



ALGORAND

Green Accelerator

Converting degenerate talent to founding
blockchain-enabled sustainability businesses





Table of contents

01

Background

Do sustainability and degens mix?

02

Accelerator

A 6-month accelerator for Algorand-enabled companies

03

Talent Acquisition

Identifying and converting top degen talent to participate in the accelerator

04

Budget

Budgeting the accelerator



A decorative illustration on the left side of the slide. It features a grey circle representing a globe. Inside the globe are several stylized plants: dark teal leaves, a large teal flower, and a sprig of three small teal flowers. Outside the globe, there are more plants and insects: a large dark teal leaf at the top, a yellow and blue dragonfly-like insect at the top left, a yellow and blue dragonfly-like insect at the top right, and a yellow and blue dragonfly-like insect in the center. At the bottom, there are more dark teal leaves.

01

Introduction

Do degens and sustainability mix well?



Only 6% of degens in
America worry about
blockchain sustainability

— **Forbes Poll**



But!

After Verra pulled out from blockchain, the market has drastically opened up for new players.

Algorand can fill this new gap perfectly.



KlimaDAO & Toucan



KLIMA

The largest sustainability DAO, with a \$1B token market cap at its peak.



TOUCAN

Toucan has had \$4B in carbon trading volume



Algorand Green Accelerator





OKRs

Objective:

Enrich Algorand ecosystem in sustainability sector

Key Results:

Accelerate 5 degen-founded sustainability businesses with \$35k injection each, and possible \$500k follow on.

Initiatives:

