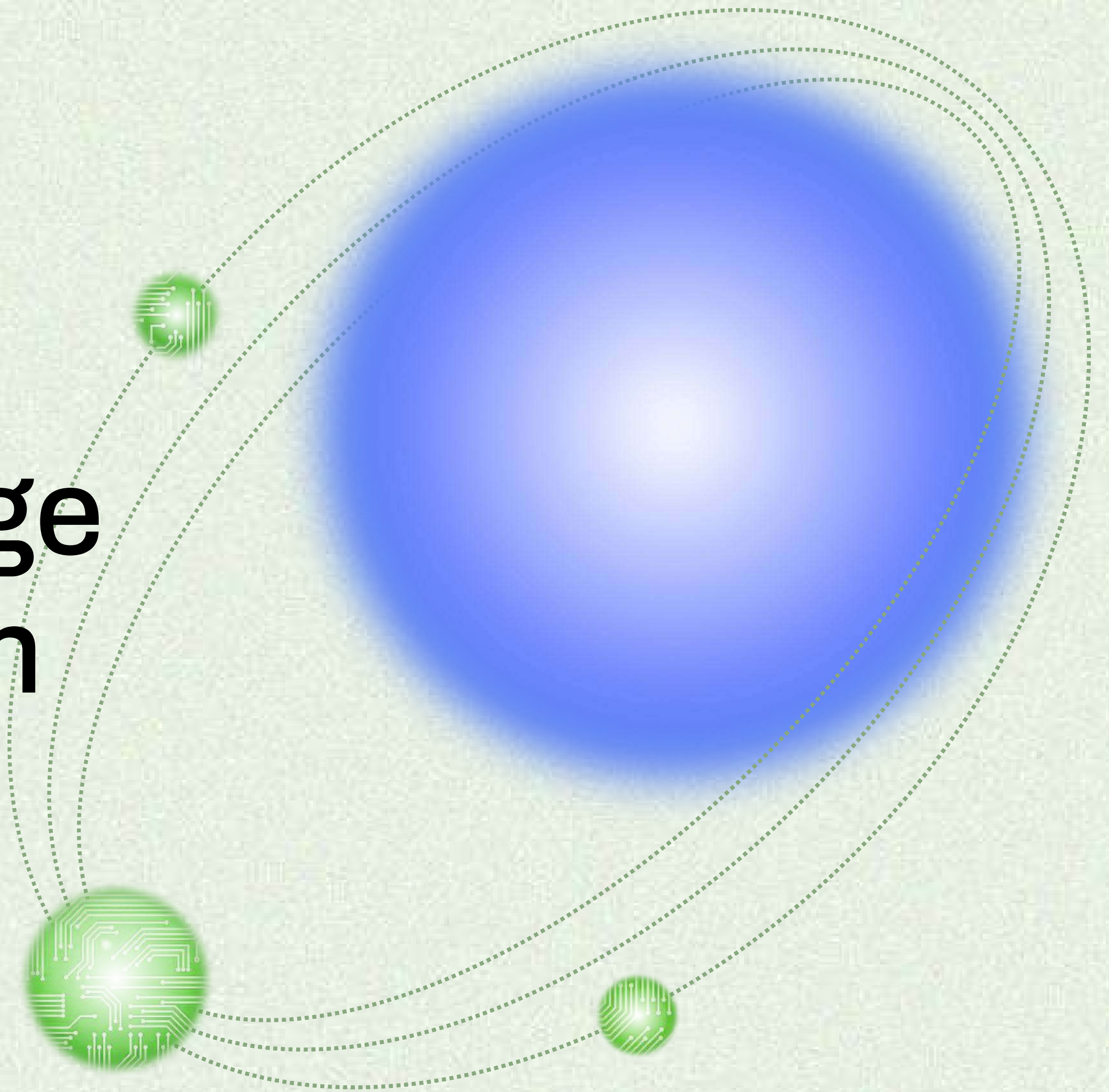


Research Report

Addressing the Primary Challenge in Climate Innovation Adoption

Building bridges between Corporate Buyers
and Climate Tech innovators



How corporations are implementing climate innovations in response to regulatory requirements and societal expectations

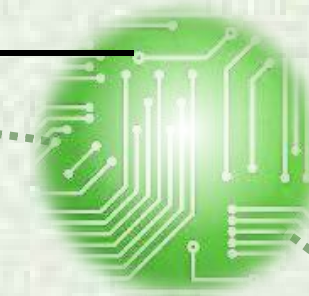
The research aimed to pinpoint the factors that either promote or hinder climate innovation adoption, providing insights to foster its implementation within the global corporate landscape.



