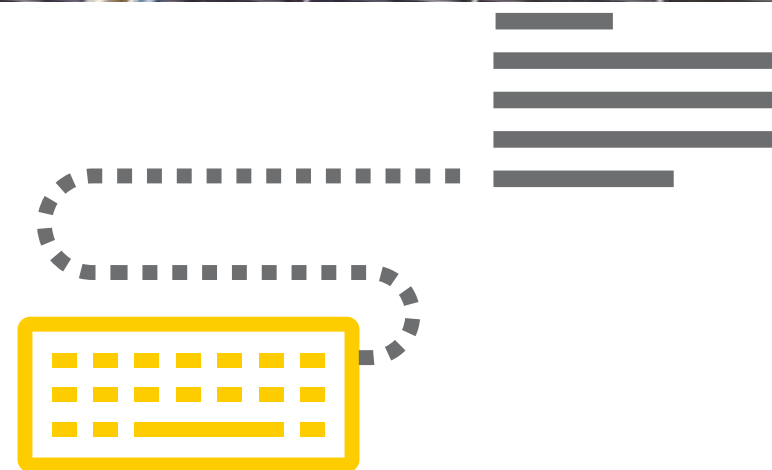


Shell  
E<sup>4</sup>



# YOU + SHELL E<sup>4</sup>



## DIGITAL TRACK

FOR DIGITAL & ENERGY TRANSITION START-UPS SEEKING TO GAIN TRACTION  
IN THE ENERGY & MANUFACTURING VERTICALS



## THE SHELL E4 HUB

The Shell E4 Start-up Hub offers world-class acceleration programs to support and enable start-ups focused on the industrial, mobility & energy verticals. Programs are structured in ways that suit the unique nature of start-ups based on their maturity levels and business needs. 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 SHELL E4 DIGITAL TRACK FOR?

It is for digital and energy transition start-ups seeking to gain traction in the Energy & Manufacturing industries. The program aims to help these start-ups with domain insights, subject matter expertise including product market fit, infrastructure support and potential opportunities with Shell businesses & its global network of partners & suppliers.

We prefer start-ups with a product (or service) at a post-MVP stage. This is a comprehensive and tailor-made program for business maturation & product acceleration for industry adoption. The duration of the program is 6 months with the option to extend further for pilot deployments.



IDEAS +  
INVESTMENT



# DIGITAL TRACK OVERVIEW



## DIGITAL AND FUTURE OF ENERGY THEMES

Insights into critical digital and technology trends impacting the energy and infra industries. Guidance on how best to align with these themes & priorities.



## INDUSTRY NEEDS

Real Problem Statements & Use Cases to help transform start-up's products into market-ready.



## BUSINESS DEVELOPMENT

Customized planning & focused assistance with pool of qualified mentors & service providers to help accelerate business maturation.



## COMPREHENSIVE CAPABILITIES & EXPERTISE

Combined value proposition of a state-of-the-art lab & digital infrastructure; energy industry subject matter expertise; digitalization experts; and external mentors to assist in the acceleration.



## ACTIONABLE NETWORK & INVESTOR CONNECTS

Access to Shell's partners & suppliers for potential business opportunities. Access to qualified investors seeking to invest in start-ups in this domain; this includes Shell investment arms as well.

## DEMO DAY

Pitch to potential customers and/or investors on the largest Energy Entrepreneurship conference in India - E4 Demo Day. Option to join the E4 alumni network to participate in additional Shell-sponsored forums & events for continued market visibility.



