



## Services Overview and Proposal July 2023

Backing the planet...one deal at a time!

**Company confidential**

**\*Risk disclaimer:** Investment in early-stage companies involves risks such as illiquidity, lack of dividends, loss of investment and dilution. Even when diversified within a fund, investing in early-stage companies carries a higher risk than investing in more established companies. Investment should be considered as part of a diversified portfolio. These opportunities are for professional investors only

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# Our Mission



(2 minute video)

'About Us' video



# Who & Where We Are



**Robert Hokin**  
Founder/Mng Director  
Glasgow, UK



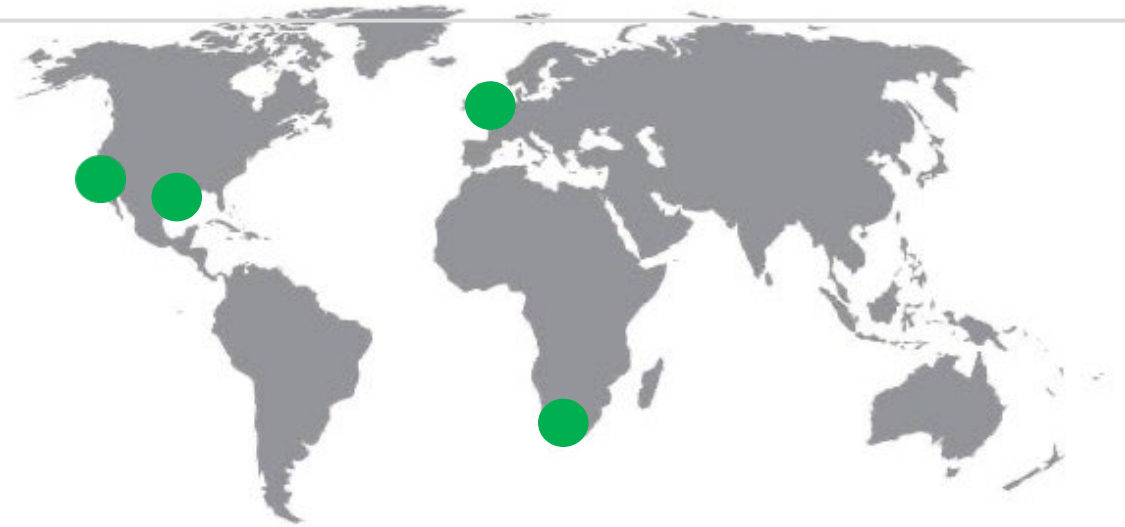
**Andrew Smith**  
Executive Director  
Glasgow, UK



**Mark Hannigan**  
Executive Director  
Houston, USA



**John Steedman**  
Advisor  
London, UK



**Sam Scott**  
CTO  
San Francisco, USA



**Rosie Sida**  
Associate  
Glasgow, UK



**Anton Themen**  
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**Sharon Leslie**  
Digital Design & Content  
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**Ross Faulds**  
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**Nikil Vijayan**  
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Houston, USA