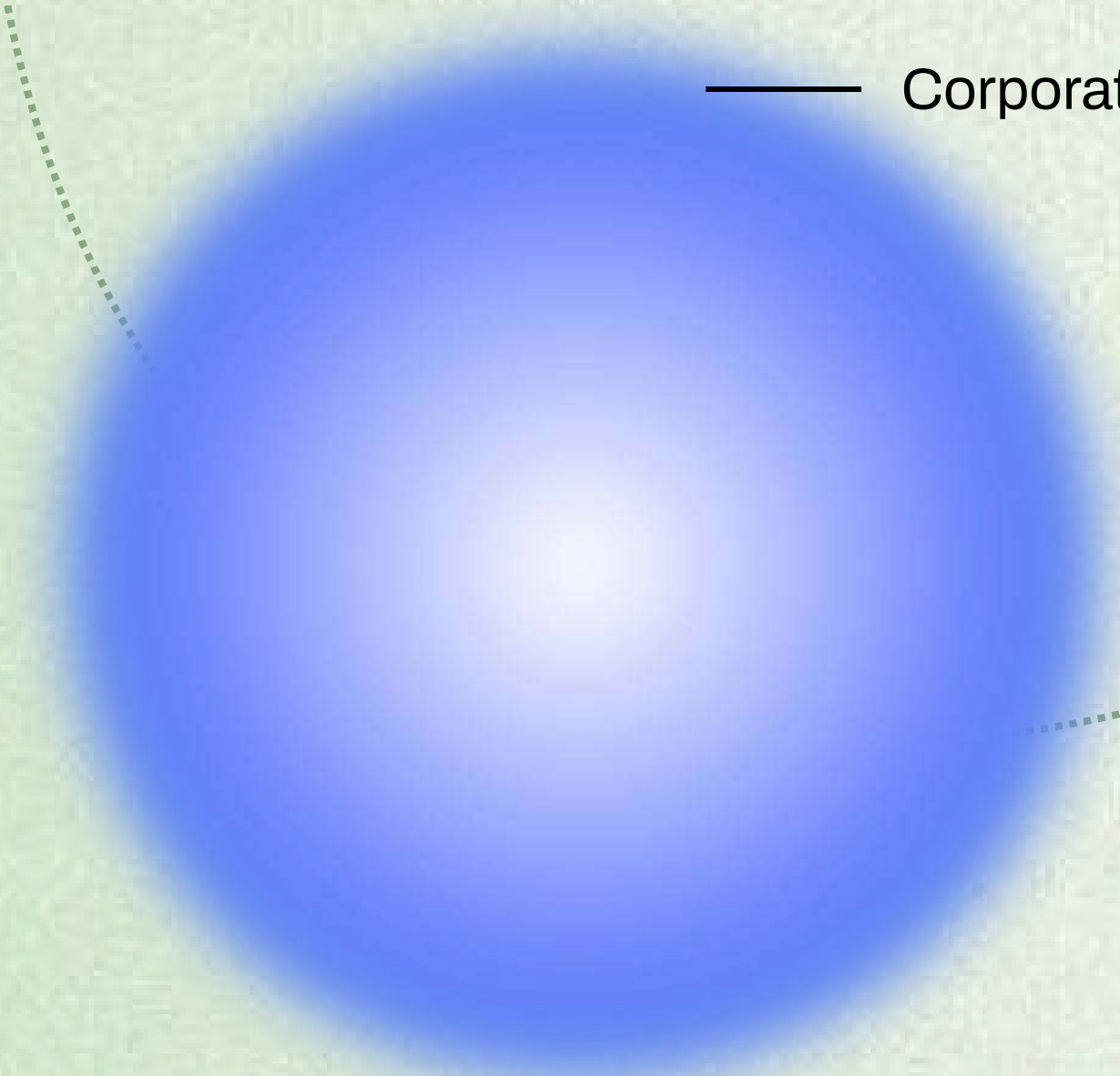
Nastasya Savina, Director of Awards & Showcase

The gap between climate innovators and corporate buyers is the biggest obstacle to adopting innovations. We aim to overcome these barriers and foster the implementation of climate tech innovations