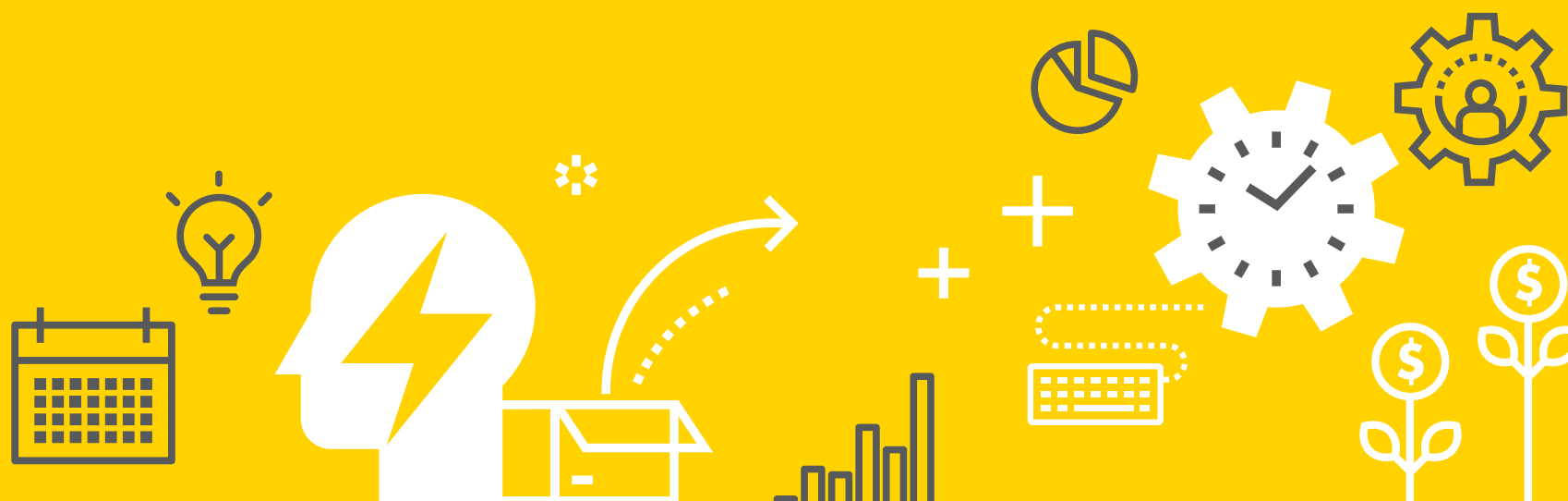
# DIGITAL TRACK OFFERINGS

- **Comprehensive program** to mature & scale the business and set it on a path for long-term success
- **Customized plan** to accelerate the product/service to a state ready for pilot deployment and for market adoption
- Access to **Shell Businesses & Partners for pilot opportunities**
- Access to **qualified pool of investors**
- Industry knowledge for **gaining traction in the energy industry**
- Support for **product – market fit**
- **Access to Shell's R&D lab and relevant digital infrastructures**
- Regular interactions with the **investor community, industry leaders & external mentors** leading to funding and business development opportunities
- Lead mentors supporting through-out the journey. **BU/Digitilisation expert** assigned per start-up
- **Visibility and wide media coverage**
- Access to **alumni network** for continuing association after end of program
- Opportunity to participate in **Shell E4's** events that hosts globally renowned panel members focusing on aspects surrounding our core essence, Energy, Entrepreneurs and amalgamation of eminent voices within Investment circles & some of the brightest minds from the startup ecosystem.



# DIGITAL TRACK CURRICULUM

A structured 6-month program based on a cohort model, with continued support via alumni program thereafter.



## Month 1 PHASE 1 ASSESS

- Assess the current state of your start-up e.g. PMF, GTM
- Create execution plans to become global market ready
- Become Industry ready

## Month 2 PHASE 2 BUILD

- Use case discussion with Shell business and Partners
- Build strategy for product market fit
- Assess and build capabilities/commercial strategies for scale

## Month 3-5 PHASE 3 MATURE

- Define go-to-market strategies for scale
- Build market-ready Enterprise solutions
- Implement strategies to mature potential deployments with Shell & Partners
- Investor readiness

## Month 6 PHASE 4 SCALE

- Establish operations and teams to enable scaling
- Market penetration/Global expansion
- Investor engagement
- Pitch at Demo Day

## Up to 2 years ALUMNI

- Access to E4 Alumni Network
- Assist in fund raise from investor network and Shell
- Support on deployment opportunities at Shell & Partners

# RELEVANT THEMES & TECHNOLOGIES



## Digital Themes

### Efficiency and carbon footprint

- AI/ML solutions
- Cloud applications
- Digitalization in industrial sectors
- Efficiency improvement

### Renewable Asset Operations

- Tools for asset operations eg. Drones
- Integration of assets
- Smart Battery solutions
- Optimization of RE assets

### AI/ML for Novel Materials

- AI for material discovery
- NLP for technical data extraction

### Mobility

- Mobility platforms
- Customer experience & VAS
- Optimization/efficiency - fleet, route, etc.
- Shared mobility
- Auto aftermarket

### Optimized Industrial Process Design

- Integration of processes
- Large scale optimization
- Design and optimization of Distributed Energy Systems and Micro-grids
- Supply chain optimization

### Carbon markets

- Biodiversity (Remote sensing)
- Carbon Markets (Blockchain)
- Carbon Quantification (AI/optimization)

### Energy Forecasting

- Renewable generation
- Demand forecast
- Price forecast
- Energy trading and risk management (ETRM)

### Environment Monitoring

- Hydrogen and hydrocarbon leak detection
- Water quality
- Emissions monitoring
- Under water inspection

## Advanced Technologies Themes

### Hydrogen

- Low-cost hydrogen generation
- Storage & Transport of hydrogen
- H2 Economy & value chain
- Distributed hydrogen

### Advanced Technologies

- Low carbon Fuels
- Waste to value
- Carbon capture
- Circular economy
- Biochar & derivatives

