

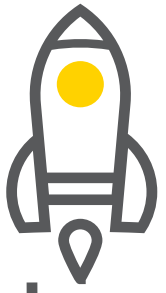


YOU + SHELL E⁴

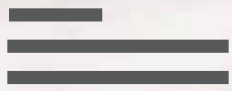
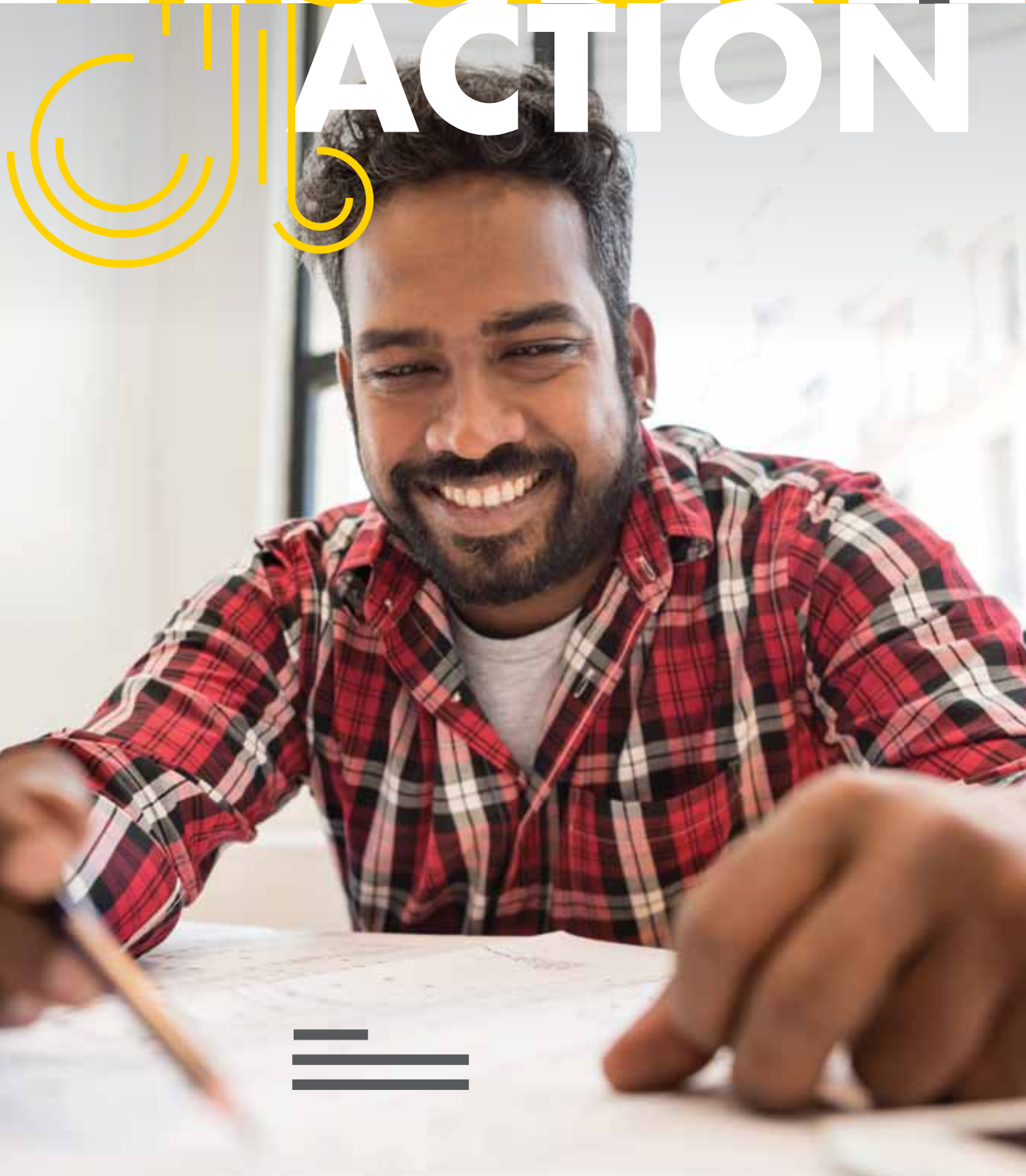
DIGITAL TRACK

FOR DIGITAL START-UPS SEEKING TO GAIN TRACTION IN THE INDUSTRIAL, MOBILITY & ENERGY VERTICALS

Shell
E⁴
Energising & Enabling
Energy Entrepreneurs



PASSION+ ACTION



▶ THE SHELL E⁴ START-UP HUB

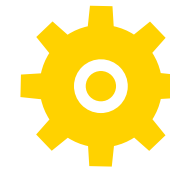
The **Shell E⁴ Start-up Hub** offers world-class acceleration programs to support and enable start-ups focused on the industrial, mobility & energy verticals. Programs are structured in ways that suit the unique nature of start-ups based on their maturity levels and business needs. **The Hub is located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





