



MIT SOLVE

Amazon Devices Climate Tech Accelerator Marketing and Communications Plan

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Overview

The Amazon Devices Climate Tech Accelerator is your launchpad to transforming the future of consumer electronics. It isn't just any accelerator – this is your opportunity to scale your innovation into devices used by millions of Amazon customers.

As a leader in the fight against climate change, Amazon co-founded The Climate Pledge with an ambitious target: achieving net-zero carbon emissions by 2040, 10 years ahead of the Paris Agreement. Today, we're accelerating this mission by launching the Amazon Devices Climate Tech Accelerator. We're seeking decarbonization innovations that can be integrated into different Amazon products, from Echo smart speakers to Fire TVs, Ring smart home security systems to Kindle e-readers.

The Amazon Devices Climate Tech Accelerator is an equity-free 16-week fast track program that offers climate tech innovators access to Amazon leaders and pitch opportunities to scale their innovations into Amazon products.

Call to Action

What new climate technology innovation can further help Amazon decarbonize their devices, services, and manufacturing supply chain?

Amazon Accelerator Participants Will Receive:

- 16-week Support Program starting in July 2025
- Pitch opportunity to integrate into Amazon devices and services
- Direct access to Amazon leaders
- 1:1 focused mentorship match based on individual needs assessment
- In-kind resources from MIT Solve including marketing support, legal resources and more
- \$100k AWS credits for eligible companies
- Up to three in-person events at Amazon corporate offices
- Workshops and trainings run by experts and Amazon Team members
- Individual Support Sessions for innovation and startup development

- Pitch practice sessions
- MIT Solve will facilitate cohort engagement amongst accelerator participants, creating a community of practice and learning through in-person gatherings and virtual cohort calls.

Target Audience

Climate tech companies globally with a focus on attracting a diverse set of applicants from key geographies, key tech areas focused on decarbonization of product, services and manufacturing supply chain and TRL/MRL stages. Key geographies may include areas with tech innovation hubs such as the US, Europe, Latin America, MENA region, Africa and Asia.

Weblink

<https://solve.mit.edu/amazon-devices-climate-tech-accelerator>

Key Dates

Launch: March 18, 2025

Applications Close: May 1, 2025

Possible Extension Close: May 8, 2025 (To be determined on April 17 based on application numbers)

Content Calendar

Refer to [Appendix A](#)

Social Media

Important Info

- Key hashtags: #SustainableDevices #GreenServices #CleanSupplyChain #TechForGood #AmazonClimateAction #carbonemissions #decarbonization #innovation #sustainability #MIT #Amazon #sustainability #amazondevices, #climatetech, #climatesolutions, #ai, #generativeai, #venturecapitol, #climatetechstartups
- Tags:
 - Twitter: @SolveMIT @amazon @Newlab
 - LinkedIn: MIT Solve, Amazon, Newlabnyc

- Facebook: Solve – MIT, Amazon.com
- Instagram: @solveit @amazon @newlab

Posts

March 18, 12:00 pm (noon) ET Launch: LinkedIn

Attention all climate tech innovators: the Amazon Devices Climate Tech Accelerator has launched! 🚀 This program could be your opportunity to scale your climate tech innovation into millions of Amazon devices worldwide! ➡️ Applications are open now through May 1 to climate tech companies around the globe with innovations that could further decarbonize Amazon products, services, and manufacturing supply chain. Learn more: <https://solve.mit.edu/amazon-devices-climate-tech-accelerator>

April 15 Promo: LinkedIn

We are collaborating with Amazon Devices and Newlab to answer the question: What new climate technology innovation can help Amazon further decarbonize their devices, services, and manufacturing supply chain? Submit your climate tech solution now for a chance to enter a 16-week support program where you'll work with Amazon leaders, pitch your innovation, and have the opportunity to integrate into devices used by millions of Amazon customers! Learn more: <https://solve.mit.edu/amazon-devices-climate-tech-accelerator>

Additional April 23 Promo: LinkedIn

There are just 9 days left for you to apply to the Amazon Devices Climate Tech Accelerator and join the hundreds of applications from over 50 countries that have already been started! This is your chance to pitch and integrate your climate tech innovation into millions of Amazon devices, including Echo, FireTV, and Kindle. Apply now: <https://solve.mit.edu/amazon-devices-climate-tech-accelerator>

Refer to [Appendix B](#) for graphics options

Options to increase promotion if applications are low

- Post on Instagram and Facebook. Suggest beginning with LinkedIn as it is our most engaged platform and has the most relevant audience.
- Application Clinics Promo Post
- Judges Promo Post

Paid Social Ads

Campaign Dates: March 18 – May 1

Target Audience: Climate tech companies globally with a focus on attracting a diverse set of applicants from key geographies, key tech areas focused on decarbonization of product, services and manufacturing supply chain and TRL/MRL stages. Key geographies may include areas with tech innovation hubs such as the US, Europe, Latin America, MENA region, Africa and Asia.

Note: Paid ads are simpler and typically have less text on the images because when you post ads on LinkedIn there is text above and below the image. We will test several options with varying amounts of text to see which performs best and can then use the ad type with the most traction if we need to increase application numbers.

LinkedIn Ads

Refer to [Appendix C](#) for graphics options

Caption: Do you have a climate tech innovation that could help Amazon further decarbonize their devices, services, or manufacturing supply chain? Apply now to the Amazon Devices Climate Tech Accelerator! Applications are due May 1.

Options to increase promotion if applications are low

- Target additional audiences.
- Additional ad variations with different captions.
- Option to run ads on Facebook and Instagram.

Email Marketing

Refer to [Appendix D](#) for emails and email template.

