



KlimUp application form

One-off innovation contributions for startups

FORMAL REVIEW

With my application, I confirm that

- our organisation has already been founded or will be founded within three months of any funding approval;
- our organisation is no more than five years old, or the longer existence of the organisation can be justified due to illness or accident;
- our organisation has its headquarters or a branch in the City of Zurich, or a relocation to the City of Zurich will occur no later than six months after any funding approval;
- our organisation has a Swiss business account or is in the process of opening one (funding can only be paid out to a Swiss business account);
- our organisation has not yet received funding from institutional investors. An institutional investor is an organisation (as in contrast to an individual) that invests in a startup in the form of equity capital (as in contrast to debt capital). These could be, for example: venture capital firms, corporate venture capital units or private equity firms. Funds received in the form of subsidies or loans (including convertible loans) are eligible.
- our product and business model are scalable (possibility for rapid growth with faster revenue than cost increase);
- our organisation has not yet sold a fully developed, scalable product/service/technology (i.e. the official market entry has not yet taken place. Demos, pilot projects and PoCs are excluded);
- the founders still own at least 50% of the company shares.

Applicant

1. Legal name of the organisation/company name:
2. Street: Building number:
3. Postcode: Town/city:
4. Website of the organisation:
5. IBAN of the organisation (business account):
6. Name of the account holder:
7. Legal form: *Select an element.* (Not yet founded, AG, GmbH, Other)
8. Do you have a UID number? Yes No
UID number:



Contact person

1. First name:
2. Last name:
3. Telephone number:
4. E-mail address:

Proposal

1. What is the idea, and what benefit does it provide to which target group? (Note: this text will be published on our website with your approval.)
2. Which part (product, process, business model) of your business idea is new or innovative?
(Note: this text will be published on our website with your approval.)
3. How can your product or service be scaled?
(Note: this text will be published on our website with your approval.)

Impact potential

1. Which area of impact does your proposal address mainly? Select an element.
(Reduction of direct emissions, Reduction of indirect emissions, Negative emissions technology, Intelligent use of resources)
 2. What is the environment benefit of your proposal?
 3. Which environmental field does your proposal address mainly?
Select an element. (Building, Education, Nutrition (Food production, cultivation, processing), Finance, Foodwaste, Heating, Cloth and textile production, Mobility/transport, Electricity production and storage, Strategies/monitoring/reporting, Greenhouse gas storage (negative emissions technology), Networking, Reuse/second hand/repair, Other)
 4. Consumption/Circular economy field. Select an element. (Reduction of (primary) resource input through non-consumption (sufficiency) or as a possible additional benefit from the impact contributions; Innovative, resourcesaving designs and production processes (e.g. efficiency, repairability); Closing the product cycle: extending the useful life of products (reprocessing, repairing, reusing, sharing); Closing the material cycle (e.g. through recycling, taking into account the ecological costs and benefits, others)
 5. Deed of foundation (if your organisation has been founded but no UID has been provided) Upload:
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TECHNICAL REVIEW

Impact (a short guide for the impact assessment of KlimUp is available [here](#))

1. **What is the starting situation today?**
2. Apart from your proposal, what similar **solutions/offerings** already exist in this field/for the challenge being addressed?
3. **Impact climate protection: Which climate impact do you aim for?**
Please explain the aimed values of gashouse emissions reductions in tons of Co2eq (indicator) for the entire time period showing a comprehensible calculation or fill in "not estimable" (e.g. Replacement for 1000 fossile heaters = 1000 x XY CO2eq per heaters = X tons of CO2eq in total).
4. **Impact consumption/circular economy: Which climate impact do you aim for?**
Please explain the aimed value for your indicator for the entire time period showing a comprehensible calculation (e.g. Number of exchanged cloth pieces).
5. **Which other environmental impact do you aim for?**
Please explain the aimed value for your indicator for the entire time Please explain the aimed value for your indicator for the entire time period showing a comprehensible calculation (e.g. Number of planted trees in Altstetten in one year in order to reduce heat)
6. **Impact sensibilization and behaviour change:** How does your project contribute to sensibilization and behaviour change of people or organisations? (e.g. signaling effect, role models, best practice, proof of feasibility)?
7. **Which social, economical or other benefits offers your project?**
E.g. participation of population in the district)
8. **Sources:** If available, provide sources or upload documents relevant to the information above on the separate "Attachments" subpage in a bundled .pdf (e.g. indication of starting situation baseline or savings study).

