educational sessions
- Initiate **2** or more one-on-one sales support engagements
- Hold **1** quarterly roundtable discussion for founders to share best practices
- At least **10** companies participate in programming

Prove it Milestones

- Host **3** or more virtual sessions, including vertical-specific specialized training
- Initiate **6** or more one-on-one sales support engagements
- Hold **1** quarterly roundtable discussion
- At least **20** companies participate in programming
- Develop structured sales support playbook and training library

