



EarthScale

EarthScale application form questions list

Introduction

This document is intended to assist you in preparing your answers to the questions in advance. Please do not complete and submit this form, as it will not be considered. You **MUST** submit your application using the online form: <https://earthscale.co.uk/get-involved/application-form/>.

Welcome to the EarthScale application stage! We are excited to launch this new UK-wide 12-month programme designed to support your IP-rich climate tech startup or spinout in scaling commercially. EarthScale brings together a powerhouse network of university-led regional hubs, creating a connected, long-term ecosystem to help scale promising climate tech ventures within the UK. You can find out more information here: <https://earthscale.co.uk/>.

- To apply to EarthScale, you must complete the following application form. **We strongly recommend that you read through the guidance pack available on our website before starting to complete your application:** <https://earthscale.co.uk/get-involved/guidance-and-faqs/>
- Please dedicate some time to make sure you address the questions fully. However, please note the word count is only a guide; you do not have to write to the maximum word count if it is not necessary.

If you encounter any technical issues, please contact EarthScale@imperial.ac.uk.



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Eligibility

1. **Is the company located and operating in the UK?**
Yes ☐ No ☐
2. **Is the company a subsidiary of a company operating outside of the UK?**
Yes ☐ No ☐
3. **Is your business classified as LCEGS (Low Carbon and Environmental Goods and Services) sector?**
4. Yes ☐ No ☐
5. **Have you secured seed investment or equivalent? At least £500,000**
Yes ☐ No ☐
6. **Have you demonstrated market experience? Have key assumptions of commercial model been tested on market? Have you secured customers in extended testing, first test sales or small number of active users?**
Yes ☐ No ☐
7. **Is your solution deep tech hardware or hybrid (i.e software linked to manufacturing a product)? Science-based solutions grounded in significant research or engineering innovation. Software only solutions are not eligible.**
Yes ☐ No ☐
8. **Is your solution at Technology Readiness Levels 5 or 6 i.e. Technology validated or demonstrated in relevant environment?**
Yes ☐ No ☐
9. **Are you ready to consider manufacturing in a relevant environment?**
Yes ☐ No ☐

Contact Details

10. **Applicant Full Legal Name:**
11. **Applicant Email:**
12. **Please state your role or position in the company:**
13. **Company name:**
14. **Trading name** (if different from legal name)
15. **Companies House registration number:**
16. **Companies House registration date**
17. **Registered address**
18. **Head office address/Trading address including postcode:** The main address where your company operates (if different from registered address)



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Business Information

19. **How much public funding have you received in GBP (£) in the past 3 years (2022-2025)?**
20. **How much investment have you received in GBP (£)?**
Please state how much private funding you have received
☐ £0-£500,000
☐ £500,001-£750,000
☐ £750,001-£1M
☐ £1M-£2M
☐ £2 M-£4M
☐ £4M+
21. **Please input an open access link to a spreadsheet document of your capitalisation table.**
22. **How much revenue is your business generating in GBP (£) in the last financial year (April 24-March 25)?**

The Problem

23. **What specific climate problems does your innovation address?** (max 300 words)
24. **Does your solution mitigate climate change and/or support adaptation and/or removes greenhouse gases (GHG) to its effects?**
Mitigation ☐ Adaption ☐ GHG removal/reduction ☐ None ☐

The Solution

25. **What is your value proposition?** (max 20 words)
26. **What is novel about your solution?** (max 300 words)
27. **What is your technology readiness level (TRL) of your solution?**

TRL and description drop down:
TRL 1 — Basic principles observed and reported
TRL 2 — Technology concept formulated
TRL 3 — Analytical and experimental critical function or characteristic proof-of-concept
TRL 4 — Technology validated in a lab
TRL 5 — Technology validated in a relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 6 — Technology demonstrated in a relevant environment (industrially relevant environment in the case of key enabling technologies)



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TRL 7 — Technology prototype demonstration in an operational environment
TRL 8 — Actual technology complete and qualified
TRL 9 — Actual technology proven in an operational environment (competitive manufacturing in the case of key enabling technologies)

28. **Please provide a justification of your current TRL level.** (max 300 words)
29. **What stage is your climate tech solution at in terms of manufacturing readiness?** (max 300 words)
30. **What industry sector does your solution fall under?** Please select all the categories that apply to your solution.
- Advanced Materials and Processes
 - Power and Renewables
 - Food and Agritech
 - Built Environment
 - Mobility and Transport
 - Circular Economy
 - Sustainable Fashion
 - Carbon Management
 - Water
 - Digital Solution- AI
 - Biodiversity
 - Other- Please state

Impact

31. **If applicable, please quantify estimated Greenhouse gas (GHG) reduction or removal in tCO₂e your solution removes at its TRL currently per year.**
If this does not apply to your solution, please enter 0 and move to the next question.
32. **If applicable, please quantify the total energy savings of your solution in kWh per year at its TRL currently per year.**
If this does not apply to your solution, please move to the next question.
33. **If applicable, please quantify the water savings of your solution in m³/year at its TRL currently per year.**
If this does not apply to your solution, please move to the next question.
34. **If applicable please state how do you have measured the metrics of impact listed above (GHG, energy and/or water).** (max 300 words)
35. **Please describe any additional impact outside of the above metrics from your solution.** (max 300 words)



