
MATcelerate
ZERO
A unique partnership
to accelerate climate
solutions
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MATcelerate *ZERO* – a unique partnership to accelerate climate solutions

HENRY ROYCE INSTITUTE

MATcelerate ZERO

Decarbonisation requires materials innovation

Universities have the game-changing innovation, but

Scale-up and integration uncertainties make the commercial opportunity difficult to assess and too risky for industry to adopt at the end of the academic research phase

Designing a Minimum Viable Demonstrator (MVD) that de-risks the innovation and creates a commercially-attractive opportunity requires knowledge and understanding of industry and market requirements that are often not found in academia

MATcelerate *ZERO* provides the opportunity to pitch for up to £80K funding per MVD project and facilitated access to the expertise and knowledge of globally-leading materials companies to help specify the MVD that will turn your game-changing innovation into a commercially-attractive opportunity

MATcelerate *ZERO*

A unique opportunity to partner with world-leading materials-intensive companies:

- Committed to innovating to achieve their net-zero, circular economy and sustainability goals
- That recognize decarbonization requires materials innovation and
- That universities have the game-changing materials innovation
- Are keen to partner with universities to help specify and guide de-risking Minimum Viable Demonstrator projects
- Have the potential to commercialise de-risked projects

MATcelerate *ZERO* application process

Timeline:

Investment Committee	Application form submission	Slide deck submission (invitation only)
30 April 2024	2 March 2024	16 April 2024
25 June 2024	28 May 2024	11 June 2024
5 November 2024	8 October 2024	22 October 2024

Application process:

- Application is by submission of the application form
- 4-6 projects will be selected based on the application form
- Selected projects will be invited to work with industry partners to develop their MVD project, slide deck, and application form
- Slide decks and updated application forms are submitted to the Investment Committee two weeks before the IC presentation date
- This will give all the industry partners time to consider your proposal and compile helpful feedback and advice

So that your opportunity to secure translational project funding is increased

MATcelerate ZERO Investment Committee

The industry partner Investment Committee provides an opportunity to pitch for up to £80K funding per MVD project. Prior to the pitch, industry partners will work with you, providing expert feedback and guidance to help ensure you plan to create a demonstrator that will deliver a tangible reduction in commercial risk and a more attractive commercial opportunity.

The slide deck should describe:

- The problem-why important, current solutions
- The opportunity-market size, interest
- Your solution-work to date, IP position, benefits
- Competition-your competitive advantage, barriers to adoption
- Proposed MVD project-rationale, timescales, costing, outputs, providers (it is expected that much of the work will be out-sourced)
- Future plans-your next steps

MATcelerate ZERO Investment Committee

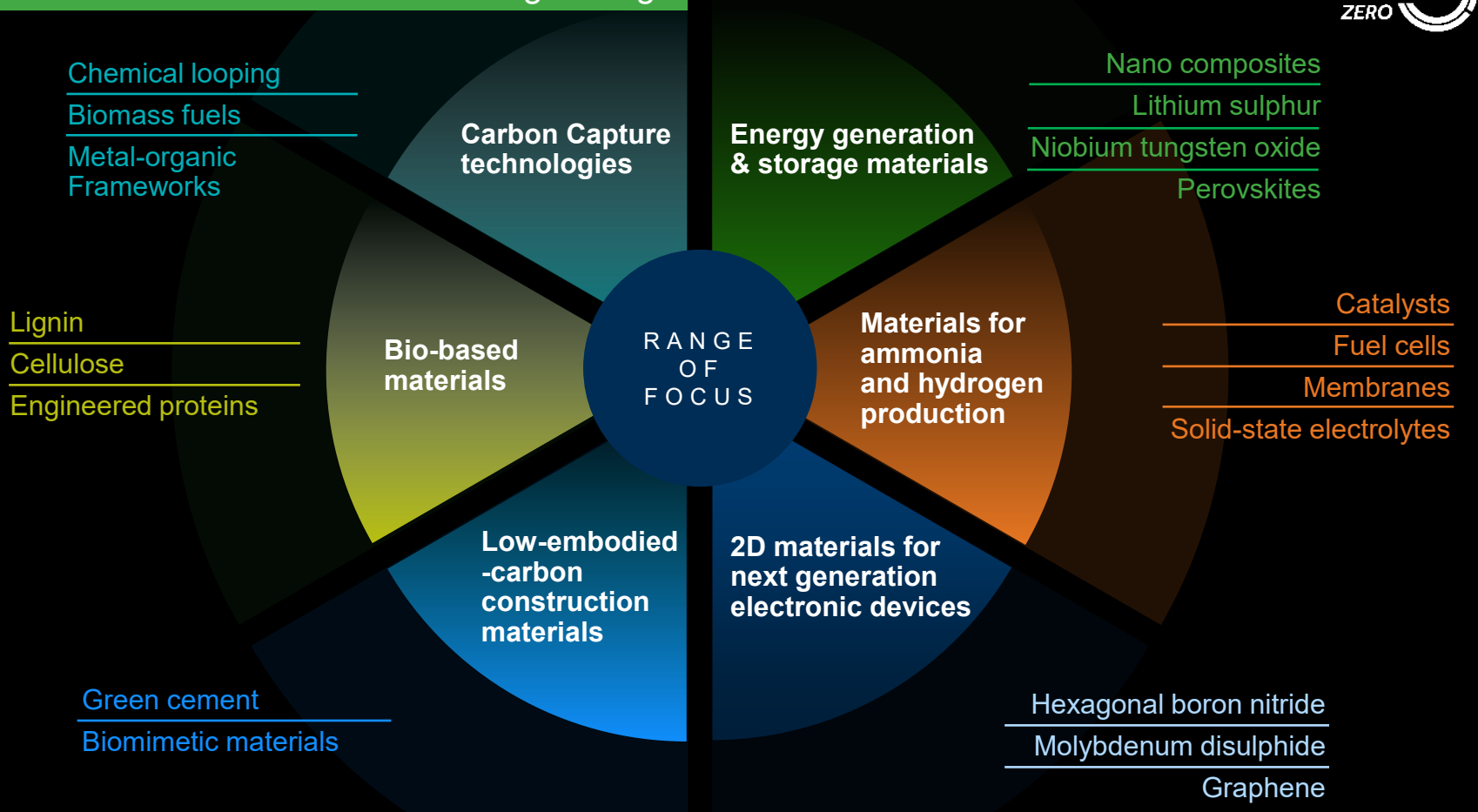
In preparing the slide deck:

- Work with your TTO to have conversations with the industry partners and
- Start building relationships with the industry partners
  - They can help you create a compelling MVD project
  - Make introductions to other experts and suppliers
  - Provide market information and
  - Letters of support for complementary funding opportunities
  - An industry partner may even be a prospective licensee of your de-risked technology

You will have 10 minutes to present, followed by 10 minutes of questions.

There will be 4 presentation slots at each of the 3 Investment Committees (ICs) and if oversubscribed the university partner TTOs together with members of the IC will select which opportunities are invited to present based on application form review

Any net-zero materials innovation is eligible e.g.

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