

YOU + SHELL E⁴

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▶ For General Queries
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Learn More & Apply ▶
<https://E4.Shell.in>

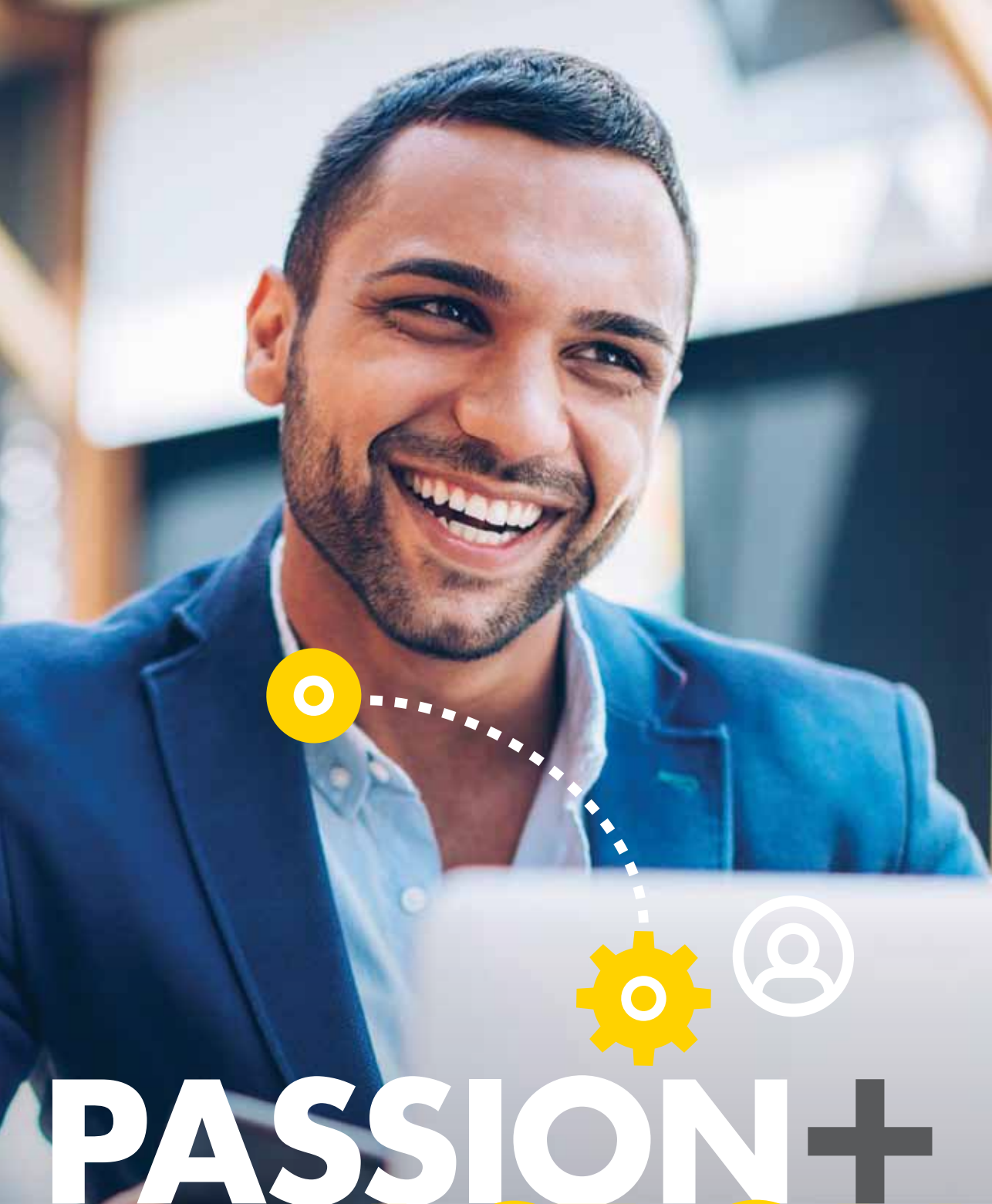


SCALE TRACK

FOR MATURE START-UPS WHO HAVE ACHIEVED PRODUCT-MARKET FIT WITH THEIR COMMERCIAL PRODUCT

Shell
E⁴
Energising & Enabling
Energy Entrepreneurs





PASSION + ACTION



▶ THE SHELL E⁴ HUB

The **Shell E⁴ Start-up Hub** offers world-class programs to support and enable energy related startups at various maturity levels. Programs are structured in ways that suit the unique nature of energy start-ups which typically require longer gestation periods. **The Hub is located in the Shell Technology Centre, Bangalore, India.**

Our **mission** is to **accelerate India's transition to a sustainable energy future** by becoming a major actor in the entrepreneurial ecosystem by linking talent, technology, capital and know-how for energy entrepreneurs.