Email #: Subject	Segment	Send Date	Notes
1.1: The Amazon Devices Climate Tech Accelerator is LIVE!	Challenge Promotion	March 18	12pm ET

1.2: Have you ever dreamed of scaling your idea to reach millions?	Challenge Promotion	March 21	
1.3: Ready to take your technology to the next level?	Challenge Promotion	March 25	
1.4: Reminder! Learn how to scale your technology with MIT Solve and Amazon	Challenge Promotion	March 30	
1.5: ONE MONTH left to apply!!	Challenge Promotion	April 1	
1.6: ATTN: Climate Technologist! Upcoming Application Clinic!	Challenge Promotion	April 10	
1.7: Want to pitch your technology to leaders at Amazon?	Challenge Promotion	April 14	
1.8: Upcoming application clinic! Register now.	Challenge Promotion	April 19	
1.Extension: DEADLINE EXTENSION: This is the last weekend to work on your Amazon Accelerator Climate Tech application	Challenge Promotion	April 29	TBD if we are doing a deadline extension on April 17 based on app numbers
2.1: Thanks for starting your Amazon Devices Climate Tech Accelerator application!	Draft Applicants	Varies	Sends right after applicant starts draft
2.2: Should you submit your application to the Amazon Devices Climate Tech Accelerator?	Draft Applicants	March 24	

2.3: Don't forget to submit your application to the Amazon Devices Climate Tech Accelerator!	Draft Applicants	March 28	
2.4: 1 month left to apply to the Amazon Devices Climate Tech Accelerator!	Draft Applicants	April 1	Send in afternoon once we have app clinic recording
2.5: Apply to get exclusive access to Amazon Product Leaders!	Draft Applicants	April 9	
2.6: Join our April 21 Application Clinic to learn more about the Amazon Devices Climate Tech Accelerator	Draft Applicants	April 16	
2.7: 1 week left: apply to the Amazon Devices Climate Tech Accelerator	Draft Applicants	April 24	
2.Extension: DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator	Draft Applicants	April 29	TBD depending on if we extend application deadline
2.8: Deadline TOMORROW! Submit your application for the Amazon Devices Climate Tech Accelerator	Draft Applicants	April 30 or May 7	Dependent on deadline
2.9: LAST CHANCE! Submit now!	Draft Applicants	May 1 or May 8	Send at 8:00am ET
2.FinalReminder: 30 minutes to deadline! Submit now!	Draft Applicants	May 1 or May 8 at 11:30 am ET	

3.1: Thanks for submitting your application to Amazon Devices Climate Tech Accelerator	Submitted Application	Rolling	Sent after applicant submits application
3.Extension: DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator	Submitted Application	Rolling	If we do a deadline extension, send to let applicant know they have more time to make edits
4.1: Exciting news from MIT Solve- Amazon Devices Climate Tech Accelerator now accepting applications	Targeted Outreach	Rolling	For amplify partners/networks
4.2: Apply Now! The Amazon Devices Climate Tech Accelerator is LIVE!	Targeted Outreach	Rolling	For relevant companies

Newsletters

Inclusion in MIT Solve's **April 2** Marketplace newsletter.

Refer to [Appendix E](#) for newsletter draft.

Reporting

Weekly

- MIT Solve will provide weekly updates on draft and application counts, number of draft applicants we expect to submit, webpage views, and promotional activity updates via email and as part of weekly scheduled check-in calls.
- Assess numbers and adjust marketing efforts as needed.

End of Campaign

- MIT Solve will provide a comprehensive campaign overview deck at the close of the promotion cycle, highlighting email, website, and social media performance, applicant data, and takeaways.

Application Clinics

Suggested Dates

- **April 1, 2025:** record and post to website
- **April 21, 2025**

Presentation Slides

Slides forthcoming to be approved by Amazon before use.

Promotion of Application Clinics

Application clinics will be promoted in the newsletter and in emails. Option to promote on social media.

Appendix

Appendix A

Content Calendar

Amazon Accelerator Communications Plan					
STAGE	ACTIVITY	KEY MESSAGES	AUDIENCE	OUTLET	DATE
Launch	Microsite Launch	About Amazon Accelerator, timeline, benefits of the accelerator, eligibility, FAQs, link to application	Potential Applicants, MIT Solve Network, Amazon Network	Amazon microsite	Mar 18-12pm ET
Launch	Social Media Post	Announcement of Amazon Accelerator + CTA to apply	MIT Solve network	LinkedIn	Mar 18- 12pm ET
Launch	Challenge Promotion Email	1.1: The Amazon Devices Climate Tech Accelerator is LIVE!	Potential Applicants	Email marketing	Mar 18- 12pm ET
Ongoing Promotion	Draft Applicant Email	2.1: Thanks for starting your Amazon Devices Climate Tech Accelerator application!	Draft Applicants	Email marketing	Rolling (once application is started)
Ongoing Promotion	Submitted Applicant Email	3.1: Thanks for submitting your application to Amazon Devices Climate Tech Accelerator	Submitted Applicants	Email marketing	Rolling (once application is submitted)
Ongoing Promotion	Targeted Outreach Email	4.1: Exciting news from MIT Solve- Amazon Devices Climate Tech Accelerator now accepting applications	Amplify partners/networks	Outlook (Katie to send)	Rolling
Ongoing Promotion	Targeted Outreach Email	4.2: Apply Now! The Amazon Devices Climate Tech Accelerator is LIVE!	Relevant companies	Outlook (Katie to send)	Rolling
Ongoing Promotion	Paid Social Media Ads	CTA to apply to the Accelerator	MIT Solve network	Facebook and Instagram	March 18 - May 1
Ongoing Promotion	Challenge Promotion Email	1.2: Have you ever dreamed of scaling your idea to reach millions?	Potential Applicants	Email marketing	March 21
Ongoing Promotion	Draft Applicant Email	2.2: Should you submit your application to the Amazon Devices Climate Tech Accelerator?	Draft Applicants	Email marketing	March 24
Ongoing Promotion	Challenge Promotion Email	1.3: Ready to take your technology to the next level?	Potential Applicants	Email marketing	March 25