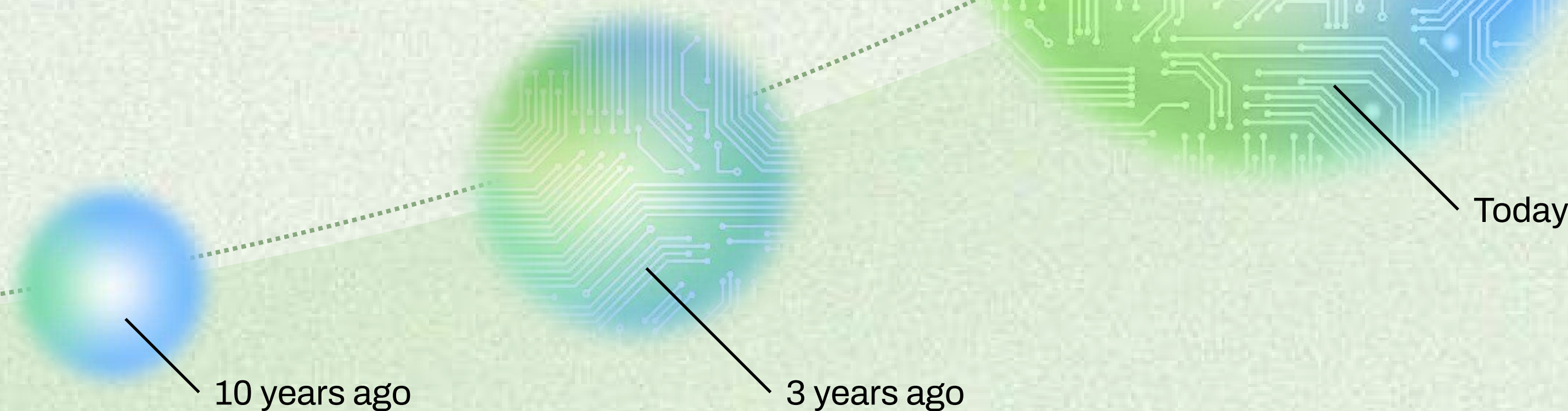
Startup



Corporate

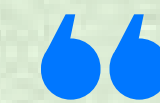


Significant Increase in Corporate Climate Tech Focus



Mike Barber, Partner, Deloitte

There will be a megatrend around energy storage, with a continuous generation of new ideas. Some of these ideas will scale and become interesting targets for consolidators



There is a rise of ESG standards and transparent disclosure reporting

Corporate expert

92%

of corporates states it will continue to increase in the next 3 years

Startups are not Default Suppliers for Corporates



There are some corporations that do not engage with startups until there are mature enough, so they miss innovations and become a logger, rather than a mover

Corporate expert



We need additional external expertise for startup suppliers compared to mature companies

Corporate expert



Until the need for these technologies becomes more urgent, corporations are likely to play it safe. There's an abundance of caution

Buffy Price, Co-founder, Carbon Re, UK

<10%

share of startups within all corporate sustainable suppliers

54%

corporates have additional requirements for startups vs mature companies

Why Corporates are Turning to Startups



Startups are well-placed to respond quickly to market opportunities. In some of the areas where we collaborate with startups, it is more cost-effective

Alex Loudon, Senior Ventures and Open Innovation Specialist, Ørsted



Government policies can serve as a significant driver for big corporates to collaborate with startups