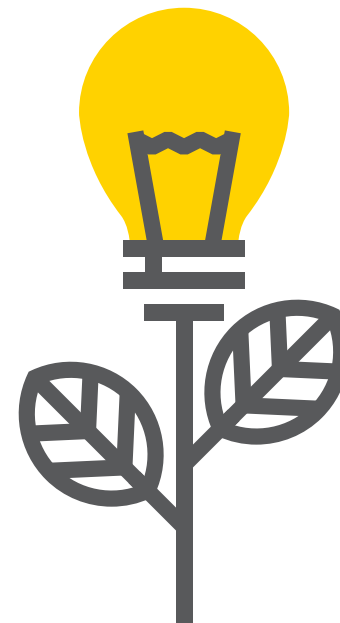
IDEAS + INVESTMENT



▶ WHO IS THE SHELL E⁴ DIGITAL TRACK FOR?

The digital track at the Shell E⁴ Start-up Hub is a multi-partner program for digital start-ups intended to fast track industry **solution maturation** towards **global market adoption**, achieve **enterprise readiness**, potential **industry deployments** and access to **international markets**. The start-ups 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 enabling digital start-ups to rapidly identify product-market-fit and implement a framework for scaling. The duration of the program is 6 months with continued support via alumni program thereafter.



DIGITAL TRACK OVERVIEW

DIGITAL THEMES



Insights into critical digital themes & digital transformations impacting the industry. Guidance on how best to align with these themes & priorities

+

INDUSTRY NEEDS



Problem Statements & Use Cases to help transform start-up's products into market-ready (i.e. deployable) solutions

+

BUSINESS DEVELOPMENT



Customised 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; digitalisation 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

