

# Be Green Hub



Bethesda Green's Be Green Hub nurtures green and social impact startups to accelerate their success as viable companies with purpose. Since its inception in 2009, Be Green Hub has accelerated over 40 companies in environment and food, of which 80% remain in business.

**APPLY TODAY at:**  
[www.f6s.com/begreenhub/apply](http://www.f6s.com/begreenhub/apply)

## Advisors:

Seth Goldman  
*Co-founder of Honest Tea*  
*Executive Chairman of Beyond Meat*  
*Co-founder of Bethesda Green*

Jigar Shah  
*Co-founder of SunEdison and*  
*Generate Capital Inc.*  
*Bethesda resident*

## Key Dates

Application open now and closes December 1st  
Rolling review and acceptance  
Cohort 2018 runs January through June 2018

## WHY APPLY?

- Established **community network**, including partnerships with **angel investor groups** and access to relevant **test beds for pilots**
- **Progressive and flexible six-month curriculum** featuring one-of-a-kind leadership development, as well as technical assistance for B Corp's Quick Impact Assessment
- **Targeted mentorship** from former entrepreneurs and monthly office hours with Jigar Shah
- Build a strong foundation with training and selection of various **professional services and software systems**
- **Free six-month accelerator program**, with opportunity to join **longer-term incubator** for continued education and networking
- **Financial awards** for selected, eligible companies
- Access to **office space** in downtown Bethesda

*Questions? Contact...*

Tina Arreaza | Managing Director, Be Green Hub | [tina@bethesdagreen.org](mailto:tina@bethesdagreen.org)

*"Bethesda and Montgomery County are magnets for conscious consumers and employees. With access to three major airports, and a highly educated and informed population, there is no better place to launch a global brand."*

*- Seth Goldman*

*"A revolution is needed in the energy sector—for the climate, for our kids. Entrepreneurs have led on deploying climate solutions at scale. Bethesda has many entrepreneurs working in this space and a supportive County looking to deploy solutions. Talented visionary entrepreneurs need the necessary community to thrive and become attractive investable companies."*

*- Jigar Shah*

## Selection Criteria

- Beyond ideation stage (pre/post revenue, and pre/post capital raise)
- Positive impact on environment and/or food cycle
- Development of technology, application of existing technology, or no use of technology
- Looking for support with development of partnerships, sales channels and/or raising investment

## Selection Process

- Top candidates aligned with the program will be invited for interview(s)
- Pre-selected companies provided a copy of the Financial and Operational Agreement
- Review process is ongoing and offers to join the program made on a rolling basis

## Examples of Current Companies in Be Green Hub

Neighborhood Sun utilizes community solar projects to increase access to clean energy.

SoFine Food produces Dress It Up Dressing—a line of all natural salad dressings.

Shea Yeleen empowers women in West Africa and the United States through the production, sale and use of shea butter product.

## Notable Be Green Hub Alum

Up Top Acres grows food on roofs—converting underutilized spaces into productive farmland and environmental safeguards.

Created by student-athletes, SUPER COFFEE is a fortified blend of organic Colombian coffee beans, grass-fed protein, and healthy fats from coconut oil.



## WHY BETHESDA?

**Diversity in thought and culture...**

1/3 of the population is foreign-born

**Top talent and education institutions...**

1/3 of population have graduate/professional degrees

**High quality of life...**

Food hub of 900+ restaurants, 400 parks, and 350 cultural institutions in Montgomery County

**Proximity to the nation's policy-makers...**

18 federal agency headquarters in Montgomery County

**HOME OF TALENTED ENTREPRENEURS AND THEIR GREEN START-UPS.**