Ongoing Promotion	Draft Applicant Email	2.3: Don't forget to submit your application to the Amazon Devices Climate Tech Accelerator!	Draft Applicants	Email marketing	March 28
Ongoing Promotion	Challenge Promotion Email	1.4: Reminder! Learn how to scale your technology with MIT Solve and Amazon	Potential Applicants	Email marketing	March 30
Ongoing Promotion	Challenge Promotion Email	1.5: ONE MONTH left to apply!!	Potential Applicants	Email marketing	April 1
Ongoing Promotion	Draft Applicant Email	2.4: 1 month left to apply to the Amazon Devices Climate Tech Accelerator!	Draft Applicants	Email marketing	April 1
Ongoing Promotion	April Marketplace Newsletter	Inclusion in April Marketplace Newsletter with CTA to apply to Amazon Accelerator	MIT Solve network of global innovators	Email marketing	April 2
Ongoing Promotion	Application Clinic	Ask Us Anything-style webinar to answer questions from applicants	Applicants	Zoom Webinar	April 8
Ongoing Promotion	Draft Applicant Email	2.5: Apply to get exclusive access to Amazon Product Leaders!	Draft Applicants	Email marketing	April 9
Ongoing Promotion	Challenge Promotion Email	1.6: ATTN: Climate Technologist! Upcoming Application Clinic!	Potential Applicants	Email marketing	April 10
Ongoing Promotion	Challenge Promotion Email	1.7: Want to pitch your technology to leaders at Amazon?	Potential Applicants	Email marketing	April 14
Ongoing Promotion	Social Media Post	General promotion of Accelerator	MIT Solve network	LinkedIn	April 15
Ongoing Promotion	Draft Applicant Email	2.6: Join our April 21 Application Clinic to learn more about the Amazon Devices Climate Tech Accelerator	Draft Applicants	Email marketing	April 16
Ongoing Promotion	Challenge Promotion Email	1.8: Upcoming application clinic! Register now.	Potential Applicants	Email marketing	April 19
Ongoing Promotion	Application Clinic	Ask Us Anything-style webinar to answer questions from applicants	Applicants	Zoom Webinar	April 22
Ongoing Promotion	Draft Applicant Email	2.7: 1 week left: apply to the Amazon Devices Climate Tech Accelerator	Draft Applicants	Email marketing	April 24
Ongoing Promotion	Challenge Promotion Email	1.Extension: DEADLINE EXTENSION: This is the last weekend to work on your Amazon Accelerator Climate Tech application	Potential Applicants	Email marketing	April 29 (TBD)

Ongoing Promotion	Draft Applicant Email	2.Extension: DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator	Draft Applicants	Email marketing	April 29
Ongoing Promotion	Submitted Applicant Email	3.Extension: DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator	Submitted Applicants	Email marketing	April 29
Ongoing Promotion	Draft Applicant Email	2.8: Deadline TOMORROW! Submit your application for the Amazon Devices Climate Tech Accelerator	Draft Applicants	Email marketing	April 30 or May 7
Ongoing Promotion	Draft Applicant Email	2.9: LAST CHANCE! Submit now!	Draft Applicants	Email marketing	May 1 or May 8
Ongoing Promotion	Draft Applicant Email	2.FinalReminder: 30 minutes to deadline! Submit now!	Draft Applicants	Email marketing	May 1 or May 8 at 11:30 am ET

Appendix B

Social graphics

Launch Post:



**Amazon Devices
Climate Tech
Accelerator**

Ready to scale your climate tech
to millions of Amazon devices?

Apply by May 1

amazon | MIT SOLVE | Newlab

The graphic features a light teal background with rounded corners. On the right side, there are two overlapping rounded square images: the top one shows a colorful, abstract digital pattern, and the bottom one shows a close-up of a smartphone. The text is arranged in a clean, modern layout with a dark teal color for the main title and a white color for the application deadline button.

General Promo Carousel (3 images to be posted together in slide show format):