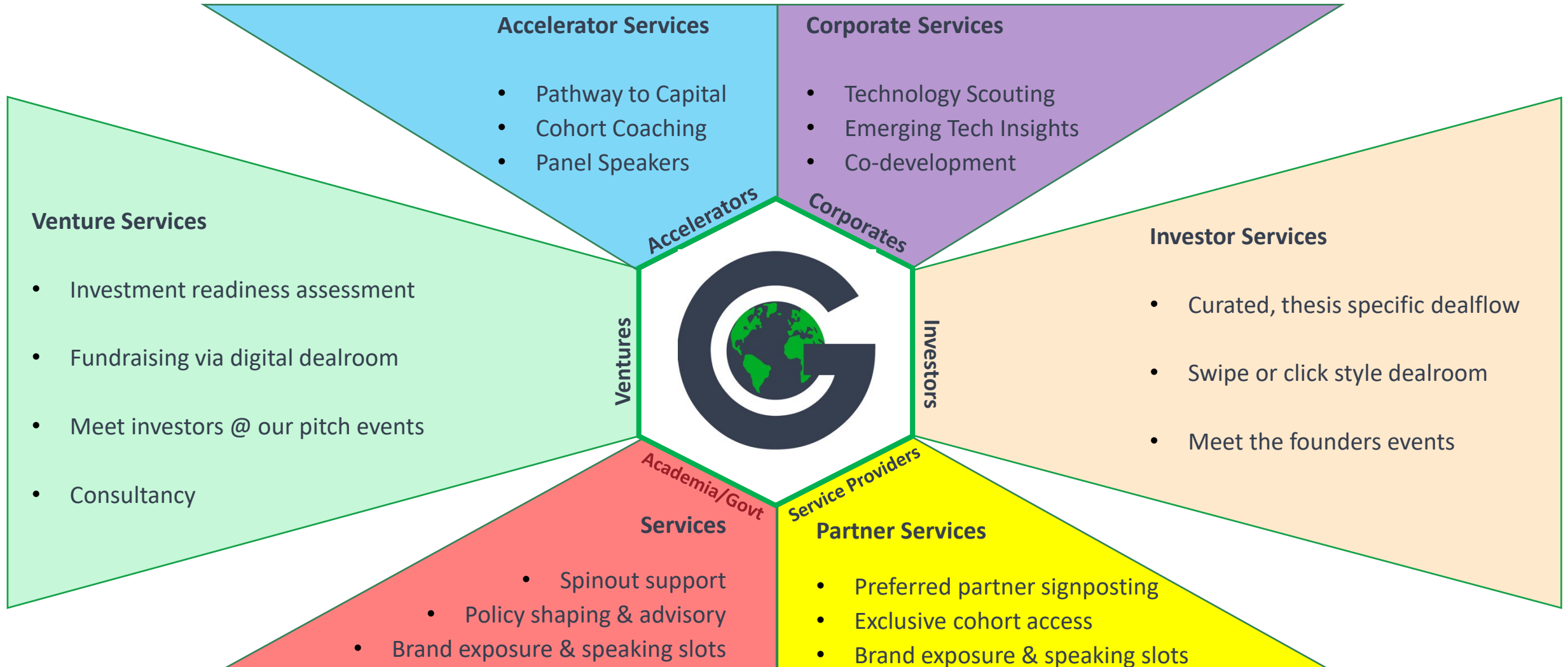
*“Greenbackers is all about catalyzing the investment needed to build a more sustainable society. By connecting disruptive technology providers to our network of climate focused investors, we’d like to think that we’re helping save the planet – one deal at a time”*

Robert Hokin – Managing Partner

# Anchoring The Eco System



# Our Service Offerings

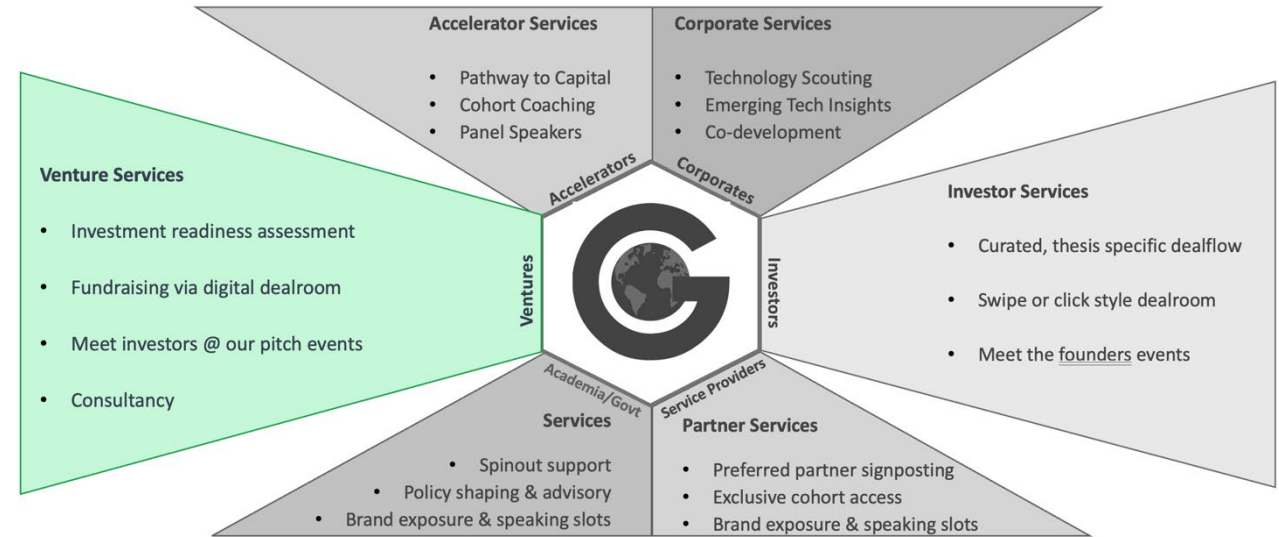


# Venture Services: Efficient Access to Capital

## 1. Investment Readiness



- Quick online questionnaire
- All key points covered
- 1000s of deals benchmarked



