



Introducing The Climate Brick, the missing manual for scaling climate tech

**The innovations that shape modern life were built on common frameworks.
Climate tech doesn't have one, yet.**

This decade will define the century, and ultimately the fate of humanity. Our planet is warming at an alarming rate, and human activity is the primary cause¹. We need to step up to the challenge and the opportunities to do so are vast. Mankind has always searched for new solutions, and innovation has pushed the boundaries of what can be transformed in all facets of the economy. The power it has to step up to the climate challenge should not be underestimated.

Hardware and deep tech-based solutions have the potential to abate 90% of 2050 emissions and over the same time period it's estimated that EUR ~270Tn in investments are needed in green businesses. But we don't have the luxury of time. We need to scale these companies to facilitate a global, at-scale technological transformation as fast as possible.

All climate stakeholders are met with the same challenges in navigating this new terrain. The journey to scale is complex, requiring multiple stakeholders, not just founder and investor. Achieving scale demands collaboration between policymakers, industry, and technological minds.

Hardware-based climate tech solutions require a new kind of capital expenditure. Equity investment is just one piece of the puzzle, they must also harness a diverse range of financial tools, from non-dilutive funding to debt and offtake agreements to accelerate adoption and facilitate systemic change.

Simply, the same rules that apply to SaaS startups do not apply, there is no blueprint detailing how to take a company from initial idea (seed) to scale (exit, IPO).

The 50 signatories to this letter have pledged to the challenge to create a playbook to scale. We will collaborate to build The Climate Brick, the missing manual for the new climate tech journey, the open source, go-to place for anyone in climate looking to understand the journey to scale and thus to fast-track impact.

Informed by data, we've conducted one of the most extensive studies on new climate tech startups, analyzing over 3,000 companies and engaging in insightful conversations with ~100 of Europe's climate pioneers and experts.



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The initial platform contains different scaling formulas (bricks) for the climate tech journey. Our analysis has helped identify different types of climate tech scale-ups, showing key milestones across dimensions to unlock scale and growth.

But, it's not a finished item. The Climate Brick project is a community dedicated to empowering and enabling the next generation of climate tech start-ups to fulfill their mission with efficiency and most importantly, impact – removing friction and optimizing the journey by creating a common frame of reference.

We now call on all climate tech stakeholders to join our collaborative community initiative, kick-started by visionary founders, investors, capital providers, policymakers and beyond, to define the new climate tech journey.

By drawing on collective experiences, The Climate Brick will continue to refine our frameworks to steer our course, set ambitious targets, allocate investor capital strategically, and streamline stakeholder engagement.

Join us in building a blueprint that will strive to enable the critical climate tech breakthroughs of the years ahead, uniting to reach Net Zero.

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