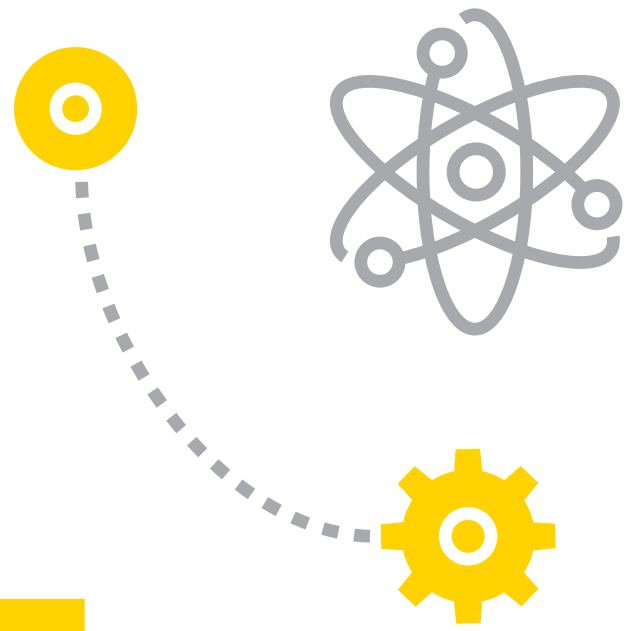




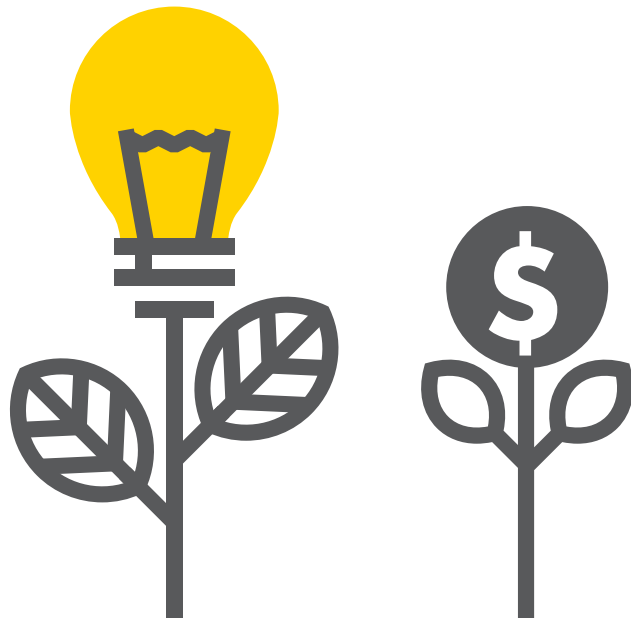
▶ WHO IS THE SCALE TRACK FOR?

The scale track at the Shell E⁴ Start-up Hub is for **mature energy related start-ups who have achieved Product-Market fit with their commercial product**. The program is built for founders focused on strengthening their startup strategy and scaling up operations. The startups will benefit from a curated network of industry experts & advisors leveraging Shell + Partners' global reach.

We prefer start-ups that have a deployable product with at least some paying customers. This is a comprehensive and tailor-made program to support scaling the business and serving the energy industry globally. The duration of the program is 4-6 months with the option to extend up to 2 years, depending on the needs of the start-up.

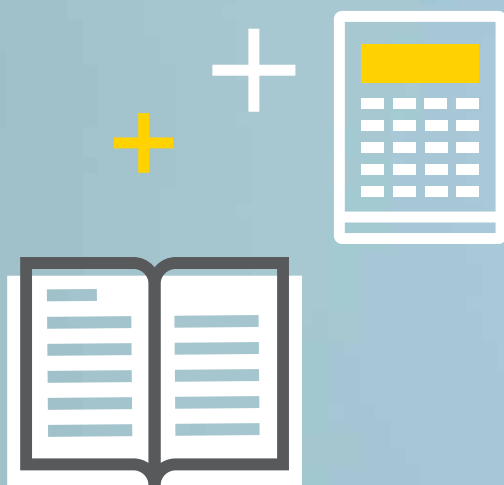


IDEAS + INVESTMENT =



SCALE TRACK ▶ START-UPS VALUE ADDITIONS

Scale start-ups will benefit from a curated network of industry experts & advisors leveraging Shell + Partners' global reach. Startups can scale their operations by setting up systems & processes, building their teams and maturing their product in a dedicated environment. The program will help finalize a refined business strategy to expand business with the right products and partners for the market.