## 2. Fundraising



- 400 VC funds
- Thematic matching
- Mini dataroom

## 3. Meet Investors



- International venues
- In person & online
- Meet the investors

## 4. Consultancy



- Mentoring
- Guidance
- Term sheets

# Venture Funding: Our Track Record

*“We looked at 850+ deals last year and closed on just 13 of them, so pre-screened deal flow like this is a huge help”  
Vancouver-based Arctern Ventures*



SUSTAINABLE FASHION SECTOR  
**£880k Lead investor**

Additional investors being leveraged in.



PV/ENERGY STORAGE  
**£5m completion**

Investors: Kero Group + UK Future Fund/others



PV CELL EFFICIENCY  
**£700k completion**

Investors: Caygan Capital + UK Future Fund



EV CHARGING  
**£5m completion**

Investor: Investec Bank

**Latest!**



NET ZERO DATA MANAGEMENT  
**CHF 2.2m completion**

Investor: Private Family Office



HEAT MANAGEMENT  
**£1.27m**

Investors: SET Ventures, Ascension Ventures, Fair by Design



SOLAR TRI-GENERATION  
**£1m completion**

Investor: Syndicate Room



EV CHARGING  
**£2m completion**

Investor: Scottish National Investment Bank



ELECTRIC EMERGENCY RESPONSE  
AT SEA  
**£1.5m completion**

Investor: Kero Group + private business Angels

*“The relationships introduced by Greenbackers not only provided funding, they added value to us through their experience in manufacturing and scale-up contacts” Neil Spann, Managing Director, UK-based Power Roll*

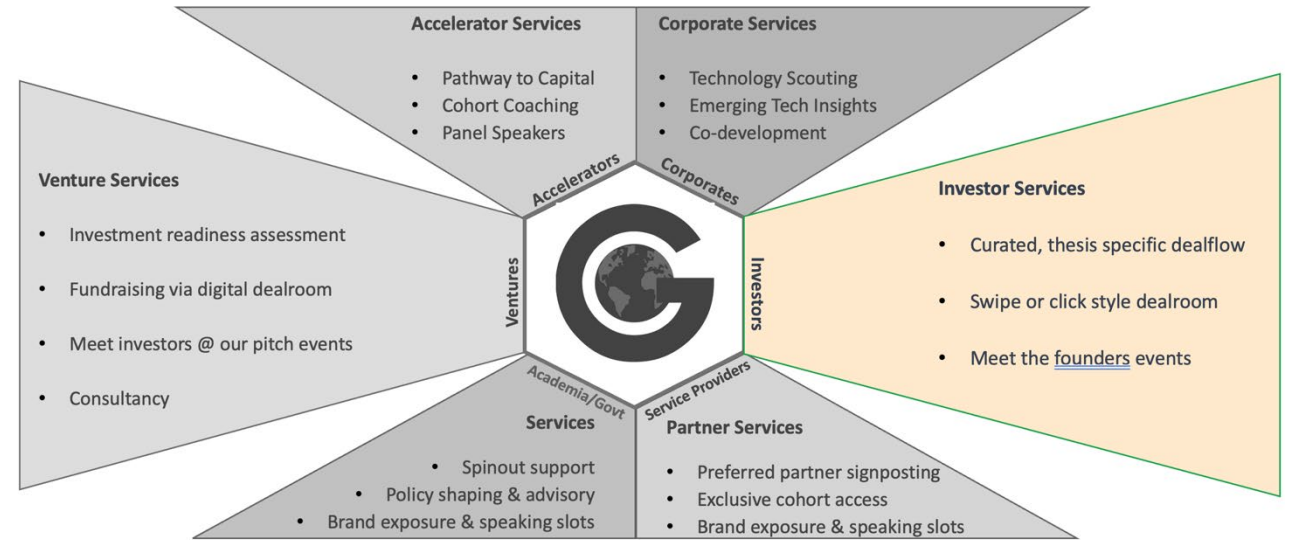


# Investor Services: Curated, 'Snackable' Dealflow

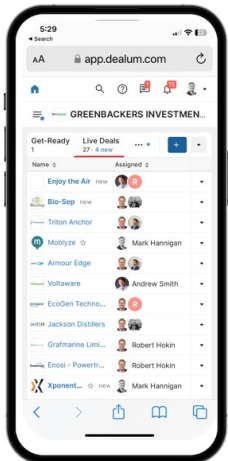
## 1. Curated, thesis specific dealflow



- Thousands of deals filtered
- Only the cream presented
- Investability pre-verified