Buffy Price, Co-founder, Carbon Re, UK

#1

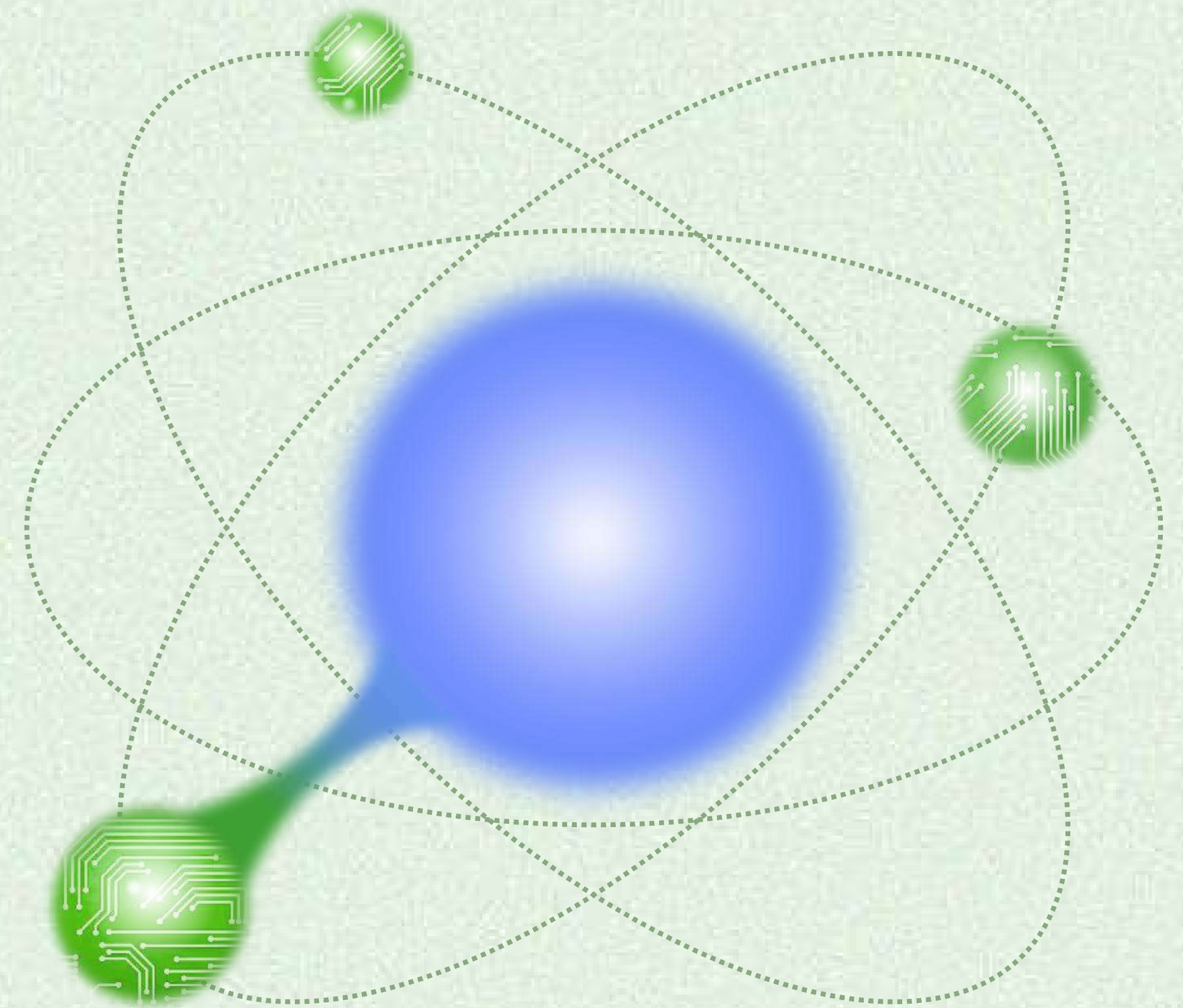
Startups provide more innovative technologies

#2

Startups cover the gaps, not covered by mature companies

#3

Startups are more flexible



Long and Laborious Journey in Finding 'Right Startup'



Alex Loudon, Senior Ventures and Open Innovation Specialist, Ørsted

The biggest barrier is how to identify which startups are the best to work with



Dr Davidson Lütkenhaus, Global Sustainability & Innovation Director, Diageo

Innovation opportunities should focus on the business need, with swift decision making, and robust legal support

#1

Hard to find the 'right startup'

#2

Hard to verify info about the startup

#3

Startup unpredictable risks

#4

Lack of stable quality of startups' goods/services

Corporates Have Long Decision- Making Chain



You have to work doubly as hard, if you don't have a track record. I've never been positively discriminated in terms I'm from a startup

Keith Stark, startup Hiyacar, UK



Procurement and internal approvals in corporations have been our biggest barrier as these can be slow and cumbersome

Buffy Price, Co-founder, Carbon Re, UK

77%

of startups state corporate clients have bureaucratic decision-making chain



It is hard to figure out who's the best person to sell to in a corporation. Early on, we've taken a bit of a bottom-up top-down approach