SCALE TRACK ▶ OVERVIEW

ASSESSMENT



A detailed assessment of current state to identify key blockers to scaling

+

SCALING FRAMEWORKS



Support on implementing frameworks to help scale operations and customer acquisition

+

BUSINESS DEVELOPMENT



Helping validate product-market fit and enabling connects with customers and business partners

+

WORLD CLASS INFRASTRUCTURE & EXPERTISE



In addition to state-of-the art, world class lab facilities, Shell + Partners provide access to a global network of energy related Shell subject matter experts

+

ACTIONABLE NETWORK & INVESTMENTS



Access to funding via Shell investment arm Shell Ventures as well as investment network engaged through the Shell E⁴ programme

+

DEMO DAY



Pitch to potential customers and/or investors on the largest Energy Entrepreneurship conference in India - Demo Day

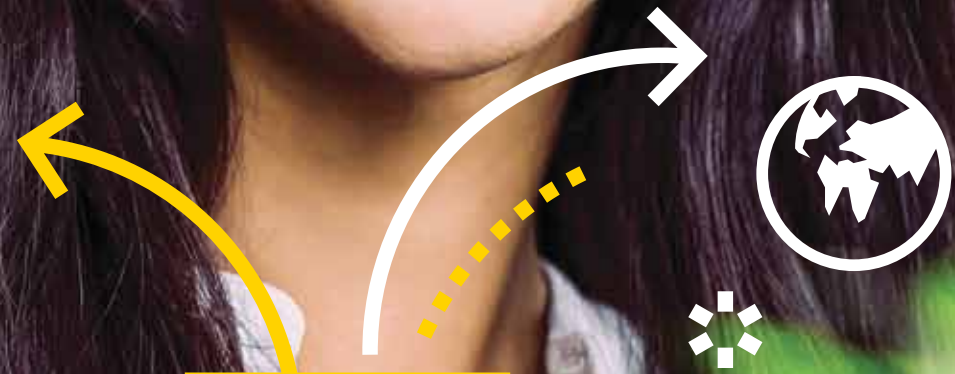
SCALE TRACK

OFFERINGS

- + Comprehensive and tailor-made program offering global connections
- + Focus on enhancing the funnel and accelerating customer acquisition time
- + Access to potential and deployment opportunities
- + Build credibility and visibility
- + Industry Knowledge & Subject Matter Expertise
- + Understand the Energy Market
- + Verify product – market fit
- + Access to infrastructure and testing facilities
- + Regular interactions with the investor community & external mentors leading to funding and business development opportunities
- + Lead mentors supporting through-out the journey.
- + Visibility and media coverage across India
- + Access to alumni network for continuing association beyond end of program
- + Opportunity to pitch at Demo Day to the who's who of the energy ecosystem