## 2. Swipe or click style dealroom



- Mini dataroom format
- Portable, 'snackable' engagement
- Swipe right or double click

## 3. Meet the founders events



- Face to face assessment
- Consortium opportunities
- Exceptional networking

# Corporate Services: Technology Engagement

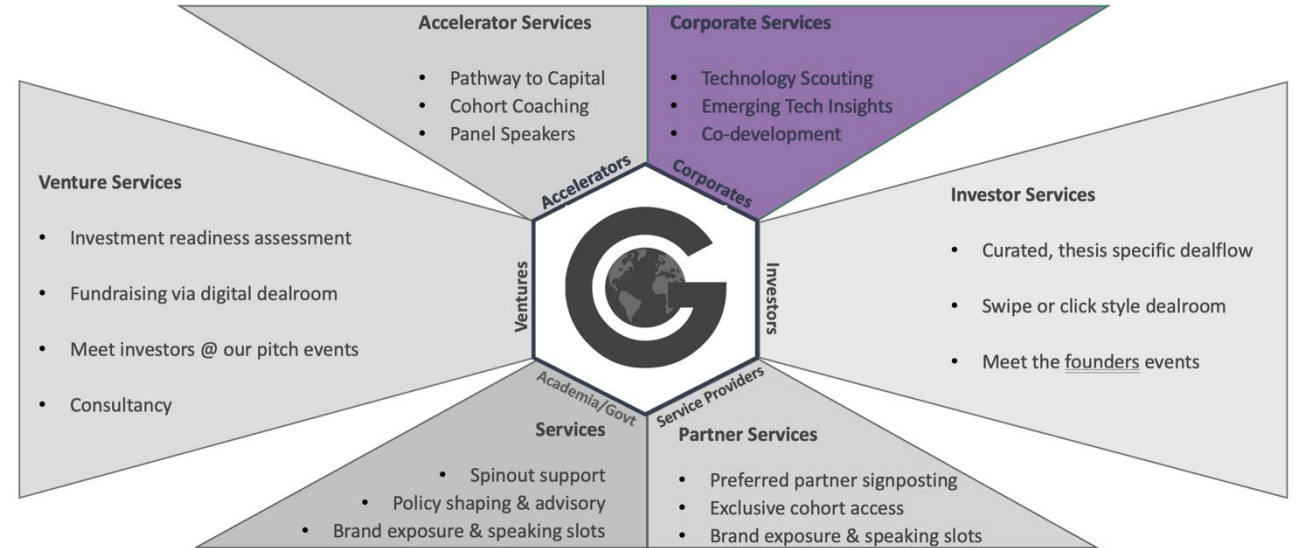
## 1. Technology Scouting

Large industrial corporation with binding net zero targets



Small startup with enabling technology for net zero

...it usually doesn't end well for the butterfly!



## 2. Emerging Tech Insights

- Conference calendar takeaways
- Proven thought leadership
- Pulse of the industry