Buffy Price, Co-founder, Carbon Re, UK



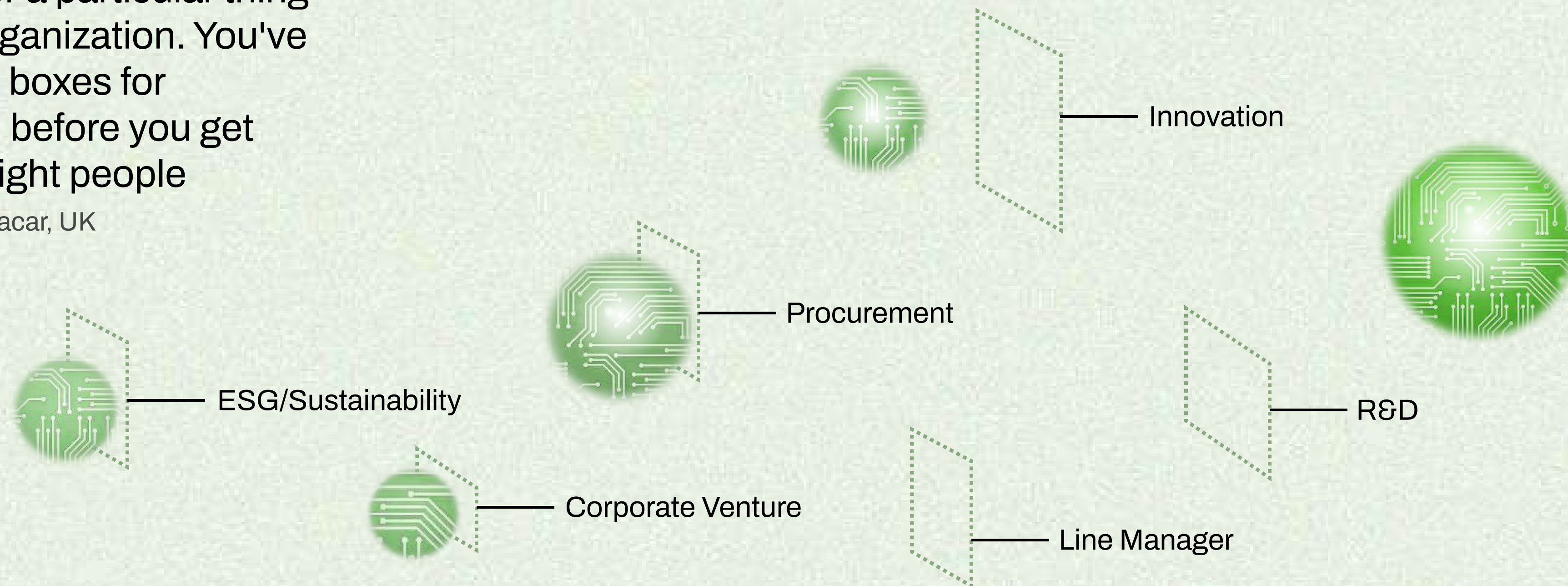
It is very hard to find out who is responsible for a particular thing in a particular organization. You've got to tick all the boxes for the organization before you get to speak to the right people

Keith Stark, startup Hiyacar, UK

40%

of startups think the requirements from different departments sometimes contradict each other

Corporations Lack Standardized Procurement Process



Buyers and Innovators Resort to Networking to Find Each Other



We look at different VC portfolios, accelerator programs, recent deals, over 50% of the startups we see probably come from our network

Nicola Tongue, Coca-Cola Europacific Partners



The key ecosystem players often rely on risky, inefficient, and unsustainable communication and sales channels, such as networking, to secure deals.

Nastasya Savina, Director of Awards & Showcase

64%

corporates use Networking for searching startup suppliers

Corporate Networking



It can take up to 12 months to establish a partnership with corporations. I don't think we could ever get much shorter than that