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Commercialisation Strategy

36. What is your commercial readiness level (CRL)?

CRL1- Unclear hypothesis of possible business idea, market potential, and competition
CRL 2- First hypothesis of possible business concept and identified overall market potential and competition
CRL 3- Description of sustainable business model and target market(s) (including competition)
CRL 4 -Economically viable business model Initial assessment OF environmental and social sustainability
CRL 5- Key assumptions of commercial model tested on market
CRL 6- Commercial model shows economic viability (includes data from test sales)
CRL 7- Viability of commercial model validated by initial commercial sales
CRL 8- Sales and metrics confirm a viable commercial model with reliable margin estimates
CRL 9- Commercial model proven to meet expectations on profit, scalability and impact over time

37. **Explain your business model** (max 300 words).
38. **Who are your competitors and/or who might become competitors?** (max 300 words). Identify current and potential competitors.
39. **What/who is your target market and what markets do you operate in?** (max 300 words)
40. **Can you describe your current market penetration and share your outlook including timeline for commercial development and achieving profitability?** (max 300 words)
41. **What are the key milestones you have achieved so far?** (max 300 words)



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42. **What is the status of your company's Intellectual Property (IP) for your solution?**

- Patent pending,
- Patent granted and active
- Filing an application,
- IP not commenced,
- Trade secret.

43. **What is your IP strategy?** (max 300 words).

Motivation for joining the EarthScale Programme

44. **Why do you want to join the programme?** (max 300 words)

45. **Describe any scaling challenges you have and the next steps in addressing these challenges. Please include challenges you face in manufacturing and in advancing the TRL of your solution.** (max 300 words)

46. **What are your funding goals in GBP (£)?** (max 300 words)

Team and Expertise

47. **Describe your team's expertise (including advisors) in this domain and why do you work well together.** (max 300 words)

48. **What systems do you have for team management, and how do you promote diversity and inclusion?** (max 300 words)

49. **What critical skill gaps exist within your team, and how are you addressing these to ensure successful delivery?** (max 300 words)

50. **Please state how many full-time equivalent (FTE) employees are in the company currently and key roles?**

Partnerships and support

51. **Is your company a university spinout or startup?**

University spinout ☐ University Start Up ☐ Neither ☐

52. **Is the business based on specific scientific research outside of the university ecosystem.**

Yes ☐ No ☐

53. **If applicable, please state if the solution is affiliated with any scientific research from any universities or research organisations?**



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Optional

54. **Where relevant, share a link to your pitch deck or pitch video summarising your business plan and roadmap. Pitch decks should be max 6 pages, PDF format only and videos to be 1 minute maximum. Please make sure the link is open access.**

Equality Data

Collecting this data will not affect your eligibility for the programme, equal opportunities is important to us. This data will allow to expand the reach of the programme and reflect the diverse innovative ecosystem we have in the UK.

1. **What is the ethnic majority of the ownership of your business?** Please state the ethnicity which owns greater than 50% of the business. If each business owner owns 50%, please select all that apply.
 - Asian or Asian British
 - Black, black British, Caribbean, African or other black ethnic background
 - White
 - Other ethnic groups
 - Mixed or multiple ethnic groups
 - No clear majority
 - Prefer not to say
2. **What is the gender majority of the ownership of the business?** Please state the gender which owns greater than 50% of the business. If each business owner owns 50%, please select all that apply.
 - Male
 - Female
 - Non-Binary
 - Transgender
 - Other
 - Prefer not to say
3. **What proportion of your business is partly, or majority owned by person or persons with a disability?**



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Other Information

4. **How did you hear about the EarthScale Programme? Indicate how you learned about the program.**
- LinkedIn
 - Website
 - Partner university
 - Word of mouth
 - Event
 - Other
5. **Is there anyone who referred you to the programme?**
6. **Please tick to consent to your information being shared with our EarthScale partners for relevant opportunities, and with our PR and Marketing team to support the promotion of your product, service, or business**
Yes ☐ No ☐
7. **Please tick if you would like to receive updates and information through the EarthScale newsletter.**
Yes ☐ No ☐

Data Protection statement

Your personal data will be stored and processed by EarthScale partners in accordance with the General Data Protection Regulation 2018. Information on this enrolment form and regarding your progression through this programme will be collected and provided to Imperial College as the project lead. This information will be used for output verification purposes and evaluation purposes. This information will be used for Public Task.

This means we will use your information only to provide services and communications to your benefit in relation to your participation on the EarthScale programme. To enrol you must select consent.



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Private Notice

Imperial College of Science, Technology and Medicine (the “College” or “Imperial”) is committed to protecting the privacy and security of your personal information. This privacy notice describes how we collect and use personal information about you during and after your relationship with us, in accordance with the applicable data protection legislation and the College’s Data Protection Policy. Please find the Imperial College London - Enterprise Division Privacy

Notice here: <https://www.imperial.ac.uk/enterprise/privacy/>

- I confirm that I have read and agreed to the data protection statement
- I confirm that I have read and agreed to the privacy notice

Terms and Conditions

- I, the signatory, declare that the information provided in this form is accurate and complete to the best of my knowledge
- If successful, I commit to being an active participant in the EarthScale programme and to engaging in cohort-related activities.
- I agree to participate in follow-up surveys/requests for updated company information for the purposes of impact assessment and quality assurance.