



**INNOVATE.
IMPACT.
INSPIRE.**

**Join Our Hardtech
Innovation Program!**





Unleash the Power of Hardtech for a Greener Tomorrow.

Are you ready to revolutionize the world with your early-stage hardware startup and lead the charge towards a sustainable future with net-zero carbon emissions? We're on a mission to support startups that share our vision of making a positive impact on industries and communities.

**We reduce
your costs
and time
to market:**

I. Objectives



Empower Early-Stage Hardware Startups: We provide comprehensive support, mentorship, and resources, equipping startups with the skills to navigate hardware development successfully.



Build a Strong Ecosystem focused on Zero Emission Goals: Join a collaborative community of startups, experts, investors, and partners with a common vision for a sustainable future.



Drive Sustainable Initiatives and Impactful Solutions: Accelerate the development and adoption of environmentally friendly hardware technologies to combat climate change.

Don't miss the chance to be a part of this transformational experience.

What Sets Us Apart?

We stand out by placing a strong emphasis on building a diverse and impactful hardware ecosystem. Our program goes beyond just selecting teams based on their innovation; we prioritize those with hardware solutions that contribute to reaching net zero emissions. We are committed to supporting ventures that are dedicated to pioneering a greener and more sustainable future. Join us, and together, let's make a significant difference in the world by addressing the challenges of climate change and propelling the world towards a cleaner, brighter future.

Our esteemed jury, composed of MotionLab.Berlin experts and advisors, is on the lookout for visionary startups that are a perfect fit for the program. Your journey starts with the application phase, where we'll assess factors like founder-market fit, technological feasibility, and your potential for making a lasting sustainable and/or social impact.

II. Selection Process

The journey to innovation begins with the selection process for Batch 3.

Mark your calendars for the key dates:

Application

15.08-15.09.2023

Selection Phase

15.09-01.10.2023

Interviews

20.09-29.09.2023

Announcement

02.10.2023

Program Start

01.11.2023 (7 months)

**Together,
let's create a
better world.**

III. Solutions We Are Searching

Ready to revolutionize these industries with your net zero innovation?



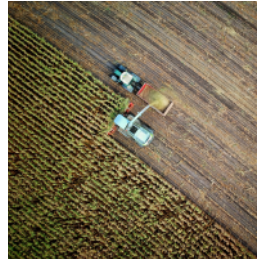
Industrial Production.

Innovations to
reduce emissions in
manufacturing processes



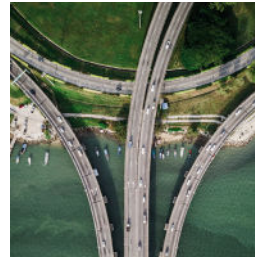
Energy Production and Distribution.

Clean energy technologies
and efficient distribution
systems.



Agriculture.

Sustainable farming
practices, precision
agriculture, and carbon



Logistics and Transport.

Green transportation
solutions, electrification,
and efficiency



Cooling and Heating.

Energy-efficient systems
and renewable heating
solutions.

IV. Criteria: Unleash the Future with Us

In the Hardtech Innovation Program, we seek pioneering startups dedicated to a sustainable, greener future. We want partners who share our vision and aim to create genuine global impact. Could you be the match we seek?

Startups We Seek:



Early-Stage and Preseed:

If you're in the early stages of your hardware startup journey, we want to hear from you! Embrace your potential and let us nurture your growth.



Unincorporated or Limited Activity:

Whether you're not yet incorporated or have yet to initiate any economic activity, we welcome you with open arms. Our program is designed to support you at the early stages.



Innovators with Net-Zero Goals:

Are you engineering the future with solutions that lead to net-zero carbon emissions? Then you are the kind of visionary we're searching for. Your commitment to sustainability is what sets you apart!

Team Individuals We Admire:



Berlin-Bound or Registered:

Berlin is the heartbeat of innovation, and we're looking for individuals who are already registered here or are planning to make it their home within the next seven months. Join the vibrant ecosystem that propels innovation forward!



Full Commitment

Our program thrives on passion and dedication. If you're fully committed to driving your startup forward and being an active participant in our program, you're exactly who we're looking for.



Grants-Free Pioneers:

We admire pioneers who carve their own path. If you haven't received any public grants yet, such as EXIST or Berlin Startup Stipendium, you're a perfect fit for our program.

