



FAQs for Domain & Start-up Experts

What domains are you interested in?

We're looking for Domain & Start-up Experts to cover a range of specialisms, including the following:

Start-ups

Brand & marketing, blockchain, business modelling / long term strategy, contracts, corporate governance, data (analysis, management, science), e-commerce / retail, finance, founder development, funding and grant applications, general start up advice, go to market strategy (B2B & B2C), government relations and contracts, growth hacking strategies, hardware product design, idea generation, influencing policy, intellectual property, investment fundraising, legal, making smart partnerships / investments, managing conflict, manufacturing, market research, marketing, open data, operations, people & talent (recruitment / culture), pitching skills, product design, production development, project management, R&D investment, sales (B2B & B2C), selling businesses to corporates, software as a service (SAAS), software engineering, supply chain logistics.

Net Zero

Agriculture, AI, architecture, autonomous vehicles, aviation, batteries, behavioural science, big data, biology, bioplastics, biotech, building energy use, carbon capture, carbon footprinting, carbon pricing, carbon sequestration, cement production, chemistry, circular economy, cities, clean tech, construction, demand side management, desalination, domestic energy consumption, drones, electric vehicles, electrolyzers, electronics, energy, energy networks, energy storage, EV charging, fashion, finance, fintech, food, food loss & waste, geology, green finance, grid (balancing / infrastructure), health care, heat pumps, highways, hydro power, hydrogen, hydrogen economy, industry, innovation analysis, insulation, IOT, iron & steel production, land use change & forestry, legislation & policy, life cycle analysis, logistics, manufacturing, materials, mobility, oil and gas, packaging, producer responsibility, PV, rail, refrigeration & AC, renewable energy, satellite tech, shipping & marine transport, smart energy (domestic), smart energy (industrial), supply chain logistics, telecoms, tidal power, transportation, water & irrigation, wind power.

If your expertise is not included above, but you think would be of benefit to a net zero Start-up, then contact us at hello@carbonthirteen.com

What level of expertise are you looking for? How do you evaluate if someone is an appropriate domain expert or not?

In the first instance, we will ask people to substantiate their expertise and ability to add value. For subsequent cohorts, will we be asking the founders/ ventures for feedback on who gave them value and whom they would recommend to future cohorts.



Will I be paid for the time I commit to Carbon13?

All of our Start-up Experts work pro-bono. Many of our Domain Experts also contribute on a pro bono basis, making an impact on the biggest problem facing humanity in the process. Of those who require to be paid, the hourly rate following an initial introduction call is £50 and upon receipt of an invoice.

How much time do I need to commit to Carbon13?

We will be making introductions to our founders and venture teams at their request, or when we think you are the right expert to help them with a particular challenge. Hopefully our introductions will feel relevant and well-timed, but this can also mean the introductions can be irregular. Some experts may only be called upon once or twice a year, whereas others may be busier. We will keep an eye on the number of introductions to ensure no one expert is overwhelmed, and you can take a break from the process whenever you need to - just let us know. At any point you can also decline an introduction and we will find an alternative.

A single introduction will usually involve a single hour familiarisation call, and then possibly follow-up conversations if both parties agree. Each venture on our programme is allocated up to 30 hours of time with experts overall.

If we have too many of one type of expertise or feel that an expert is not being (or is likely to be) utilised well, we may ask you to step down for the time being. This is important for the expert community to remain manageable, and we can give everyone suitable attention. You will however remain in our community and still be invited to attend broader events.

Do I need to disclose any conflicts of interest with the ventures I work with?

Domain & Start-up Experts must disclose to Carbon13 any potential conflict of interest in which financial or other personal considerations may compromise, or have the appearance of compromising, a DE's professional judgment.

Will I need to sign a Non-Disclosure Agreement?

Yes, all Domain & Start-up Experts will need to sign a Non-Disclosure Agreement to ensure confidentiality. The same agreement is signed by other programme contributors, founders, Carbon13 staff and directors.

Can I charge for additional time beyond my commitment to the ventures with Carbon13?

Normally, we would not expect this to happen during the eight months of the programme. The main exceptions would be if you are offering professional services or supporting them to build some aspect of their work that is fundamental/essential to their ability to raise their next round. Note that if you



are also an investor in the fund, you cannot be directly employed by the company. If you have been directly employed by the venture and been paid for your work, you can no longer invest in the fund¹.

Of course, founders' and ventures' spending decisions are their own. However, we would expect you to keep us in the loop about any commercial arrangements that arise while the venture is in the programme, and you can expect us to be firmly on the side of the ventures when it comes to advising them about what we think they should be spending their money on in order to thrive and survive.

¹ SEIS rules prohibit investors being directly employed by the company unless as a director. You can become a director before or after the investment and still qualify as long as this is before being paid remuneration.



Can I join the board of a venture I engage with through Carbon13?

Yes. But you need to let us know as soon as it comes up and be transparent about who proposed it. Part of the value we add for our founders is to advise them against relationships or arrangements we don't think add value for them.

If you are an investor in the fund, you can become a director before or after the investment and still qualify - as long as this is before any paid remuneration¹.

Can I get equity instead of being paid for my time when working with a particular start-up?

Yes. However, normally, early-stage start-ups with strong teams and high ambition don't need to give equity or cash to early-stage advisors.

Can I select which ventures I work with?

No, although we will be inviting your input on where you think you could add most value based on your background and expertise.

What happens if I don't want to work with a venture anymore?

That will be fine. Carbon13 may invite you to have a short "exit" interview.

Can I invest in a venture pre-demo day?

Yes. We will always recommend that the venture seeks independent advice about a financing deal and how it fits into their funding strategy going forward. Carbon13 wants our ventures to be thoughtful about agreed terms and achieving an appropriate valuation.

Can I invest in a venture post demo day?

Yes.

If I introduce the venture to a professional services firm, is it appropriate for me to have an introductory fee?

No.

If I introduce a venture to an investor who later invests, should I take an introductory fee from the investor?

No.



Do I have to be based in Cambridge in order to provide support?

No. We're looking for the best potential Domain & Start-up Experts, not just those who are geographically closest to Carbon13.

Can I join some of the workshops that the experts will be delivering to the start-ups?

Yes, dependent on the "bandwidth" of the workshops—some are designed around specific participant numbers.

How do I network with the other Domain & Start-up Experts and stakeholders in the Carbon13 community?

Our Communities Director will be scheduling regular networking events (at least quarterly) for the Domain & Start-up Experts and other stakeholders.

Can I put on LinkedIn that I am a Carbon13 Domain Expert?

Yes. Please email hello@carbonthirteen.com for access to our brand assets and guidelines.

If I come across individuals and organisations that want to engage with Carbon13, how should I do this?

We'll give you a list of the right people to introduce to. hello@carbonthirteen.com is a general access point.

As a Domain Expert, do I get access to a Carbon13 email address? What about access to tech?

No - we will not provide you with a Carbon13 email address or any associated tech.

If I have concerns with how a team is operating and with the direction a venture is going, what should I do?

Tell us. We'll be organising regular check-ins among the experts supporting each venture/team.

What is a partner domain expert?

This is a domain expert that resides within one of our corporate partners.