



good4nature

STARTUP PRIZE INFORMATION FOR APPLICANTS

As the focal point of its good4nature Alliance, the Monthly Barometer invites any startup at the confluence of technology and climate & nature-positive solutions to compete for its good4nature Startup Prize – an international prize awarded annually in support of a nature-positive economy.

TIMELINE

- January – mid-June 2024: Expression of interest from startups.
- Mid-June– end-July 2024: Phase I screening of applicants.
- Mid-August: all applicants are informed if they have made it through to the last six
- Monday 12 August 2024: the six finalists are formally invited to participate at the MB Summit of Minds in Chamonix (13 – 15 September 2024).
- Mid-August – mid-September 2024: Phase II screening of finalists and complimentary training.
- Saturday 14 September 2024: 6 finalists pitch MB Summit of Minds’ participants collectively (in-person) before the winner is announced at the Gala dinner.

HOW DOES THE SCREENING WORK?

6 diverse organisations perform the initial screening of all applicants:

- The Monthly Barometer (under the supervision of Thierry Malleret – its managing partner).
- Crowther Lab (under the supervision of Eoin Murray – Managing Director of SEED Index; formerly CIO at Hermes Federated, an investment fund).
- Colbridge Ventures (under the supervision of Manshu Agarwall – Partner).
- UNEP (under the supervision of Jessica Smith – Nature Lead at UNEP Finance Initiative).
- HEC (under the supervision of Professor Bénédicte Faivre-Tavignot – Executive Director of the Society & Organizations).
- Nova School of Business and Economics (under the supervision of Professor Graham Miller – Chair and Professor of Sustainable Business).



The initial screening relies on a robust & proprietary methodology: based upon the information provided on the startup's website and any other information it wishes to provide. The evaluators then rank each start-up from 1 (very low) to 5 (very high) with regard to their:

- 'Investibility'
- Innovativeness
- Impact
- Relevance
- Sustainability

The six startups accumulating the most points are invited to the MB Summit of Minds. Six Executive MBA or MBA students from HEC (a French Business School) and Nova School of Business and Economics will undertake the second screening (of finalists). From mid-August to the second week of September, they will interview the founder / management of each startup and possibly its investors and clients to evaluate its attractiveness based on a proprietary methodology. The jury will use their evaluation sheet to select the winner.

BENEFITS FOR THE SIX FINALIST STARTUPS

- Complimentary invitation for two to participate at the 3-day world class MB Summit of Minds in Chamonix 13-15 September 2024, (market value €2100).
- The Summit of Minds is a "pitch-free" event, but an exception is made for the six finalists who are given an official slot to pitch investors just before the Gala dinner on Saturday 14 September 2024.
- In the two weeks preceding the MB Summit of Minds, each startup is offered access to free pitch training sessions from a professional investor and media specialist
- The winner will receive one year of coaching and mentoring with senior business leaders and investors drawn from the network of the Monthly Barometer.
- Privileged access to potential private capital.
- Thanks to the good4nature Alliance, access to a wide-ranging network of key thinkers and practitioners engaged in climate & nature-based solutions.

LEARN MORE

If we've aroused your curiosity, don't hesitate to get in touch to learn more about the MB good4nature Startup Prize.

Thierry Malleret – thierry@monthlybarometer.com

Natalia Krylova – natalia@summitofminds.com