**Ready to scale your
climate tech to millions
of Amazon devices?**

amazon

MIT SOLVE

Newlab

**Join a 16-week support
program with opportunities
and resources to scale your
climate innovation.**



amazon

MIT SOLVE

Newlab



Apply now to the Amazon Devices Climate Tech Accelerator

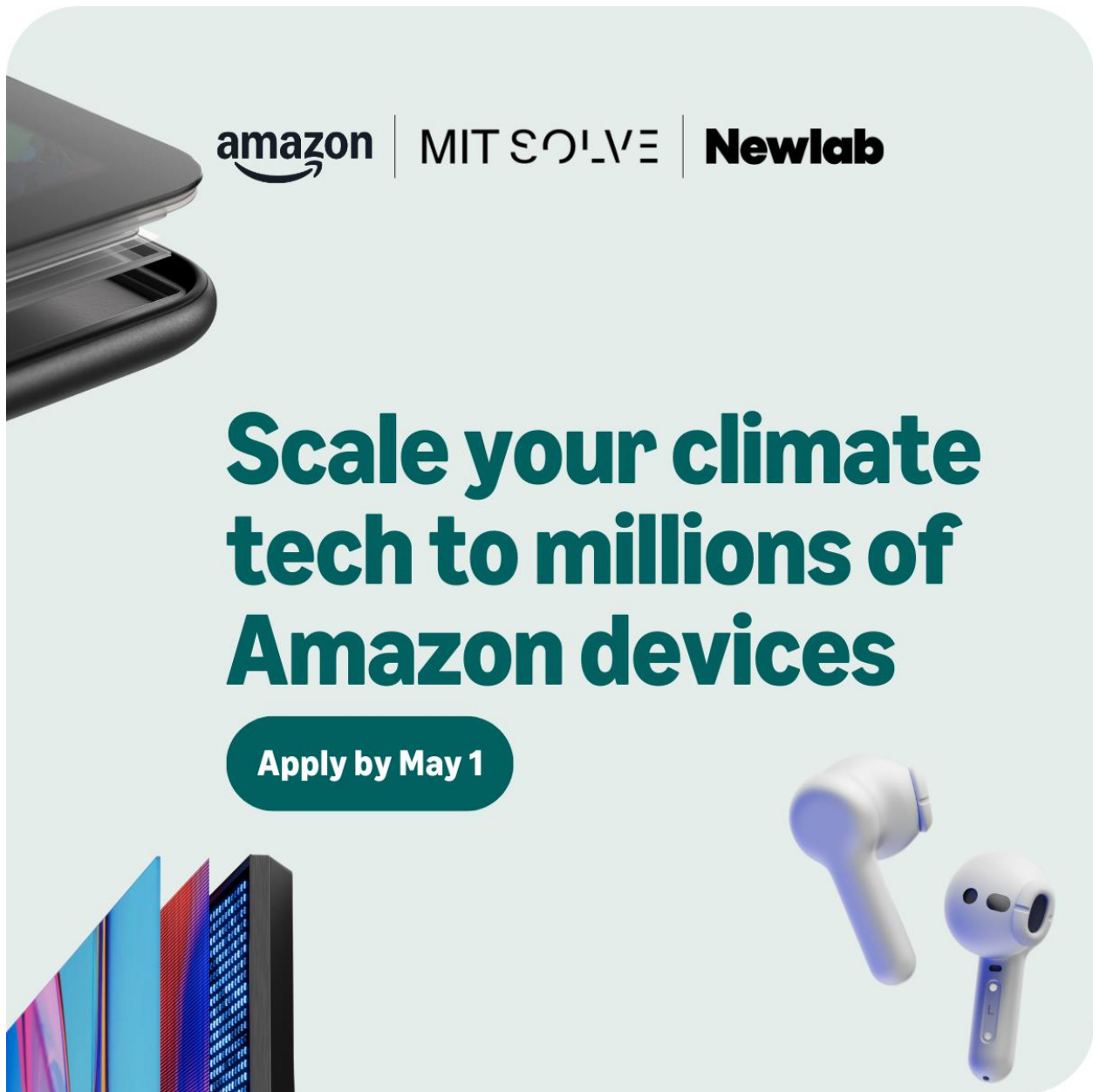


amazon

MIT SOLVE

Newlab

April Additional Promo Post:



Appendix C

Paid social ads

Note: Paid ads are simpler and typically have less text on the images because when you post ads on LinkedIn there is text above and below the image. We will test several options with varying amounts of text to see which performs best and can then use the ad type with the most traction if we need to increase application numbers.



Fast track to mass growth

with the Amazon Devices
Climate Tech Accelerator

Apply by May 1

amazon

MIT SOLVE

Newlab

Amazon Devices Climate Tech Accelerator

amazon | MIT SOLVE | Newlab



This isn't your typical startup accelerator...

apply today and put your climate
tech on the path to reaching millions
of Amazon devices worldwide.

Apply by May 1

amazon

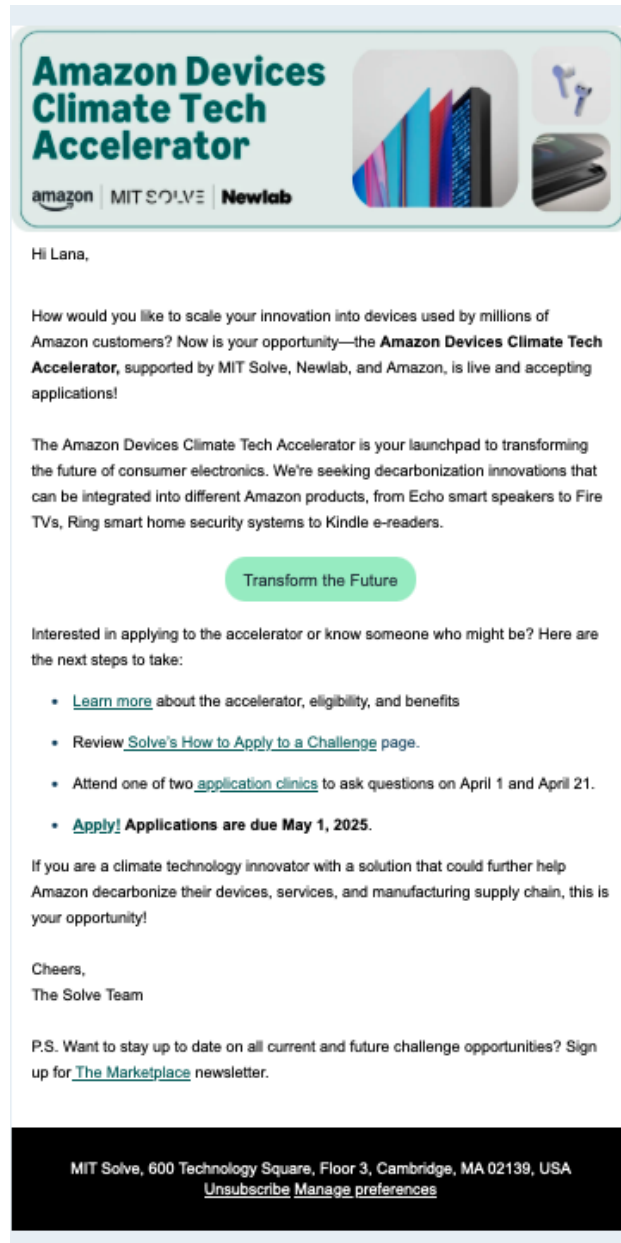
MIT SOLVE

Newlab



Appendix D

Email template:



Emails:

A: Promotional Workflow Emails

Audience:

- HubSpot contacts
 - Contacts who are enrolled via paid social ads
 - Contacts who may sign up via the form from an email from Katie

- Segments of active users (anyone who has applied **or** drafted an application to a past Climate Challenge with relevant tech).

Email 1.1

Send Date: March 18

SUBJECT: The Amazon Devices Climate Tech Accelerator is LIVE!

Meta: Apply now!

Hi [NAME],

How would you like to scale your innovation into devices used by millions of Amazon customers? Now is your opportunity—the **Amazon Devices Climate Tech Accelerator**, supported by MIT Solve, Newlab and Amazon, is live and accepting applications!

The Amazon Devices Climate Tech Accelerator is your launchpad to transforming the future of consumer electronics. We're seeking decarbonization innovations that can be integrated into different Amazon products, from Echo smart speakers to Fire TVs, Ring smart home security systems to Kindle e-readers.

[Transform the Future]

Interested in applying to the accelerator or know someone who might be? Here are the next steps to take:

- [Learn more](#) about the accelerator, eligibility, and benefits
- Review [Solve's How to Apply to a Challenge](#) page.
- Attend one of two [application clinics](#) to ask questions on April 1 and April 21.
- **[Apply!](#) Applications are due May 1, 2025.**

If you are a climate technology innovator with a solution that could further help Amazon decarbonize their devices, services, and manufacturing supply chain, this is your opportunity!

Cheers,
The Solve Team

P.S. Want to stay up to date on all current and future challenge opportunities? Sign up for [The Marketplace](#) newsletter.