## 3. Co-development Opportunities

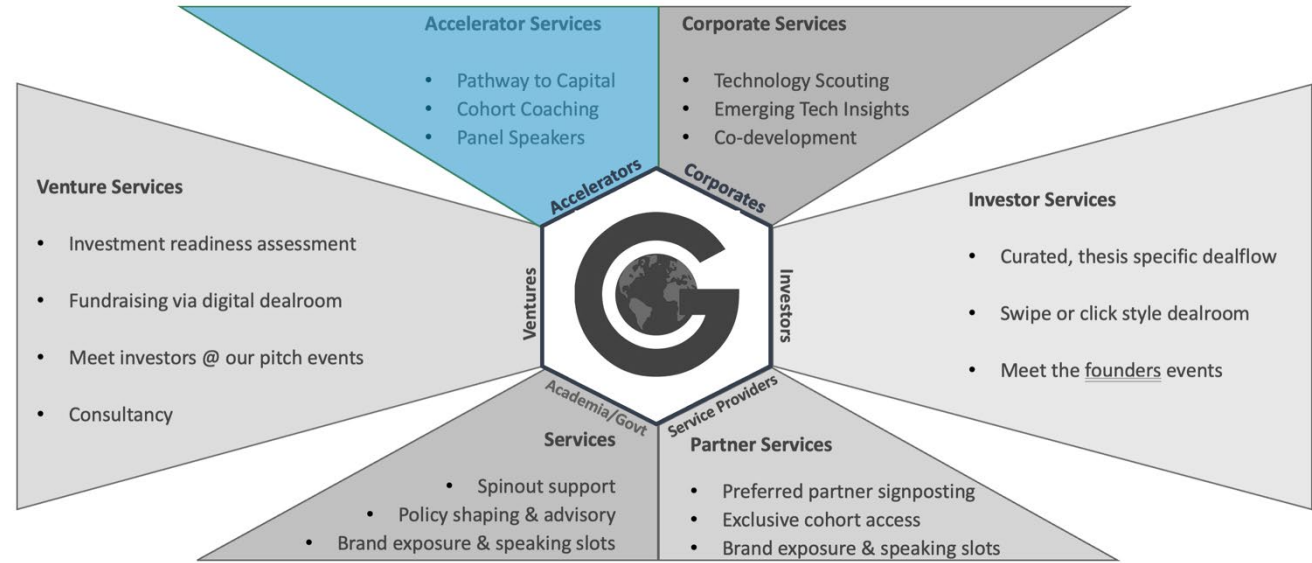
- JIP (Joint Industry Project) quarterbacking
- Demo project participation
- Exclusivity & JIP licensing

# Accelerators: Your Cohort's Bridge to Capital

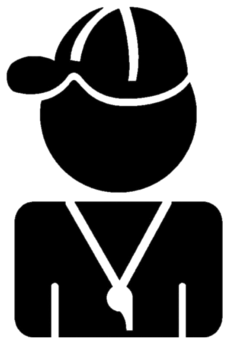
## 1. Pathway to Capital



- Cohort program participation
- Access to investor network
- Digital dealroom access

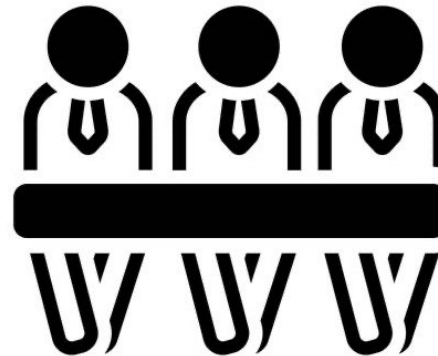


## 2. Cohort Coaching



- Fund raising basics
- Pitch deck reviews
- Investor dos and don'ts

## 3. Panel Speakers



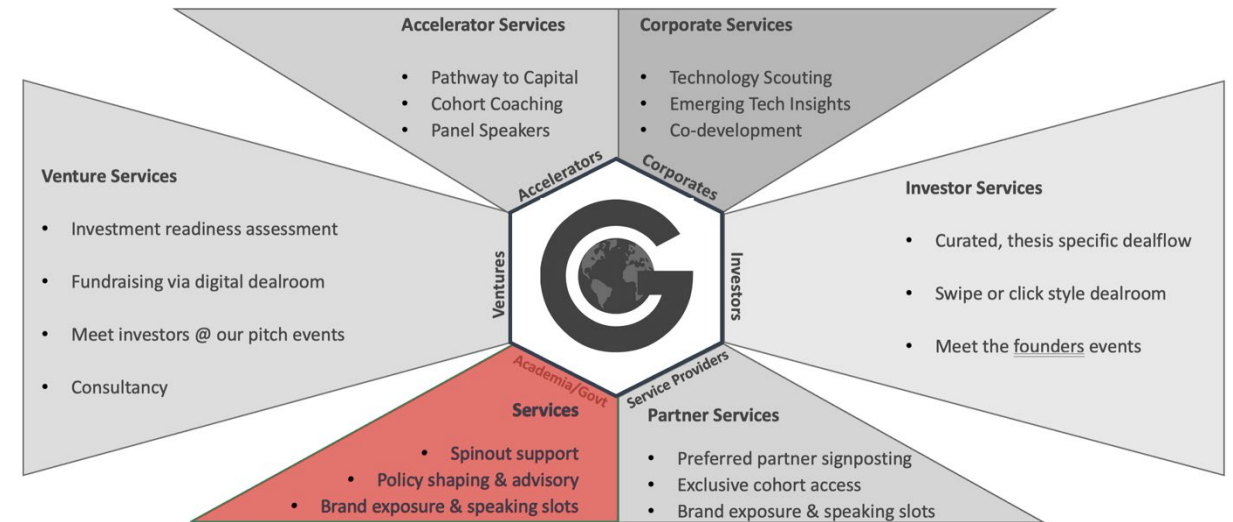
- Greenbackers Partner access
- Capital markets perspective
- What's hot and what's not