Buffy Price, Co-founder, Carbon Re, UK



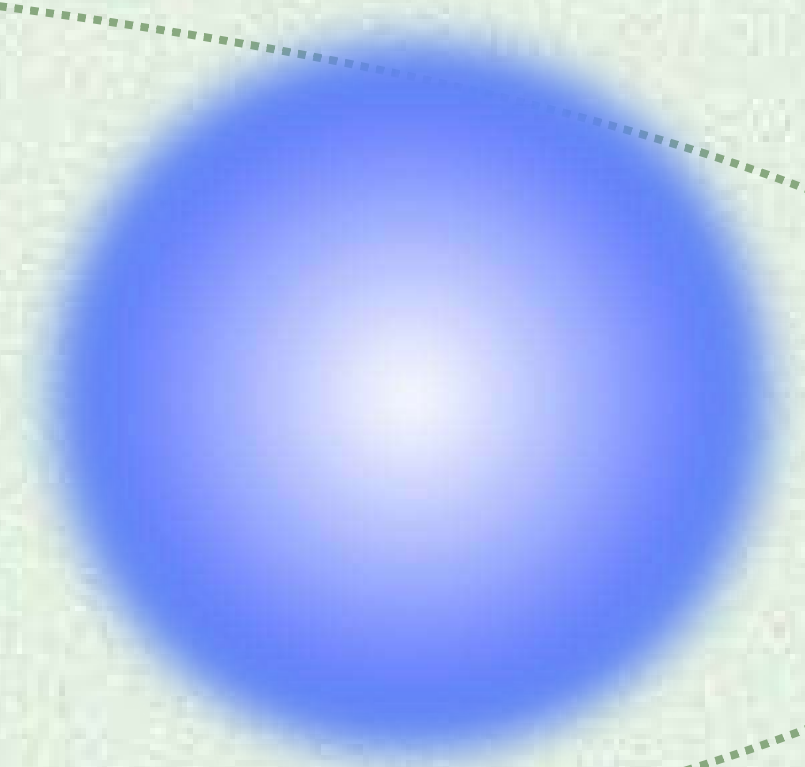
It's taken me 2 years to get to the point of signing a contract

Keith Stark, startup Hiyacar, UK

>60%

of startups say it can take around 12 months or more to get corporate clients

Up to 2 Years to Land Corporate Client



$T \leq 2 \text{ years}$

Startups Are Dying on the Way to Corporate Clients



My first deal was a difficult experience, but we persevered

Keith Stark, startup Hiyacar, UK



Early development costs for new AI models are substantial, and without support from investors, there would have been a high risk we would not survive long enough to secure our first deal

Buffy Price, Co-founder, Carbon Re, UK

18

average number of attempts before the first deal

60%

of startups think corporates aren't actively seeking engagement with them





There is a difference in language, and we had an in-house team member who had been working with corporations; that helps to set our mindset

Buffy Price, Co-founder, Carbon Re, UK



There is a barrier when startups speak to people on the commercial side in corporations, which we help them overcome by overseeing the whole process