Email 1.2

Send date: March 21

SUBJECT: Have you ever dreamed of scaling your idea to reach millions?

Meta: Now is your chance! Apply now.

Hi [NAME],

Katie here from MIT Solve! I'm reaching out because I wanted you to know about the [Amazon Devices Climate Tech Accelerator](#).

Amazon Devices, MIT Solve, and Newlab are collaborating to support companies that have revolutionary climate technologies. Specifically, we're looking for technology that is ready to be scaled and put to use decarbonizing Amazon Devices products.

Do you know a company, startup, engineer, or technologist (i.e. you?!) who might be interested?

[Transform the Future]

We are looking for companies that:

- Have a developed hardware or software tech innovation that can help to further decarbonize Amazon devices products, services, and operations. We are especially interested in cutting edge technologies to address areas in Energy Efficiency, Display, Batteries, PCBs, Low carbon materials, AI, and Circularity.
- Have a senior leader available and willing to participate in a hybrid 16-week accelerator that includes up to 3 in person events.
- Willingness to write an Amazon Press Release/Frequently Asked Questions (PRFAQ) and potential integration assessment for their technology (if selected as a finalist by the Amazon Devices team).

[Learn more and apply here](#). Applications are due by Thursday, May 1, at 12:00 pm (noon) ET.

Happy Solving,

Katie Morgan

Climate Lead
MIT Solve

P.S. Want to stay up to date on all current and future challenge opportunities? Sign up for [The Marketplace](#) newsletter.

Email 1.3

Send date: March 25

SUBJECT: Ready to take your technology to the next level?

Meta: Join us on April 1 to learn about the Amazon Devices Climate Tech Accelerator

Hi [NAME],

Next week, we are hosting an information session on the Amazon Devices Climate Tech Accelerator supported by MIT Solve and Newlab.

Join us on Tuesday, April 1, at 10:00 am ET to hear how the Amazon Devices Climate Tech Accelerator is ready to support companies developing climate technology. We're looking for innovative tech from around the world! Come learn more about this exciting opportunity, which includes:

- **Fast Track to Mass Growth:** Opportunity to directly pitch to Amazon Devices and Services decision makers on how your innovation can be integrated into millions of Amazon devices.
- **Strategic Coaching:** Receive personalized coaching to perfect your pitch including technical deep dives, workshops, and access to free business resources.
- **Growth Mentors:** Be matched with industry and Amazon mentors to grow your company. Meet Amazon, MIT, and Newlab product and venture leaders.
- **Up to \$100K AWS credits:** Easily test and build using Amazon Web Services (AWS) credits. Companies must meet eligibility criteria listed [here](#).
- **Free Business Resources:** Access free resources from MIT Solve including marketing support, legal resources, and more.
- **Equity Free Support:** Accelerate your company with equity-free support for the duration of the program

[Register here and join us on April 1.]

Kind regards,

Katie Morgan
Climate Lead
MIT Solve

Email 1.4

Send date: March 30

SUBJECT: Reminder! Learn how to scale your technology with MIT Solve and Amazon

Meta: Join us on April 1 for more information

Hi [NAME],

Katie here with a reminder about the [Amazon Devices Climate Tech Accelerator](#), supported by MIT Solve and Newlab.

What: The Accelerator is looking for innovative climate tech innovations ready to be applied to further decarbonize Amazon Device products, services, and manufacturing supply chain.

Why: An opportunity to connect with Amazon leaders, with support to further develop, integrate, and scale your technology.

When: April 1 at 10am ET—register [here](#)

Who: You! And anyone in your network who may be a good fit.

Hope to see you then!

Katie Morgan
Climate Lead
MIT Solve

Email 1.5

Send date: April 1

SUBJECT: ONE MONTH left to apply!!

Meta: Don't miss your chance to collaborate with Amazon!

Hello [NAME],

There is just one month left to apply for a chance to integrate your technology to further decarbonize Amazon products, services, and manufacturing supply chain.

[Apply Now]

A few reminders:

- The application will likely take several hours to complete, so be sure to plan accordingly!
- Make sure to submit ahead of the deadline so we can assist if needed
- Your application materials will not be publicly accessible at any point during the application or review process.
- The accelerator is open to anyone in the world, with the exception of US embargoed countries

More information, frequently asked questions, and the link to apply can be found [here](#). You can also find helpful tips on [How to Apply for a Challenge](#).

Good luck!

The MIT Solve Team

Email 1.6

Send date: April 10

SUBJECT: ATTN: Climate Technologist! Upcoming Application Clinic!

Meta: *Join our April 21 to learn more about the Amazon Devices Climate Tech Accelerator*

Hi [NAME],

Join us for our second application clinic on April 21 at 12pm ET to learn more about the [Amazon Devices Climate Tech Accelerator](#).

Together with Amazon and Newlab, we're looking for climate innovators around the world interested in leveraging their technology to further decarbonize the products, services, and manufacturing supply chain of Amazon Devices.

Have questions? [[Register here](#)] and join us on April 21.

Kind regards,

Katie Morgan
Climate Lead
MIT Solve

Email 1.7

Send date: April 14

SUBJECT: Want to pitch your technology to leaders at Amazon?

Meta: Apply for the Amazon Devices Climate Tech Accelerator

Hi [NAME],

Amazon co-founded [The Climate Pledge](#) with an ambitious target: achieving net-zero carbon emissions by 2040, ten years ahead of the Paris Agreement. To work towards this goal, Amazon and MIT Solve launched the Amazon Devices Climate Tech Accelerator.

We're seeking decarbonization innovations that can be integrated into different Amazon products, from Echo smart speakers to Fire TVs, Ring smart home security systems to Kindle e-readers.

[\[APPLICATIONS DUE BY MAY 1\]](#)

Why should you apply to the Amazon Devices Climate Tech Accelerator? If selected, you would receive these benefits:

- **Fast Track to Mass Growth** - Opportunity to directly pitch to Amazon Devices and Services decision makers on how your innovation can be integrated into millions of Amazon devices.
- **Personalized Coaching** - Receive personalized coaching to perfect your pitch including technical deep dives, workshops, and access to free business resources.