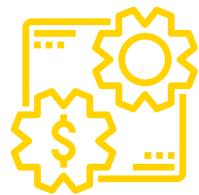


# SELECTION CRITERIA



## Opportunity

Potential For  
Significant  
Value Generation



## Novelty

Technology with deep IP  
and differentiated



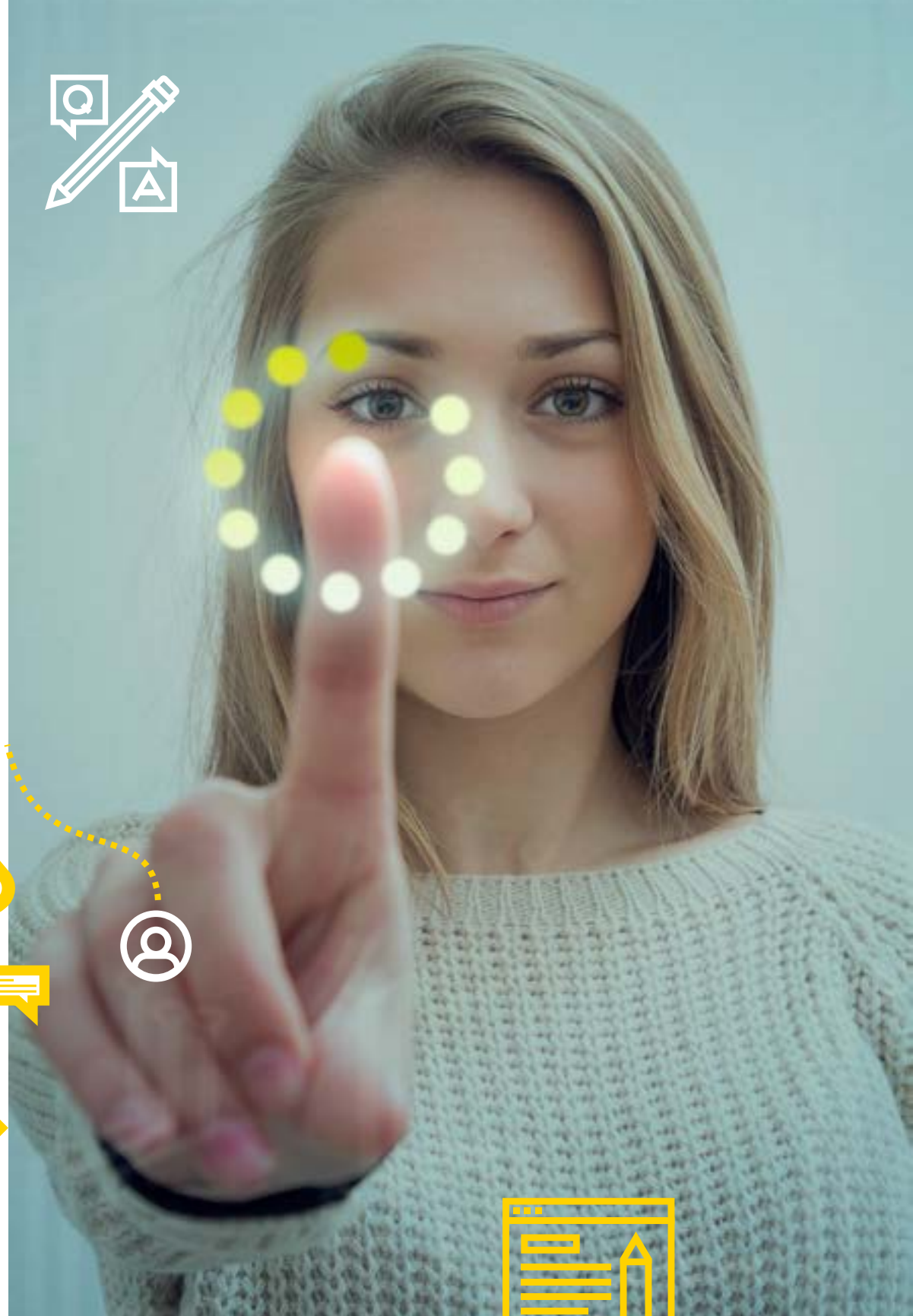
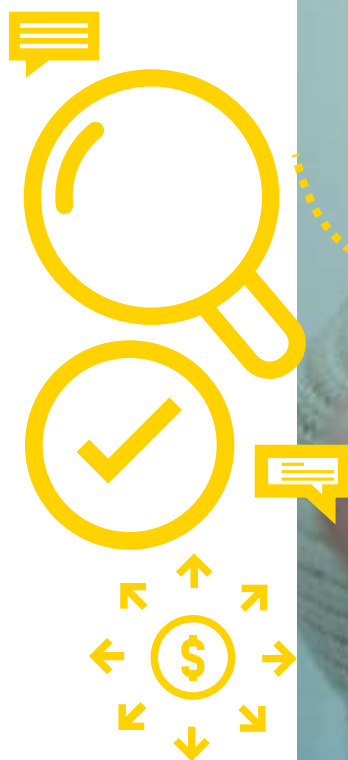
## Fit

Product fit with Shell's  
Digitilisation themes &  
priorities.



## Team

Strong team that understands  
their product - strengths and  
weaknesses and appreciate  
challenges in a new vertical  
industry. Open to coaching and  
mentoring.



# SHELL ASK

The start-ups applying for Digital Track will undergo a rigorous selection process and will be selected for a cohort scheduled to launch on a specific date. Shell will seek a small equity ownership amount depending on start-up valuation and value Shell can bring to the start-up.

## Contact Us

**For General Queries**

SIMPL-Shell-E4-Hub@shell.com

**Learn More & Apply**

<https://E4.Shell.in>