Corporate expert



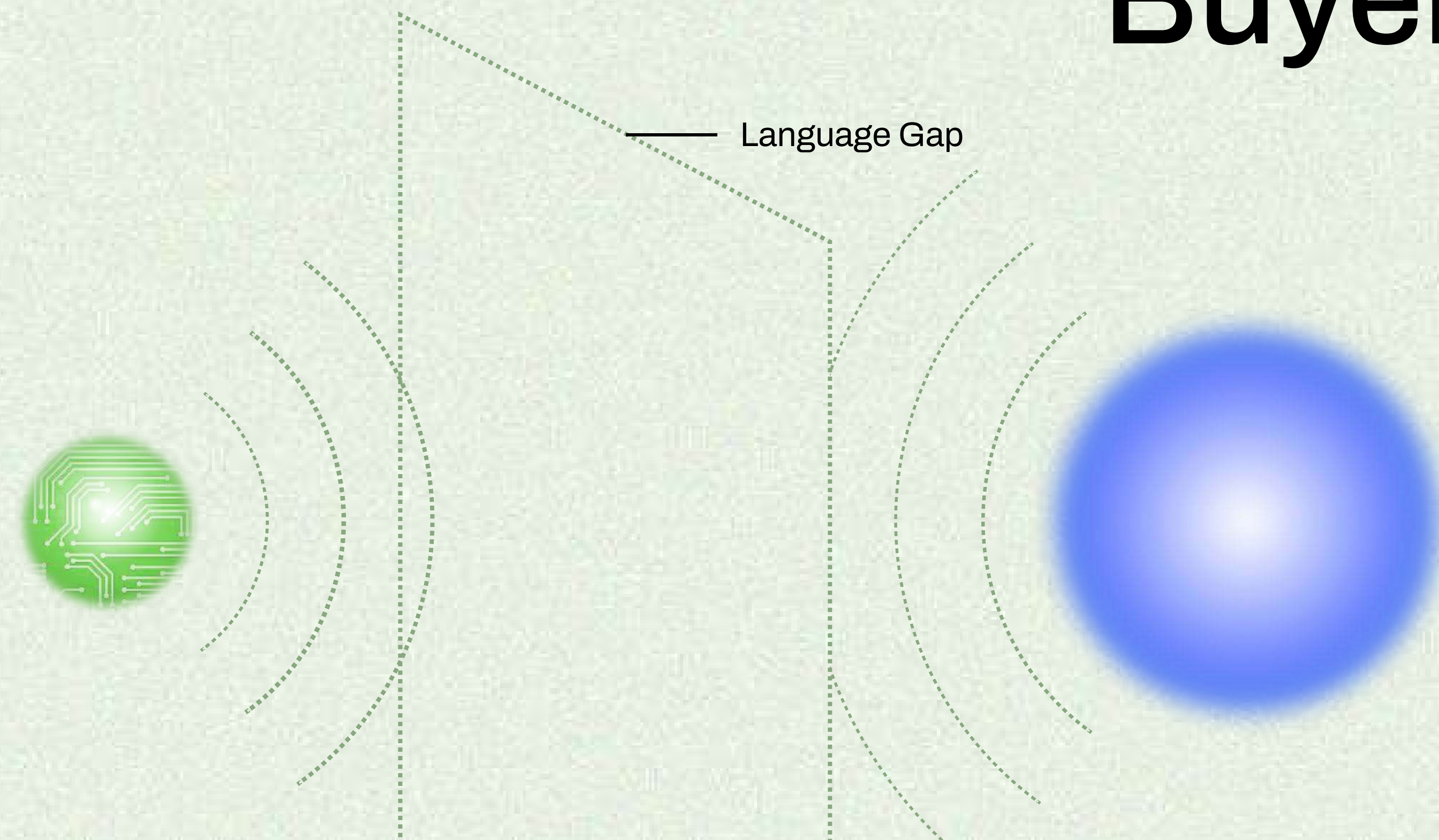
Main challenges lie in finding the right framework for collaboration

Alessandro Pastore, Co-founder, Camfridge

96%

of corporates state it is important to speak the same Language

Language Gap Between Innovators and Corporate Buyers



Discovery Platform Bridges the Gap Between Climate Innovators and Corporate Buyers



We review over 500 innovative startups each year, it takes a lot of time and there isn't one place to do all of that

Nicola Tongue, Coca-Cola Europacific Partners



There are so many smart ideas, a thousand of them, but I haven't seen an externally standardized structure for categorizing solutions — it can be really hard to match what corporates need with what startups can offer

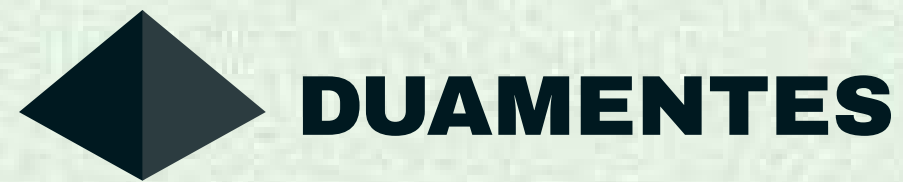
Mike Barber, Partner, Deloitte

88%

of corporates believe discovery platform would help in discovering the latest sustainable solutions

80%

of startups would like to promote their solutions via discovery platform



The research explored how corporations adopt climate innovations to meet regulations and societal expectations.

The study identified factors that encourage or obstruct climate innovation adoption, offering insights to boost its implementation across the global corporate landscape.

The research was divided into two parts: 10 in-depth interviews with ESG leaders from corporations and startup founders in the climate tech sector, and a survey of corporate ESG and procurement officers, as well as climate tech startups, involving over 100 participants in March-April 2024.

Report was released during [Innovation Zero Awards](#) on April 30th 2024, United Kingdom

[Get Full Report](#)

Contact: pr@duamentes.com

About Innovation Zero Awards

Aimed to bridge climate innovators, investors, and corporations, the Innovation Zero Award spotlights innovative, low carbon technologies developed in the past six years to address climate change.

About Duamentes

Headquartered in the UK, Duamentes Global Growth & Strategy Alliance harnesses market insights, propels sustainable scaling, and boosts revenue streams.