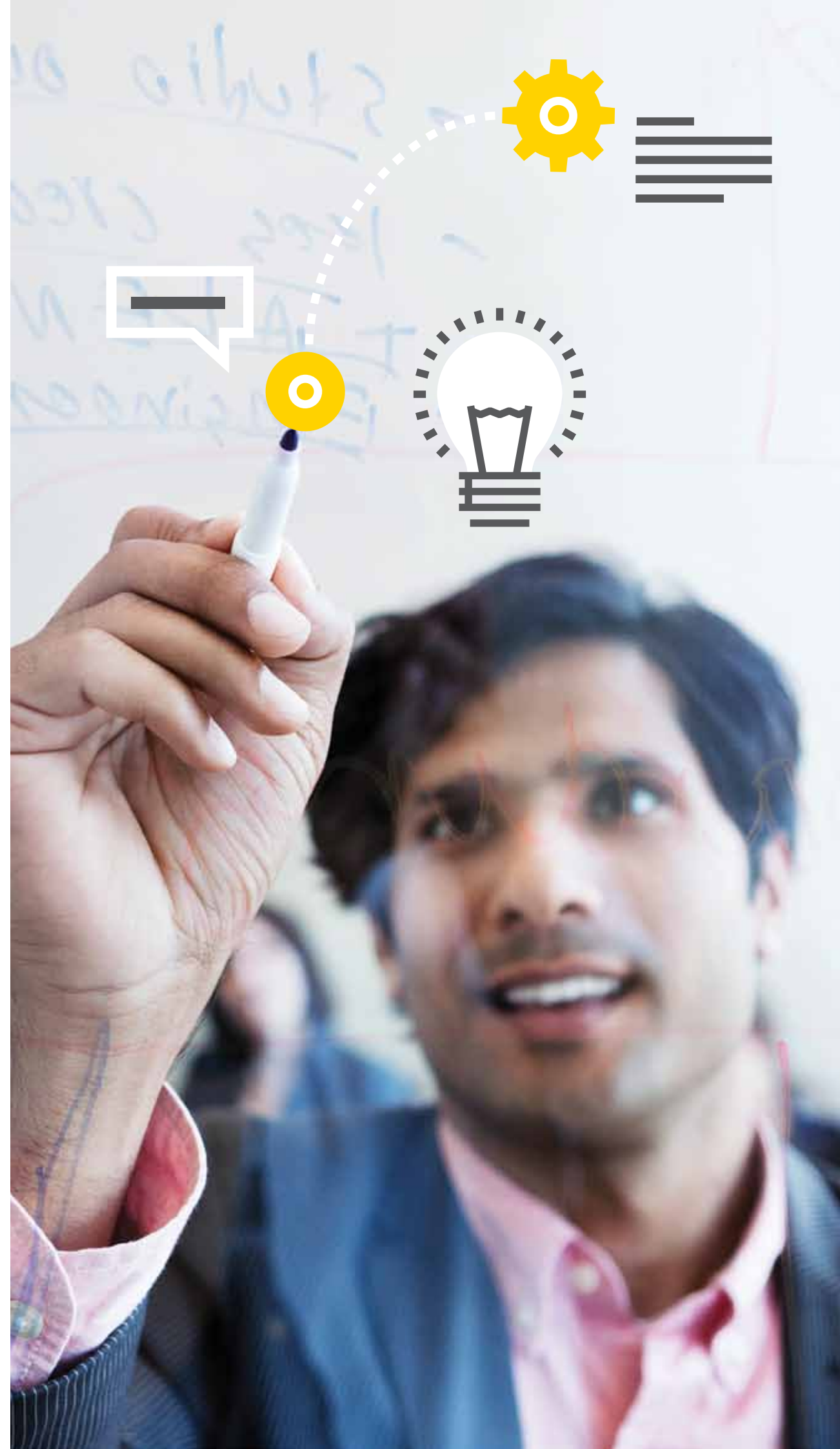


Pitch to potential customers and/or investors on the largest Energy Entrepreneurship conference in India - E⁴ Demo Day. Option to join the E⁴ alumni network to participate in additional Shell-sponsored forums & events for continued market visibility



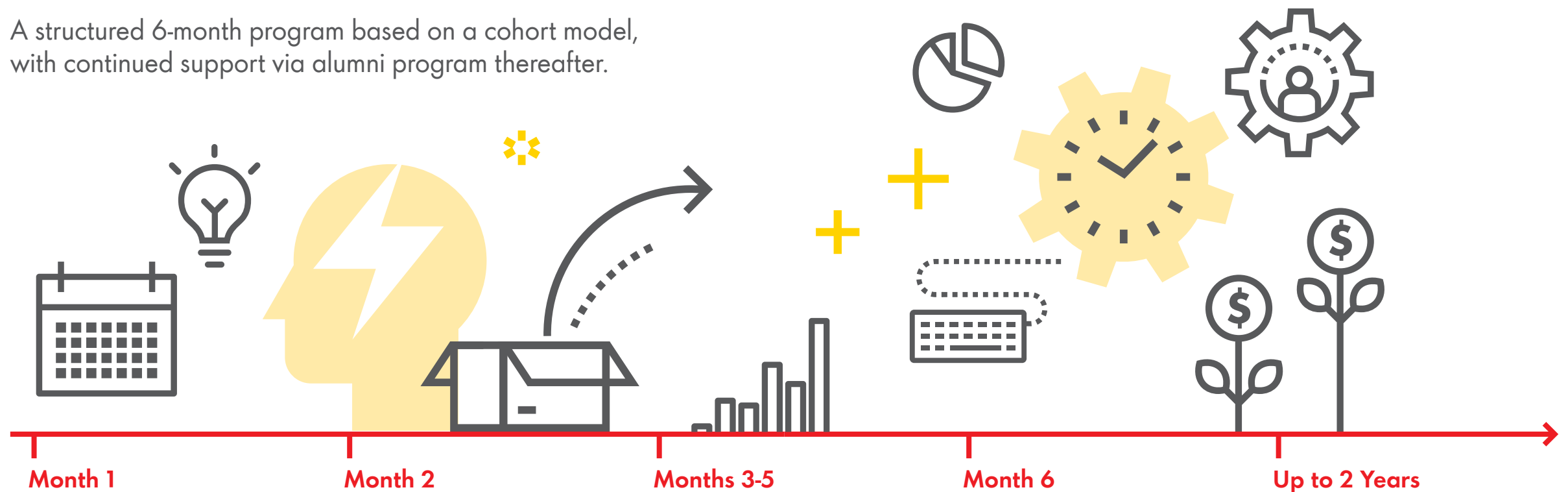
DIGITAL TRACK OFFERINGS

- + **Comprehensive and tailor-made program** to mature & scale the business and set it on a path for long-term success
- + Support with **product – market fit**
- + Access to **Shell & Partners relevant experts digital infrastructures and data** for use cases
- + **Customised plan** to help achieve industry readiness for potential deployments & market adoption
- + Access to **Shell businesses & Partners for use cases and International exposure**
- + Industry knowledge for **gaining traction in your specific industry**
- + Regular interactions with the **investor community & external mentors**
- + **Lead mentors** supporting throughout the journey
- + **Visibility and media coverage**
- + Access to **alumni network** for continuing association beyond end of program
- + Opportunity to **pitch at Demo Day** to the who's who of the start-up ecosystem