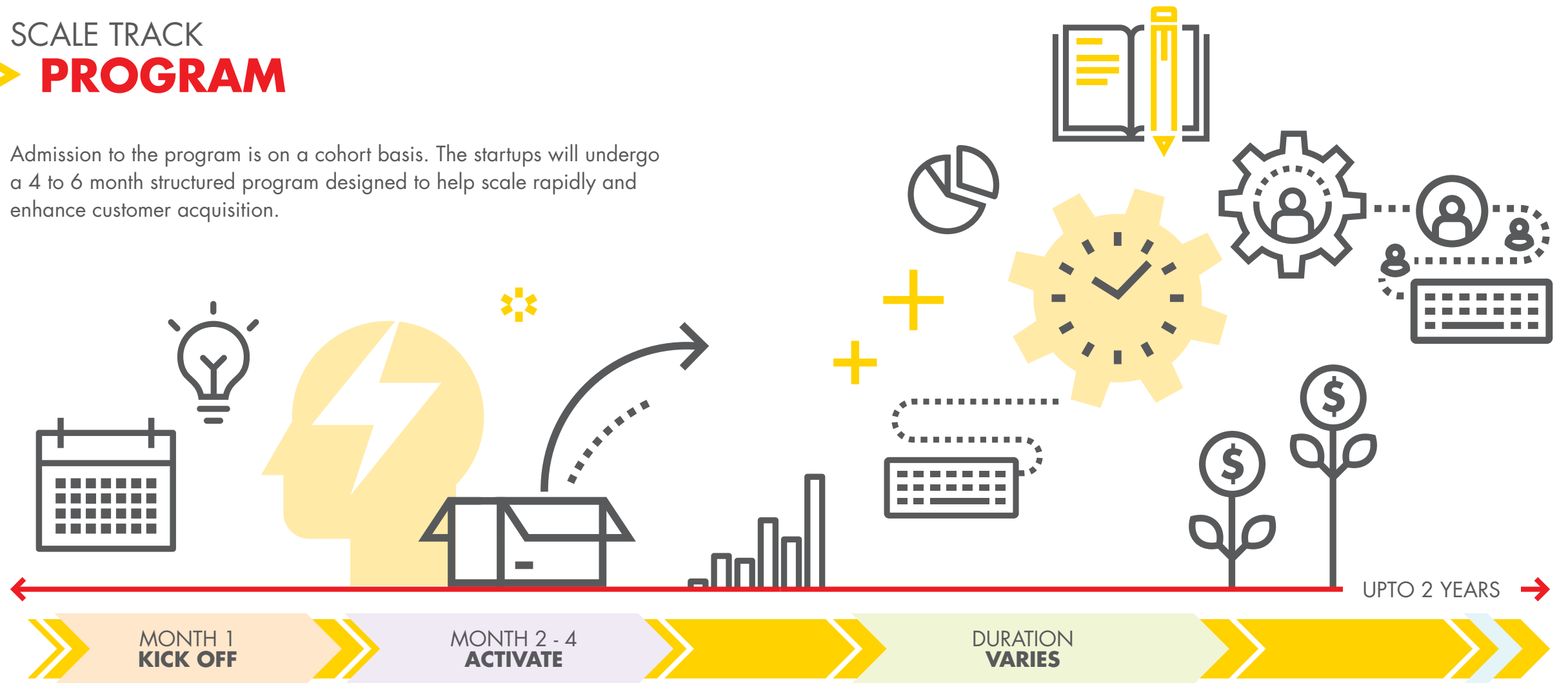


EFFORT + 
OPPORTUNITY



SCALE TRACK PROGRAM

Admission to the program is on a cohort basis. The startups will undergo a 4 to 6 month structured program designed to help scale rapidly and enhance customer acquisition.



MONTH 1
KICK OFF

MONTH 2 - 4
ACTIVATE

DURATION
VARIES

PHASE 1 ASSESS

- + Assess the current state of your startup
- + Identify the bottlenecks and create a scaling plan
- + Create the execution plan to address the bottlenecks and ramp up operations
- + Create frameworks to help scale

PHASE 2 EXECUTE

- + Activate the scaling plan
- + Rapidly experiment new approaches to scale
- + Implement the scaling frameworks for operations, customer acquisition and growth
- + Verify Product-Market Fit

PHASE 3 DEPLOY

- + Potential deployment at Shell assets and other corporate partners
- + Work on going from pilot to multiple full scale deployments
- + Build a healthy funnel of customers
- + Establish operations at scale

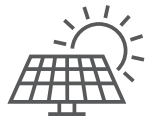
FUTURE

- + Attract investments from external investor networks and internal Shell funding bodies like Shell Ventures
- + Contd. access to the E⁴ Alumni Network
- + Continued access to deployment opportunities at Shell and other corporates

▶ RELEVANT THEMES

The program is open to all start-ups in the energy domain. The following areas are of interest to Shell and we are currently working with a number of start-ups across the spectrum of energy solutions.

Renewable Energy



- + Solar
- + Wind
- + Bio-gas/Bio-diesel
- + Hydrogen

Data



- + Weather data, traffic data
- + Road Safety
- + Data Integration
- + Data from distributed sources

Mobility



- + Electric Mobility (all aspects)
- + Shared mobility
- + Freight Optimization
- + Connected Cars

Carbon Reduction



- + Carbon Emission reduction
- + Green energy trading

Retail



- + Conventional fuels
- + Fuels of future
- + Biofuels

Infrastructure



- + Electric charging
- + Smart metering
- + LNG for mobility
- + Hydrogen for mobility
- + Energy storage

