



Applicant Deck | 2020 Cohort 1



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GOOD TO EXCEL

Introduction to EXCEL Accelerator

EXCEL Accelerator is the flagship program of the Energy Internet Innovation and Entrepreneurship Center (EIIEC) jointly organized by Sichuan Energy Internet Research Institute, Tsinghua University (EIRI), Chengdu Sci-tech Innovation Service Center of Tianfu New Area and New Energy Nexus.

EXCEL Accelerator is recruiting growth stage startups worldwide in both climate and energy with an emphasis on heavy industry and utilities.

EXCEL Accelerator will provide capacity building, technology workshops and market consultation over the course of six months.



Why “EXCEL”

- **Entrepreneurship:** Support startups expanding business opportunities in China
- **eXchange:** Facilitate market exchange and cross-region/cross-border discussions.
- **Clean:** Focus on clean energy solutions to mitigate climate change.
- **Energy:** Focused on technologies across the energy value chain.
- **Link:** Access to top academic resources, deep industry connections and international partners.



Our Unique Selling Points

- **Expert advisory team from Tsinghua University:** Tsinghua Brand brings together an expert consultant team including domestic and foreign scientific research experts, technical team and industry experts to help with technology development
- **Pilot project oriented and technology alignment:** analyze the needs by communicating with industry leaders and partners. During the accelerator, through the cooperation with EIRI's team or the introduction of relevant academic and industrial resources, startups will develop integrated technical solutions to get pilot projects.
- **International investment and market expansion with the support of partners:** EXCEL Accelerator leverages international industry connections to advance with scale-up and market expansion. International partners will bring innovation model exploration courses, facilitate the exchange between Chinese startups and foreign ones and share multiple channels for marketing.
- **Diverse and multi-dimensional services :**
 - Pilot projects: connections to industry leaders; accurate demand-technology alignment;
 - Industrial events: **Shanghai, Shenzhen, Beijing, Chengdu** meetups, F2F talk; workshops; CEO dinners, etc.
 - Professional trainings: Topics include technology trends, industry predictions, policy explanation etc
 - Accompanied growth: Technology manager + Business manager + industry leaders + many-to-one investment guidance



Application Criteria

Requirements

- Growth-stage startups
- At least two full-time staff – CEO and CTO
- Series A or later

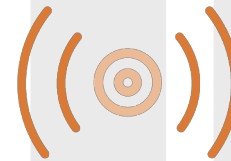
Evaluation

- Innovation (10%)
- Fit (10%)
- Technology (30%)
- Team (10%)
- Scale Up Potential (25%)
- Business model (15%)

Technology categories



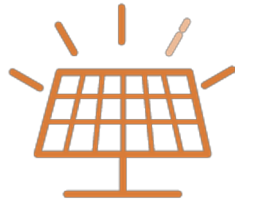
New Energy Vehicles



Sensors



Hydrogen



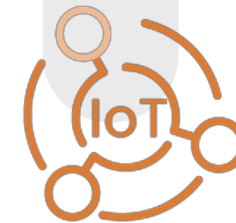
Solar



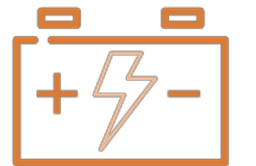
Energy Efficiency



Digitalization



IoT



Energy Storage



Meet our partners

Industry

(Energy)^{Lab}

创业邦
CYZONE

G7
G7 INNOVATION
创新之路孵化中心

TusStar
启迪之星

中科创星
CASSTAR

Global accelerators



iNED
成都新经济发展研究院
Institution of New Economic Development

Think tanks and Organizations

ADB Ventures

Investors

HAVE A BUSINESS IDEA
THAT HELPS SOLVE A
CLEAN ENERGY PROBLEM?

EXCEL
ACCELERATOR

JUNE
/
NOVEMBER

Let the first energy and climate
accelerator in China help scale
your startup.

Key Dates

May 15 – June 12: Recruitment

June 12 – June 19: Application Review

June 30: Cohort Decision and Kickoff

July – November 2020: EXCEL Accelerator Programming

November 2020: Demo Day

Application Form

Submit your application here –

<https://bit.ly/2AkQ0Nu>

Frequently Asked Questions

General Questions

1. What is the role of Energy Internet Innovation and Entrepreneurship Center (EIIEC) ?

EIIEC is the sponsor and host of EXCEL Accelerator.

EIIEC is an innovation hub focusing on the development of the energy industry. Co-founded by the Sichuan Energy Internet Research Institute under Tsinghua University, New Energy Nexus (the United States) and the Chengdu Sci-tech Innovation Service Center of Tianfu New Area, it features professional industrial support, energy innovation accelerator and industrial resources integration and is committed to building an international think tank and an in-and-out window.

2. How many startups will be accepted to EXCEL Accelerator 2020?

A maximum of 20 startups will be selected.

We will invite heads of industrial companies, industry experts from Tsinghua University and heads of innovation organizations to form a jury and impartially select startups based on resume, technical competence and interview.

3. Fees related to the EXCEL Accelerator

Activities and training for startups of the EXCEL Accelerator are free of charge for cohort startups (Travel fee excluded). Appropriate fees will be charged for customized services.

Application Details

1. My company is registered outside of China. Am I qualified to apply for the accelerator?

EXCEL Accelerator is open to both Chinese companies and growth stage startups around the world.

2. Are companies that have not yet entered the prototype stage qualified to apply?

We sincerely welcome the application from all companies with original technologies and products and wish to bring optimal value to the companies. It is possible that your application will be approved, but you are recommended to reach the prototype stage so that we can work out a more proper acceleration plan for you.

3. May I submit additional files to support my application?

Evaluation will be based on the completion of the Submittable application form. If you have specific requests for the EXCEL Accelerator or EIIEC, please contact eiiec@eiiec.com.cn and we will contact you as soon as possible.

4. Do I need to attend all activities during the accelerator?

In principle, all cohort startups will be required to attend the open day, mid-term roadshow and Demo Day (offline or online). Startups may selectively attend industrial activities and training courses according to location and schedule during the 6-month time.

5. Will EXCEL Accelerator serve competing companies?

EXCEL Accelerator will do its best to avoid accepting competing startups to the same cohort. In the case of competing startups in the same cohort, unremitting efforts will be made to ensure no sensitive data will be exchanged.

6. How will EXCEL Accelerator protect the intellectual property rights of cohort startups?

EXCEL Accelerator will treat the data of startups as confidential information and will not ask for “privileged information” or disclose related information. If you are still worried, please contact us via eiiec@eiiec.com.cn to sign a non-disclosure agreement.

7. Is it guaranteed that I will obtain a pilot project and/or investment if I join the EXCEL Accelerator?

Very likely! With professional support and industrial connection, EXCEL Accelerator will provide maximum assistance to startups for pilot projects and investment.

For more questions, please send an email to eiiec@eiiec.com.cn and we will reply as soon as we receive it!