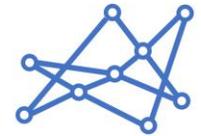# THE JOURNEY OF A SUCCESSFUL INNOBOOSTER & GREENUP APPLICATION PROCESS
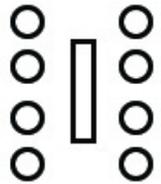
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THE COMPANY AND THE INNOVATION

4I4 ApS (4 Industry 4.0) is a startup established in 2021 with the aim to develop and commercialize IoT energy optimization solutions for dynamical mechanical systems such as HVAC systems and manufacturing machines.

The innovative solutions of 4I4 ApS detect and target energy inefficiencies that are currently not targeted by any solution in the market, and the savings potential is significant.

The solutions comprise of a novel and proprietary software with the working title N-CΛST^{DS} as well as sensors and IoT data transfer units.

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GRANT2GREEN'S COLLABORATION MODEL

We commit to partner for one or more applications.

We expand to target additional opportunities.

COMMIT

EXPAND

EXPLORE

IMPLEMENT

Together, we explore the soft funding landscape.

We implement our application strategy.

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EXPLORE

The two founders of 4I4 ApS were looking to soft funding to develop the N-C∧ST^{DS} software.

Specifically, the founders wanted to free themselves to focus exclusively on the 4I4 venture, and to onboard additional key experts to the team to keep development efforts within the company.

Funding programs to consider as a Danish startup for early stage development without significant external development or deployment partners are e.g. the Innofounder and Innobooster programs of the Innovation Fund Denmark.

COMMIT

The Innobooster program was targeted as the first option, based on an analysis of venture maturity, funding needs, funding history, timing, and the desire to build an organization to complement the two founders in a non-dilutive way.

Grant2green was contracted to develop the Innobooster application. While preparing the application, 4I4 ApS decided to also go for the GreenUp accelerator program at DTU Science Park.

Grant2green helped 4I4 with pitch details and advice during the highly competitive process in which GreenUp selects 15 accelerator entrants from well over 100 applicants.

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IMPLEMENT

An Innobooster application takes the form of a written application in a preset format, and it's a good idea to make use of the option of submitting a 2 minute pitch video.

The GreenUp award process starts by submitting a pitch deck and ends with successfully completing a boot camp.

The process of developing the two applications lasted about three weeks, and the same storyboard was used for both applications. The GreenUp pitch deck was used in part in the Innobooster pitch video.

The Innobooster application was selected for funding about 6 weeks after submission, and 4I4 was awarded GreenUp accelerator entry shortly thereafter.

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EXPAND

"Our collaboration with Grant2green was highly successful in getting us the funding that we need at this stage of our venture. While developing the first grant application, we expanded the scope of collaboration to include a second opportunity, and we ended up being awarded both. Now, we can focus on getting our innovations ready to market."

Ali Mohammadi, CEO of 4I4 ApS

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GRANT2GREEN SERVICES

FUNDING PROPOSALS

Green funding opportunities and volumes are growing fast. We develop a funding strategy and secure the funding that you need to develop your business.

INNOVATION MANAGEMENT

It takes innovation management and data-driven business planning to be succesful. We support and qualify your venture with partner search, market analysis and strategic business plan development.

PROJECT MANAGEMENT

Grants boost the activity level of your venture. We can handle project management and reporting, allowing you to focus on developing your business.

CLIMATE AND SUSTAINABILITY

Unlocking green funding from the large funds requires that your venture or start-up contributes to the green transition. We assist you in uncovering and documenting your green transition potential.

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