Digital

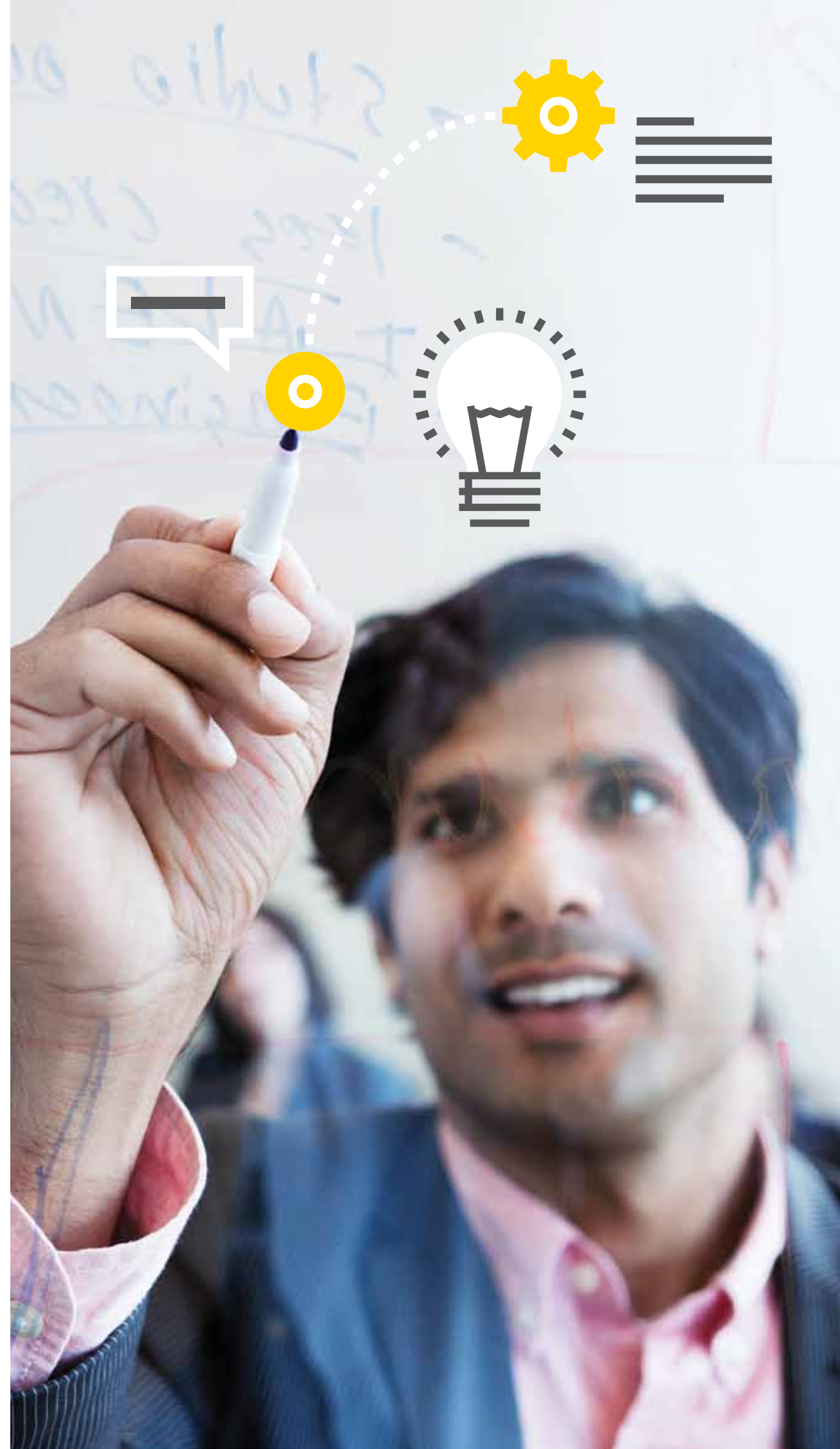


- + Innovative solutions for mobility
- + Blockchain solutions for the Supply Chain
- + Payment Solutions, marketplace, connected vehicles

Energy Efficiency & Management



- + Predictive/Prescriptive maintenance
- + Behind the meter energy management
- + Multi-asset energy demand aggregation and optimization
- + Off-grid & Grid power optimization



▶ SELECTION CRITERIA



Opportunity
Potential For Significant
Value Generation

Novelty
Unique business model
and/or technology



Fit
Fit with India energy
transition and Shell E4
themes. Shell + Partners
can make an impact for the
startup by providing tangible
value in addition to funding



Team
Strong team that understands their
market, product, strengths and
weaknesses. Open to coaching
and mentoring.



▶ SHELL ASK

The start-ups applying for Scale Track will undergo a rigorous selection process and will be selected as a cohort. Shell will seek a small equity ownership amount depending on start-up valuation and value Shell + Partners can bring to the start-up.

