



London GreenCity

London GreenCity is an accelerator for early-stage technology ventures focused on technologies addressing the causes and impact of climate change. Data on accelerators show that participating firms have a higher success rate in bringing technology to market than those that have not participated.

London GreenCity will offer a dynamic, physical, collaborative environment for seed- to Series B-stage ventures, providing the facilities and tools important for the development of their product offerings.

There are several pockets of innovation around the U.K., supporting start-ups and focused in specialized areas such as fintech, insurtech, EV's and fusion. London's eco-system, however, does not have a venture accelerator focused on a broad array of climate technologies entering the commercialization phase even though the U.K. is the source of substantial innovation in this area.

Finding solutions to climate change requires accommodating physical technologies, e.g., process technologies, material science, etc. Relevant accelerator models are the LA Cleantech Incubator (LA), Greentown Labs (Boston), and mHub Chicago.

London GreenCity expects to provide members with space for work, meetings, and product development, as well as mentorship and access to financing networks and global partners for collaboration.

Stakeholders

- **Venture Members.** An exclusive cadre of early-stage companies, providing meaningful climate or environmental solutions and meeting stage requirements.
- **Sponsors.** Corporations, financial institutions, family offices, and governmental agencies providing financial support, mentorship, and potential collaboration.
- **Service Providers.** Reputable firms invited in on an exclusive membership basis to provide venture members with discounted services ranging from legal, to insurance, IT, and marketing support.

- **Mentors/Advisors.** A cadre of qualified volunteers invited to assist members across a wide variety of issues including fundraising, organization, strategy, and product development.

The Model

The model of London GreenCity depends on sponsorship. Sponsorship is expected to cover around 70% of London GreenCity's operating costs with member fees accounting for the difference.

Sponsor Benefits

- Membership in a progressive institution with other like-minded organizations, including early-stage ventures, corporates, financial institutions, family offices, and governmental institutions.
- Mentoring opportunities for staff, providing exposure to a collaborative, dynamic, and inspiring environment.
- Access to a vetted selection of firms for potential investment or collaboration.
- Media and PR opportunities to create positive brand association with innovation and social responsibility.
- Participation in policy advocacy for climate tech eco-systems.

Founding Team

John Kermath, Managing Partner, has over 25 years of experience advising early-stage technology companies, including as a venture capital investor and a C-Suite executive. He is a past president & director of the Houston Venture Capital Association.

Bradway Widing, Partner, has spent 8 years as a member of Greentown Labs in Boston and three decades serving major clean energy relationships with risk management options through the global insurance community.

Laith Anezi, Partner, has over 15 years of experience in venture capital and supporting start-ups, including leadership at a FTSE 100 firm. He has a broad network of government, corporate and family office relationships across the U.K., Europe, and MENA.