6-month accelerator programme in Algorand Europe Accelerator model



Talent Acquisition Campaign



Objective

Generate top of the funnel for applicants to accelerator programme

Key Results

25 highly pre-qualified leads converted to applicants

Initiatives

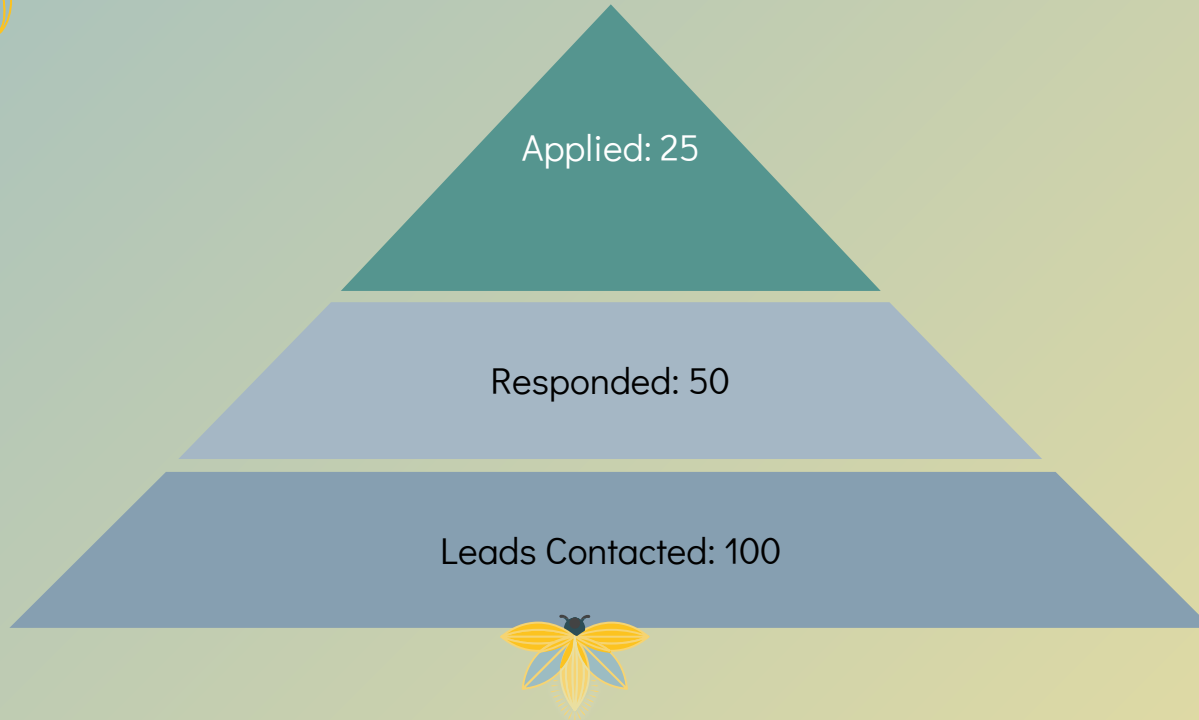
Multi-channel cold outreach campaign



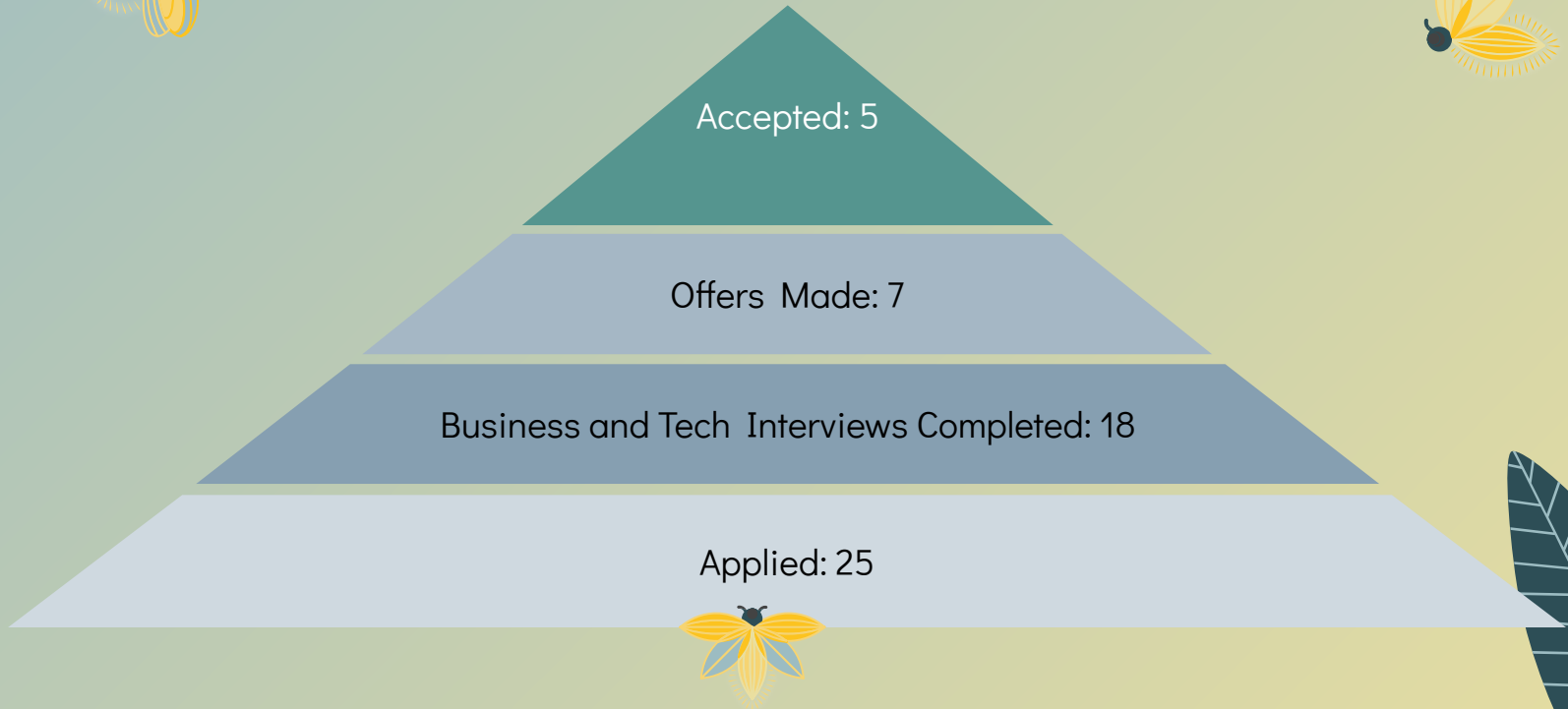
Campaign Details

Timeline	3 months
Target	Founders and potential founders of sustainability businesses on the blockchain.
Lead Gen	<ul style="list-style-type: none">• sustainability tracks on hackathons• business listings• sustainability-related events• communication channels of Discord and Telegram communities
Conversion	Cold outreach campaign using B2B salesforce techniques
Messaging and CTA	Applying to accelerator programme for mentorship and incubation grant
Multi-channel Outreach	Twitter, Telegram, Discord, LinkedIn

Target & Funnel Shape: Outreach



Target Funnel Shape: Admissions



Accelerator Partnerships

The background features a light green gradient with stylized teal and dark green leaves scattered around the edges. A small, stylized insect with yellow and blue wings and a black body is positioned near the top right of the title.

Hello Tractor

Africa's tractor sharing
economy



Boston Uni

Works on Hello Tractor

GCH

Global Carbon Holding is
a key carbon player

GaiaChain

Biodiversity conservation and
ecosystem restoration



IUCN

International Union for
Conservation of Nature



ClimateTrade

Transparency on the
carbon offset projects

Budget: \$215k

Ops: \$38k

Cash Injections: \$175k

\$20k

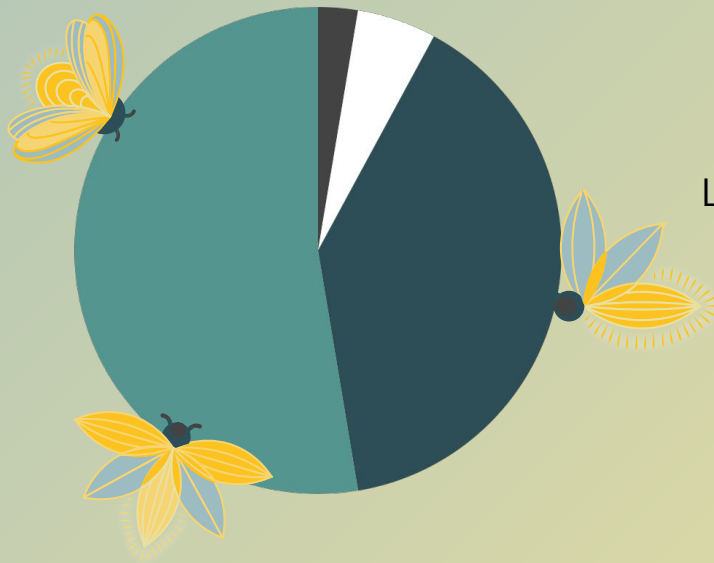
Management

Project management
and misc

\$15k

Mentoring

Paying mentors



\$1k

Outreach

Leadgen and running the
cold outreach campaign

\$2k

Admissions

Interview and HR costs

Happy to chat and explain more

Read the full campaign set up in
the markdown file provided on git.



Hugo 