- **Growth Mentors** - Be matched with industry and Amazon mentors to grow your company. Meet Amazon, MIT, and Newlab product and venture leaders.
- **Up to \$100K AWS credits** - Easily test and build using Amazon Web Services (AWS) credits. Companies must meet eligibility criteria listed [here](#).
- **Free Business Resources** - Access free resources from MIT Solve including marketing support, legal resources, and more.
- **Equity Free Support** - Accelerate your company with equity-free support for the duration of the program.

Reach out to help@solve.mit.edu if you have any issues when trying to apply or any other questions.

Happy Solving,

Katie Morgan
Climate Lead
MIT Solve

Email 1.8

Send date: April 19

SUBJECT: Upcoming application clinic! Register now.

Meta: Join us for the Amazon Devices Climate Tech Accelerator Application Clinic in Two Days!

Hi [NAME],

Katie here with a reminder to register for our upcoming application clinic for the [Amazon Devices Climate Tech Accelerator](#).

If you are on the fence about applying or not sure if your technology is a good fit, our application clinic can help provide some clarity! Join us on **April 21 at 12:00pm ET** to hear more about the accelerator and tips for how to submit a competitive application.

[\[Register here to learn more!\]](#)

You can also check out this recording from a previous application clinic.

Kind regards,

Katie Morgan
Climate Lead
MIT Solve

Email 1.Extension

Send date: April 29 if we are extending

SUBJECT: DEADLINE EXTENSION!

Meta: This is the last weekend to work on your application

Hi [NAME],

Need a few days to wrap up your application to the [Amazon Devices Climate Tech Accelerator](#)?
Good news! We have extended the application deadline to **Thursday, May 8, 2025 at 12pm (noon) ET**.

If you or your networks are on the fence about applying, know that many of our successful innovators were in your shoes. We are eager to learn more about your technology!

Happy Solving,

Katie Morgan
Climate Lead
MIT Solve

B: Draft Applicant Workflow Emails

Audience: all applicants in Draft on the platform

Email 2.1

Send Date: once applicant begins application

SUBJECT: Thanks for starting your Amazon Devices Climate Tech Accelerator application!

Thank you for starting your application to the [Amazon Devices Climate Tech Accelerator](#). We are excited to hear about your solution to further decarbonizing Amazon products!

Now that you've begun the process, be sure to check out these resources to make applying to the accelerator easier so you can hit that submit and unlock this transformative opportunity faster!

- [Frequently Asked Questions](#)
- [How to Apply to a Solve Challenge](#)

When you're ready to submit, log back in to complete your draft application before the deadline at 12:00 pm (noon) ET on Thursday, May 1.

[LOG IN TO COMPLETE YOUR APPLICATION]

If you need any support while you're working on your application, we have a help desk dedicated to answering your questions. Email us at any time at help@solve.mit.edu.

Best of luck,
The MIT Solve Team

Email 2.2

Send Date: March 24

SUBJECT: Should you submit your application to the Amazon Devices Climate Tech Accelerator?

Hi [Recipient],

Still wondering if you should apply? Submitting an application gives you the opportunity to be selected as a participant in the 16-week equity-free accelerator program with exclusive access to Amazon's product leaders and technical experts who are actively seeking decarbonization innovations like yours.

Selected companies also receive a personalized mentorship match from MIT Solve, access to peer communities, resources, and more.

Don't forget to [log in to complete your application](#) by 12:00 pm (noon) ET on Thursday, May 1.

If you need help on your application, join our information session on April 1 from 10:00 - 11:00am ET. [Register](#) today. We hope to see you there!

Happy solving!
The MIT Solve Team

Email 2.3

Send Date: March 28

SUBJECT: Don't forget to submit your application to the Amazon Devices Climate Tech Accelerator!

Hello [NAME],

We see that you started an application to the [Amazon Devices Climate Tech Accelerator](#), but you haven't hit submit yet.

No worries! There is still plenty of time to finish your application and be considered for this transformational opportunity before the **deadline on Thursday, May 1, at 12:00 pm (noon) ET.**

[\[Apply now button\]](#)

If you have any questions about the Accelerator or about submitting your solution you can:

- [Join a virtual application clinic](#) on **April 1** from 10:00 - 11:00 am ET or **April 21** from 12:00 - 1:00 pm ET.
- Check out the [FAQ](#) and our [How to Apply to a Challenge](#) resources.

Happy solving!
The MIT Solve Team

Email 2.4

Send Date: April 1 afternoon

SUBJECT: 1 month left to apply to the Amazon Devices Climate Tech Accelerator!

Hello [NAME],

MIT Solve here with a reminder that you started an application for the [Amazon Devices Climate Tech Accelerator](#), but you haven't submitted it yet.

The deadline to submit is just one month away, and we want to make sure you don't miss out on this opportunity to further help Amazon transform the future of electronics. 📱

Here are the steps you can take right now to submit before the May 1 deadline:

- Log into your account at solve.mit.edu/login
- Click into your Amazon Devices Climate Tech Accelerator application
- Answer all the required questions
- Click "Submit Solution" in the application by the deadline on Thursday, May 1, at 12:00 pm (noon) ET.

[LOG IN TO COMPLETE YOUR APPLICATION]

Don't wait until the last minute to submit your application! It may be difficult for us to help you with technical issues if you request last-minute help. In post-application surveys, most applicants report that they spent several hours completing the application. Be sure to budget enough time to submit your application before the deadline. Please reach out to help@solve.mit.edu if you are having any trouble with your application, and we will respond as soon as possible.

If you missed our first application information session today, watch the recording [HERE](#) or join us for the next session on April 21 at 12:00 pm (noon) ET. [Register here](#).

Happy solving!
The MIT Solve Team

Email 2.5

Send Date: April 9

SUBJECT: Apply to get exclusive access to Amazon Product Leaders!

Hello [NAME],

We know you are working hard on your application to the Amazon Devices Climate Tech Accelerator, so here's some added motivation to help you hit that submit button:

- This accelerator is an equity-free, 16-week, fast-track program that offers climate tech innovators access to Amazon decision makers and pitch opportunities to scale their innovations into Amazon products.
- Selected companies will work with dedicated technical experts and Amazon teams to validate their innovation's technical feasibility and assess plans for mass-market deployment.
- The accelerator concludes with a final pitch to Amazon Device leaders who can green-light integration pathways, including commercial and technical discussions.
- In addition to all this, you'll receive one-of-a-kind resources and tailored mentorship from MIT Solve.

