

Desafía London

11TH - 24TH
SEPTEMBER

IMMERSION PROGRAMME

2 week Immersion
Programme for
Spanish Clean &
Climate Tech
Startups



LONDON - CAMBRIDGE
OXFORD



London - Cambridge - Oxford

IMMERSION PROGRAMME



DESAFIA is a public initiative to help Spanish technology companies scale faster and globally. It is sponsored by ICEX (the Government of Spain's agency for the internationalization of businesses) and Red.es (the Government of Spain's agency responsible for executing and deploying Spain's Digital Agenda). DESAFIA LONDON aims to introduce the participants to the UK's tech ecosystem, so that they can benefit from lessons and networks that allow them to grow as successful entrepreneurs, and to help them to make global connections.



CANOPY

The University of Cambridge Institute for Sustainability Leadership (CISL) has been a pioneer in enabling leading businesses and aspiring change-makers to identify and implement commercially viable solutions to this challenge, and to achieve the transitions that will be required across industries, value chains and economic systems. For over three decades we have built the leadership capacity and capabilities of individuals and organisations, and created industry-leading collaborations, to catalyse change and accelerate the path to a sustainable economy.



Cambridge Cleantech is a hub for international climate technology clusters which all share a unified goal of reaching net zero. As an innovation enabler, it fast-tracks the growth of sustainable, clean technology companies by connecting start-ups in energy, water, transport, the built environment and circular economy with investors, public sector bodies and multi-national conglomerates. With the world transitioning to more stringent environmental standards, the clean technology sector is poised for exponential growth. Cambridge Cleantech helps transform smart climate concepts into commercial applications through its global network of innovation partners.



Oxfordshire Greentech is the business network for a low-carbon future. With innovators, funders, academics, local authorities, professional services and more supporting the growth of the low-carbon sector in Oxfordshire, the membership organisation hosts a range of professional networking events to encourage innovation, collaboration, and knowledge transfer.

HIGHLIGHTS



Deep-dive into one of the world's most innovative ecosystems



Understand the UK business culture



Visit corporate incubators and other innovation hubs



Receive pitch training to improve storytelling



Explore market potential and develop individual strategies in the areas of scalability, market entry and funding



Participate in networking events



LONDON



CAMBRIDGE



OXFORD

IMMERSION PROGRAMME

- 16% of Europe's total climate tech investment since 2016
- #2 city globally for the number of Cleantech rounds raised by start-ups
- Average early-stage funding, 1.7x global average (\$486k)
- Europe's start-up capital and ranked fourth globally for VC investment in 2021

- 3rd most successful university innovation ecosystem in the world
- Europe's most successful technology cluster
- Most unicorns (£1bn+) companies per capita in the world
- UK's leading climate tech ecosystem, with over \$500m invested in last 10 years

- Over \$1 billion invested in high-tech energy infrastructure, including the Diamond Synchrotron, JET tokamak and new technology pioneered by First Light Fusion
- Fast growing energy, AI and engineering cluster
- \$4.8 billion raised by 288 new companies in the last 7 years.

London - Cambridge - Oxford

CAMBRIDGE

The university sits at the heart of the world's most successful innovation and technology clusters, with 23 unicorns, 690+ high tech manufacturing businesses and 2,900 IT and telecoms companies.



London - Cambridge - Oxford



11th to 13th September

MORNING

Facilitated by Cambridge Institute for Sustainability Leadership

- 11/9/23** Introduction to the UK innovation and investment ecosystem
- 12/9/23** Sustainability and systems thinking lecture with Q&A
- 13/9/23** Leading with Impact workshop

AFTERNOON

- 11/9/23** Drinks and networking sessions with keynote speakers, investors and innovators
- 12/9/23** College dinner
- 13/9/23** Innovation Roundtable, followed by transfer to London

PROGRAMME

LONDON

Ranked as the world's most high-tech city, the capital is acclaimed for its leading financial services, deep talent pool as well as the quality of business environment and international reputation.



14th to 19th September

London - Cambridge - Oxford

IMMERSION PROGRAMME

MORNING

Facilitated by Cambridge Institute for Sustainability Leadership

14/9/23 Market deep-dive: UK Cleantech Landscape Scanning with panel discussion

Facilitated by Cambridge Cleantech

15/9/23 Review your product market fit for the UK market - workshop

Facilitated by Cambridge Institute for Sustainability Leadership

18/9/23 Mitigate risk through lean startup methodology workshop

19/9/23 Sustainability storytelling and communications for internationalisation workshop

AFTERNOON

14/9/23 Networking event with London's digital community

15/9/23 Innovation Roundtable with key ecosystem stakeholders followed by Friday night social

16/9/23 Saturday morning team building with the rest of the weekend free for sightseeing

18/9/23 Success stories from the 'Golden Triangle' of London, Cambridge and Oxford, from innovators, investors and corporates

19/9/23 Transfer to Oxford

PROGRAMME

OXFORD

From the lithium battery to the world wide web and more recently the invention of light fusion, Oxford has been at the forefront of technological advancements for over 1,000 years.



London - Cambridge - Oxford

20th to 21st September

IMMERSION PROGRAMME

MORNING

Facilitated by Oxfordshire Greentech

- 20/9/23** Ecosystem partnership building and the principles of effective negotiation
- 21/9/23** Pitching to international investors, helping you discover why 'business-as-usual' is simply no longer an option

AFTERNOON

- 20/9/23** Ecosystem speed dating
- 21/9/23** Innovation round table followed by transfer to London for the final Pitch Day

LONDON

22nd September

PITCHING AND DEMO DAY



With UK and International Investors, Corporate Venture Funds and Innovation Scouts

Venue: Spanish Embassy



QUESTIONS ABOUT THE PROGRAMME?

Who is eligible?

View full eligibility criteria at: <https://www.london.desafia.gob.es/eligibility>

Is there a cost?

Participants only have to cover travel, accommodation and living expenses whilst attending the programme.

How much should I budget for travel, accommodation and living expenses?

We estimate that attendees will need between £1,500 and £2,000 to cover all costs, including flights, transport and accommodation.

What about equity?

Desafía London is a public initiative sponsored by ICEX and Red.es that helps Spanish technology companies scale faster and globally. The programme offers non-equity assistance.

CONTACTS



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