DIGITAL TRACK CURRICULUM

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



Month 1	Month 2	Months 3-5	Month 6	Up to 2 Years
PHASE 1 ASSESS	PHASE 2 BUILD	PHASE 3 MATURE	PHASE 4 SCALE	ALUMNI
+ Assess the current state of your start-up e.g. PMF, GTM	+ Use case discussion with Shell business and Partners	+ Define go-to-market strategies for scale	+ Establish operations and teams to enable scaling	+ Access to E ⁴ Alumni Network
+ Create execution plans to become global market ready	+ Build strategy for product-market fit	+ Build market-ready Enterprise solutions	+ Market penetration/ Global expansion	+ Assist in fund raise from investor network and Shell
+ Become Industry ready	+ Assess and build capabilities/ commercial strategies for scale	+ Implement strategies to mature potential deployments with Shell & Partners	+ Investor engagement	+ Support on deployment opportunities at Shell & Partners
		+ Investor readiness	+ Pitch at Demo day	



DIGITAL TRACK

▶ **START-UPS VALUE ADDITIONS**

Digital start-ups will have opportunity to participate in E⁴'s core offerings including:

- + Fit-for-purpose mentoring sessions
- + Curated networking events (Founder's Socials and other events)
- + The Executive series (which hosts successful entrepreneurs and industry leaders, all of who have been there, done that, for interactive sessions with the cohort on different aspects of the start-up journey)

Some other salient features of Shell E⁴ Digital track are:

- + Focus on digital solutions for Industrial, Mobility & Energy verticals
- + Collaboration between leading start-ups with major players in the ecosystem (corporates, investors & government)
- + Shell and Partners' industry knowledge, expertise & global network; and associated visibility

EFFORT + OPPORTUNITY



▶ RELEVANT THEMES

The program is open to all the start-ups focusing on Digital solutions for Industrial, Mobility & Energy verticals. Digital solutions to address some of the below mentioned business challenges/needs likely to be based on one or more of these technologies - Artificial Intelligence, Machine Vision, Internet of Things, Mixed realities (AR/VR), Analytics, Robotics, Blockchain, Cloud/Edge computing.



DECARBONISATION

- + Real-time optimisation of energy consumption via automation
- + Sustainability/Emission monitoring platforms
- + IOT based sensors for emission monitoring
- + Identifying carbon sinks via satellite imaging
- + Image analysis for methane leaks
- + Carbon Capture, Utilisation & Storage
- + Waste heat recovery



RETAIL

- + Customer journey mapping
- + Inventory tracking at convenience stores
- + Predictive analytics of PoS retail data
- + New business models for fuel delivery



MOBILITY & LOGISTICS

- + Freight optimisation
- + Driver safety
- + Digital twin for fleet management
- + Vehicle service aggregator
- + Battery swapping
- + EV charging



DIGITALIZATION OF PROJECTS/ASSETS

- + Tracking construction productivity
- + 3D asset reconstruction via AR/VR
- + People tracking for safety
- + Laser Scanning/Photogrammetry
- + Unstructured to structured data using NLP



PREDICTIVE MAINTENANCE

- + Non-invasive sensing
- + Remaining life estimation
- + Digital Twin



ELECTRIFICATION

- + Distributed energy management
- + Energy forecasting & Trading
- + Connected Energy Solutions



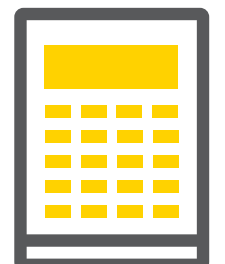
RENEWABLES

- + Energy storage
- + Bio-CNG, Bio Fuels
- + Hydrogen, LNG for transportation



CIRCULARITY

- + Waste to value
- + Circular solutions for construction materials
- + Chemical recycling of plastics
- + Waste segregation
- + Lubricants recycling



▶ SELECTION CRITERIA



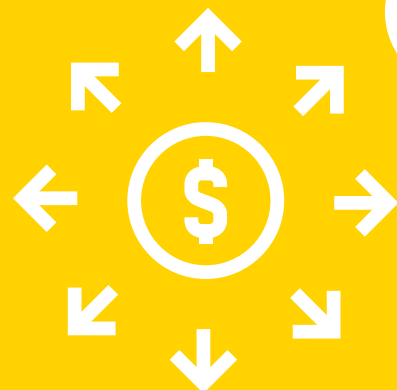
OPPORTUNITY
Potential For Significant
Value Generation

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 start-up by providing
tangible value in
additional to funding

TEAM
Well balanced
team with right
depth of industry
experience, passion
and teamwork.
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

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Learn More & Apply
<https://E4.Shell.in>

