

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 to expand the **new sales programming** launched during Move It to reach many more startups, while maintaining a focus on **diverse founders**. This programming includes topics such as the identification of beachhead markets and how to sell a solution prior to producing a product. Support will be delivered through virtual sessions, one-on-one sales consultant support, and small group roundtables with founders.

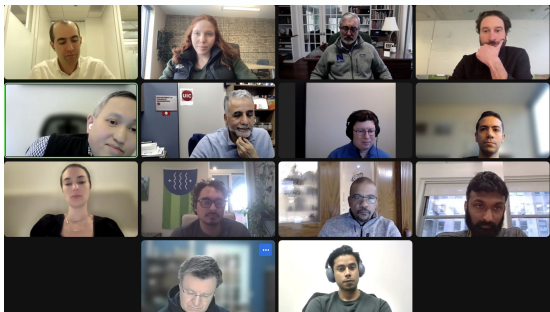
During Move It, Evergreen supported **30 diverse and underrepresented entrepreneurs**, and had a total of **53** companies participate in our programming. We received immense interest, participation, and positive feedback from the startup companies with which we work - demonstrating the robust demand for this programming and exemplifying the gap in sales and business development support for hard tech startups in the region.

Implementation Plan

Evergreen will continue to 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.

Prove it Milestones

- **3** or more virtual sessions
- **6** or more one-on-one sales support engagements
- **1** quarterly roundtable discussion
- At least **20** companies participate in multiple components of the programming



Screenshot from the first roundtable on 2/16 on partnerships and JDAs

Beyond Prove it Milestones

- Provide all programming from prior phases to a wider audience via referrals or partnerships with other organizations outside the region
- Additional educational sessions
- **8** or more sales support engagements