If you're still not sure whether this Accelerator is right for you, join us for an information session on April 21 at 12:00 pm (noon) ET, or watch a recording of a previous session.

The deadline to submit is 22 days away: applications are due by 12:00 pm (noon) ET on Thursday, May 1. Please reach out to solve@mit.edu if you are having any trouble and we will respond as soon as possible.

Here are the steps you can take right now to submit before the May 1 deadline:

- Log back into your account at solve.mit.edu/login
- Click into your Amazon Devices Climate Tech Accelerator application
- Complete all required questions
- Click "Submit Solution" on the application by 12:00 pm (noon) ET on May 1

[LOG IN TO COMPLETE YOUR APPLICATION]

Don't wait until the last minute to submit your application! It may be difficult for us to help you with technical issues if you request last-minute help. In post-application surveys, most

applicants report that they spent several hours completing the application. Be sure to budget enough time to submit your application before the deadline.

Happy solving!
The MIT Solve Team

Email 2.6

Send date: April 16

SUBJECT: Join our **April 21 Application Clinic** to learn more about the **Amazon Devices Climate Tech Accelerator**

Hi [NAME],

On **Monday, April 21 at 12:00 pm (noon) ET** we are hosting an application clinic on the [Amazon Devices Climate Tech Accelerator](#) supported by MIT Solve & Newlab.

We are looking for innovative climate tech companies from around the world that are excited about the opportunity to further decarbonize the products, services, and manufacturing supply chain of Amazon Devices!

Join the virtual session for help on your application and to learn more about the benefits of this 16-week program, including access to Amazon leaders and pitch opportunities to scale your innovation in Amazon products!

Register today

Kind regards,

Katie Morgan
Climate Lead

Email 2.7

Send Date: April 24

SUBJECT: 1 week left to apply to the Amazon Devices Climate Tech Accelerator

Hi [NAME],

MIT Solve here with a reminder that you started an application for the [Amazon Devices Climate Tech Accelerator](#), but you haven't submitted it yet.

With just **one week left to apply**, we want to make sure you have every opportunity to team up with Amazon in their efforts to achieve net-zero carbon emissions by 2040 through decarbonizing their devices, services, and manufacturing supply chain.

Please reach out at help@solve.mit.edu if you are having any trouble and we will respond as soon as possible

Here are the steps you can take right now to submit before the May 1 deadline:

- Log into your account at solve.mit.edu/login
- Click into your Amazon Devices Climate Tech Accelerator application
- Answer the required questions
- Click "Submit Solution" on the application by 12:00 pm (noon) ET on Thursday, May 1

[LOG IN TO COMPLETE YOUR APPLICATION]

Don't wait until the last minute to submit your application! It may be difficult for us to help you with technical issues if you request last-minute help. In post-application surveys, most applicants report that they spent several hours completing the application. Be sure to budget enough time to submit your application before the deadline.

Happy solving!
The MIT Solve Team

Email 2.Extension

Send Date: April 29

SUBJECT: DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator

Hello [name],

We have extended the deadline for the Amazon Devices Climate Tech Accelerator to **Thursday, May 8, at 12:00 pm (noon) ET**. We hope this gives you the time you need to put the finishing touches on your application and hit submit.

If you have any issues submitting your solution, contact the MIT Solve help desk at help@solve.mit.edu

We are looking forward to receiving your application!
The MIT Solve Team

Email 2.8

Send Date: April 30 or May 7

SUBJECT: Deadline TOMORROW! Submit your application to the Amazon Devices Climate Tech Accelerator

Hi [NAME],

As the deadline approaches for the Amazon Devices Climate Tech Accelerator, we wanted to send another reminder to hit submit on your application.

The deadline is 12:00 pm (noon) ET tomorrow, May 1.

[Hit submit now!]

Remember that submitting an application gives you the opportunity to be selected and take part in the Amazon Devices Climate Tech Accelerator 16-week program and take advantage of unique benefits.

Here are the steps you can take right now to submit before tomorrow's deadline:

- Log into your account at solve.mit.edu/login
- Click into your Amazon Devices Climate Tech Accelerator application
- Answer the required questions
- Click "Submit Solution" in your application by **12:00 pm (noon) ET on Thursday, May 1.**

[LOG IN TO COMPLETE YOUR APPLICATION]

Reach out to help@solve.mit.edu if you have any issues submitting your solution.

Happy solving!
The MIT Solve Team

Email 2.9

Send Date: May 1 or 8, **send at 8:00 am ET on Thursday, May 1 or 8**
SUBJECT: LAST CHANCE! Submit now!

Hi [NAME],

Today's the day! Applications for the Amazon Devices Climate Tech Accelerator close at noon ET (that's in 4 hours)!

[Submit now!]

Remember that submitting an application means you have an opportunity to be selected as one of the companies working with Amazon to transform the future of consumer electronics!

Here are the steps you can take right now to submit before today's deadline:

- Log into your account at solve.mit.edu/login
- Click "Edit Your Solution" on the Dashboard Home
- Answer the required questions
- Click "Submit Solution" in your user dashboard by **12:00 pm (noon) ET today**. This button will only appear once all of the required questions are completed.

[LOG IN TO COMPLETE YOUR APPLICATION]

Reach out to help@solve.mit.edu if you have any issues submitting your solution.

Happy solving!
The MIT Solve Team

Email 2.FinalReminder

Send Date: May 1 or 8, send at **11:30am** on Thursday May 1 or May 8
SUBJECT: 30 minutes to deadline! Submit now!

Hi [NAME],

You have **30 minutes** to submit your solution for the Amazon Devices Climate Tech Accelerator. We don't want you to miss out on a chance to participate in this equity-free 16-week fast track program helping you to scale your innovation into Amazon Products!

Make sure to hit 'Submit' now! The deadline is 12:00pm (noon) ET today.

- Log back into your account at solve.mit.edu/login
- Click "Edit Your Solution" on the Dashboard Home
- Answer the required questions
- Click "Submit Solution" in your user dashboard by **12:00pm ET today**. This button will only appear once all of the required questions are completed.