Value proposition

1. Briefly describe your business idea.
2. Who is the target group for your business idea?
3. Which problem faced by your target group are you addressing?
4. What does the solution for the problem indicated consist of?
5. Which solutions to this problem already exist?
6. How is your solution better than the existing solutions?
7. Link to a video no longer than one minute – please link **one** video of your product demo. Please note: a professional recording is not required, use Youtube or Vimeo.



Team

1. How many founding members are there?

Member 1–5

First name:

Last name:

Place of residence:

E-mail address:

LinkedIn profile:

Role in the start-up:

Current work-time percentage utilised for the start-up:

Approximately how many hours have you already invested in your start-up? Do you already have employees (not including founders)?

How much capital has the co-founder team already invested in the start-up?

Link to a video no longer than one minute – briefly introduce your founding team in a video where you explain what you do and why. Please note: a professional recording is not required, use Youtube or Vimeo.

Market

1. What is your total addressable market (TAM) made up of and how big is it?
2. What is your serviceable addressable market (SAM) made up of and how big is it?
3. What is your serviceable obtainable market (SOM) made up of and how big is it?
4. Who are your top three competitors?
5. How do you stand out from these competitors?
6. How do you bring your product/service to market?
7. What are the biggest barriers to market entry?
8. Do you have any partnerships? If so, with which partners are you already working and within what framework? With which partners would you like to continue working in the future to achieve your proposal and why?

Business model

1. What does your business model consist of?
2. Have you achieved sales this year, and did you do so last year?
(Note: this is not a requirement for participation in the programme.)
3. What is your assumed business case for the next five years?
Sales (in CHF):
Costs (in CHF):
Profit (sales minus costs, in CHF):
FTEs:



Product

1. What technology do you use?
2. Are you dependent on technology providers?
 Yes
 No
Which ones?
3. Do you already have a working prototype?
If not, how long do you expect it will take you to develop a minimum viable product (MVP) and bring it to market?

Traction

1. Have you already been able to solve your customers' problem?
How?
2. Do you already have paying customers?
 Yes
 No
How many?
3. Which milestones have you already achieved?
4. Which challenges will you need to overcome to be successful?
5. What are your upcoming milestones over the next 12 months, and how will you achieve them?

Funding

1. How much personal investment (in CHF)?
2. How much grant funding (in CHF)?
3. How much from friends and family (CHF)?
4. How much from business angels (CHF)?

Legal

1. Do you have any legal challenges?
2. Are you facing any intellectual property or contractual issues?
3. Are you facing any branding issues?
4. Are any founders subject to non-compete agreements?
5. Have you checked if you are able to operate freely (no patent infringements, etc.)?
6. Have you applied for any patents, or are you planning to do so?



Other

1. Have you already participated in another programme? If so, which one?
2. Are you currently participating or have you participated in a collaboration with the City of Zurich?
 Yes
 No
If so, with which service departments and in what context?
3. How did you find out about the KlimUp programme?
 City of Zurich newsletter
 City of Zurich website
 City of Zurich social media channel
 BlueLion
 Startzentrum
4. Is there anything else you would like to share with us?

Uploads

Please upload the following documents:

1. Cap table (percentage shares of the start-up per person, mandatory if founded)
2. Pitch deck (mandatory)
3. Logo (if available)
4. Terms of cooperation (if there is or was a collaboration with the City of Zurich)
5. Impact analysis documents (if available)

By submitting this application, I confirm that

1. the information I have provided is correct, and I am authorised to represent my organisation;
2. I have read and accepted the regulations;
3. the City of Zurich may use my data in anonymised form for statistical purposes.
4. I consent to the City of Zurich's partner organisations being involved in processing/reviewing my application.

I would like to subscribe to the City of Zurich's climate newsletter.