# Gov't / Academia: Spin Outs & Policy Guidance

## 1. Spinout Support



- Growth funding 101
- Readiness assessment
- Program participation



## 2. Policy & Advisory



- Consultation Support
- Specialist Industry Research
- Deep Industry Insight

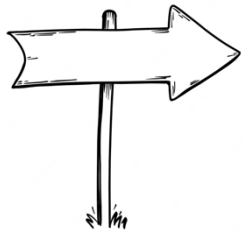
## 3. Brand exposure & speaking slots



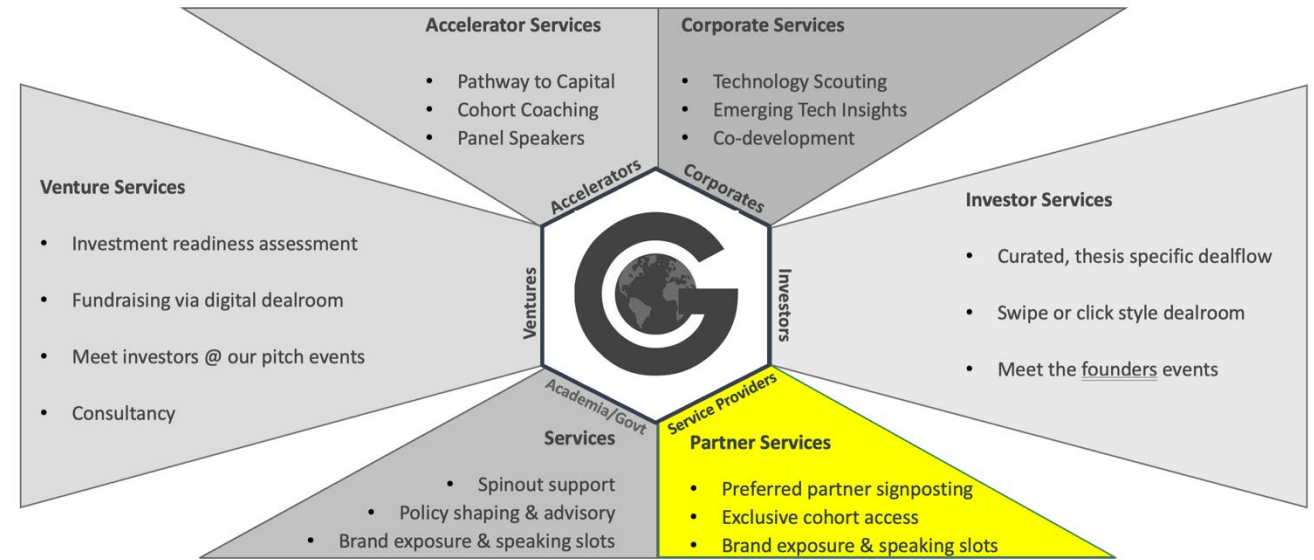
- Heightened ESG profile
- Ecosystem recognition
- Greenbackers event panel participation

# Service Partners: Cohort Access and Brand Alignment

## 1. Preferred partner signposting



- Cohort warm referrals
- Greenbackers endorsement
- Client acquisition tool



## 2. Exclusive cohort access



- Ability to host cohort clinics
- Promoted 'lunch & learns'
- Captive audience

## 3. Brand exposure & speaking slots



- Heightened ESG profile
- Ecosystem recognition
- Greenbackers event panel participation

TOGETHER we can make a difference.  
Backing the planet...one deal at a time!

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