V. The Seven-Month Accelerator Program Covers Five Big Topics:

1. Ideation & Exploration

Prototyping Workshops
Project Management
Team Building
Business Model

2. Hardtech Business

Design Thinking
Financial Modelling
Fundraising Strategies
Storytelling & Pitchdeck Design
Market Analysis

3. Product Development

Go to Market Strategies
Proof of Concept
MVP Assembling
MVP Development & Tech Redaction
Investor Landscape

4. Hardtech Financing

Access to hardware investors & public grants
Determining the company value
Business Plan Check, Equity
Story & Pitch Deck
Investor pipeline strategy

5. Manufacturing Support & Guidance

Team Growth
Product Testing
Requirement Documentation
Investor Readiness
DemoDay

Idea to MVP Mastery: Get ready for an exciting ride from idea to an amazing first MVP!

VI. What we Offer:

Get ready for the ride of a lifetime, because Hardtech Innovation is no ordinary accelerator program. It's a high-octane, hands-on rocket ride designed exclusively for hardware-based ventures. Our mission? To transform your startup from a mere idea to a validated mid-fidelity prototype on the road to entering the market. And that's not all - we also equip you with the necessary skills and knowledge to confidently face potential investors. You'll be well-prepared to meet the first investors and pitch your revolutionary product with conviction and passion. Together, we'll fuel your journey to success in the hardware industry and beyond.

At the Hardtech Innovation Program, we live and breathe innovation, committed to fueling the growth and success of early-stage hardware startups that are shaping a sustainable future. With our comprehensive seven-month accelerator program, we offer an electrifying experience that propels our participants to heights they've only dreamed of.



OUR ACCELERATOR PROGRAM IS NOT JUST A ONE-TIME EXPERIENCE. BEYOND THE INTENSIVE SEVEN MONTHS, WE CONTINUE SUPPORTING YOU FOR AN ADDITIONAL SIX MONTHS. THIS FOLLOW-ON SUPPORT ENSURES THAT YOU HAVE THE NECESSARY RESOURCES AND GUIDANCE TO CONTINUE YOUR GROWTH TRAJECTORY AND REACH NEW HEIGHTS.

We'll guide you through the maze of validation and refinement, ensuring your product shines brighter than the stars. Here's what you can expect from our game-changing program:

01 Financial Support:

We believe in investing in your potential. During the program, you'll receive €2,200/month cash support to help you focus on your innovation without financial worries. In addition to this, we provide valuable in-kind support to bolster your startup's growth.

02 Access to Services and Resources:

We understand the importance of having the right tools and equipment for your hardware development journey. That's why we provide full access to high-end prototyping machinery, allowing you to bring your physical product to life and refine it to perfection.

Seven-Month Accelerator Plus Follow-On Support.

03 Access to Partners and Networks:

Connections are vital in the business world, and we open doors to Europe's biggest hardtech network and ecosystem. Here, you'll have direct access to potential partners, investors, and collaborators who share your passion for engineering a greener, sustainable world.

04 Individually Tailored Mentorship

Your success is our priority, and that's why we offer individually tailored mentorship. Our team of industry experts provides hardware and business coaching that is tailored to your specific needs. Engage in workshops and masterclasses to acquire subject-specific knowledge in a hands-on learning environment.

05 Visibility and Marketing:

Making your mark in the market is crucial, and we're here to support you every step of the way. Benefit from strategic marketing support that elevates your visibility not only on our social media channels but also in the broader market.

06 Access to a Thriving Hardware Ecosystem &

At our Alt-Treptow and Marzahn locations, we go beyond workspace. We've created a dynamic hardtech ecosystem that sparks innovation. Join our community for collaboration and let's work together to shape a sustainable future.

Together, Let's Engineer a Greener Tomorrow

Join the Hardtech Innovation Program Batch 3 and be part of a transformative journey to shape a sustainable world. Don't miss the chance to accelerate your hardware startup and make a lasting impact. Applications open from 15.08.2023 to 15.09.2023. Mark your calendars, and let's innovate, impact, and inspire together!

Applications Open

15.08-15.09.2023

VII. Investment Opportunities:

The Hardtech Innovation Program opens doors to follow-up investments from MotionLab.Ventures and other hardware focused angels and VCs. During the program, we connect startups with potential investors, and by month 3, they begin working on their investor pitch deck. Additionally, we establish connections with numerous later-stage accelerators to facilitate introductions for further investment opportunities.

Towards the end of the program you will be in close contact with MotionLab.Ventures who aims to invest between 150.000€ to 200.000€ in cash in selected climate tech startups. This further provides you with the ultimate support and opportunity to focus on your product development and successful market entry.

Diversity Matters: At MotionLab.Berlin, we value diversity, welcoming individuals of all ages and nationalities. We are especially committed to supporting women in the tech industry.

[FOR MORE INFORMATION OR TO APPLY, VISIT OUR WEBSITE.](#)

This startup program is sponsored by:





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