Reach out to help@solve.mit.edu if you have any issues submitting your solution.

Happy solving!
The MIT Solve Team

C: Submitted Applications Workflow Emails

Email 3.1

Audience: Applicants that just submitted their application

Send Date: Rolling

SUBJECT: *Thank you for submitting your application to the Amazon Devices Climate Tech Accelerator*

Thank you for submitting your application to the Amazon Devices Climate Tech Accelerator!

A few reminders:

- You have until the deadline on May 1 at 12:00 pm (noon) ET to make edits to your application. You can log back in to your profile [here](#).
- Applicants will be notified if they have been shortlisted and will be invited to submit additional information and virtually present their innovation to the judging panel in June (keep an eye out for an email from us at MIT Solve).

We are excited to review your application and learn more about the critical work you are doing to decarbonize consumer electronics!

Best,
Katie Morgan
Climate Lead, MIT Solve

P.S. We are always looking for feedback about the application process. Please fill out this [short form](#) to tell us more about your experience.

Email 3.Extension

Audience: Applicants that have submitted their application

Send Date: April 29

SUBJECT: *DEADLINE EXTENSION: Amazon Devices Climate Tech Accelerator*

Hello,

Thank you for submitting your innovation to the Amazon Devices Climate Tech Accelerator. No action is required from you at this time, but we wanted to share a deadline update.

We have extended the deadline for the application to May 8 at 12:00 pm (noon) ET! This means you have more time to make finishing touches to your application. Even after you have submitted your application, you may edit your submission up until the deadline.

We are looking forward to reviewing your application soon!
The MIT Solve Team

D: Climate Team to Amplify Network and Targeted Innovator outreach

Email 4.1

Send Date: Rolling

Audience: Amplify Partners

SUBJECT: Exciting news from MIT Solve: Amazon Devices Climate Tech Accelerator now accepting applications

Hi {{{Recipient.FirstName}}},

We are thrilled to announce that [MIT Solve](#), an MIT initiative that drives climate innovation, has joined forces with Amazon to launch the [Amazon Devices Climate Tech Accelerator!](#)

The accelerator is looking for innovations to help transform the future of consumer electronics by helping Amazon further decarbonize their devices, services, and manufacturing supply chain.

Given your work, we thought you and your network would be interested in this opportunity.

I would love to ask you to spread the word about this unique opportunity with any companies or innovators you think would be a good fit! I have included some blurbs below, along with an email template for easy sharing and social media links.

The details:

- The accelerator is open for applications until **Thursday, May 1**.
- The Amazon Devices Climate Tech Accelerator is an equity-free, 16-week, fast-track program that offers climate tech innovators access to Amazon leaders and pitch opportunities to scale their innovations into Amazon products.
- Interest areas for innovations include energy efficiency, displays, batteries, printed circuit boards (PCBs), low-carbon materials, artificial intelligence, circularity, and device decarbonization wildcards.
- We welcome applications from around the world that are focused on hardware or software tech innovations.
- You can explore some frequently asked questions [here](#).

We're eager to reach as many communities as possible before the application deadline on **May 1**, and your support in spreading the word is truly appreciated. Please feel free to reach out with any questions!

Kind regards,
Katie Morgan
Climate Lead, MIT Solve

P.S. - Want to stay up to date on all current and future challenge opportunities? Sign up for [The Marketplace](#) newsletter.

Blurbs to share with your network via newsletter:

The Amazon Devices Climate Tech Accelerator is now open for applications! Amazon Devices has joined forces with MIT Solve and Newlab to fuel a unique accelerator experience that is the launchpad for transforming the future of consumer electronics. The accelerator is looking for companies ready to scale their climate tech innovation into devices used by millions of Amazon customers. This equity-free accelerator includes a 16-week fast-track program offering climate tech innovators access to Amazon leaders and pitch opportunities to scale their innovations into Amazon products. Read more and apply [here](#).

—
Social media post to reshare:

[LinkedIn Post](#)

—
Sample email to send your innovator networks:

Dear [Name],

Have you heard about the [Amazon Devices Climate Tech Accelerator](#)? They're looking for climate tech innovators like you who are ready to transform the future of consumer electronics by decarbonizing Amazon devices, services, and manufacturing supply chain. Now through May 1, 2025, at 12:00 pm (noon) ET, you can submit your innovation for a chance to be selected as part of this equity-free, 16-week, fast-track program that offers climate tech innovators access to Amazon leaders and pitch opportunities to scale their innovations into Amazon products.

Amazon Devices is looking for companies around the world with a particular interest in companies working on innovations for energy efficiency, batteries, display, printed circuit boards (PCBs), low-carbon materials, artificial intelligence, and other decarbonization wildcards!

For more information or frequently asked questions, see [here](#). You can also access instructions on the [How to Apply for a Challenge](#) page and read more about MIT Solve on their [website](#).

There will be several live [application clinics](#) to answer your questions, but if you can't wait until then, email help@solve.mit.edu. I hope that you consider submitting an application!

Kind
[Signature]

regards,

Email 4.2

Send date: Rolling

Audience: Companies well suited to apply to the accelerator

SUBJECT: Apply Now! The Amazon Devices Climate Tech Accelerator is LIVE!

Hi {{{Recipient.FirstName}}},

We're very excited to announce that the [Amazon Devices Climate Tech Accelerator](#) is open for applications! Based on the work your company is doing, we thought you might be interested in applying.

The accelerator seeks climate tech innovations that are well-poised to transform the future of consumer electronics by decarbonizing Amazon devices, services, and manufacturing supply chain. The Amazon Devices Climate Tech Accelerator is an equity-free, 16-week, fast-track program that offers climate tech innovators access to Amazon leaders and pitch opportunities to scale their innovations into Amazon products. Read more about the program [here](#).

Interested in applying to the accelerator or know someone who might be? Here are the next steps to take:

- Applications are due May 1! Get started on your application [here](#).
- We also recommend reviewing MIT Solve's [How to Apply to a Challenge](#) page.
- [Sign up for an application clinic](#) on April 21 to go over application tips and tricks and ask questions.

We look forward to hearing from applicants around the world that have a hardware or software climate tech innovation ready to be scaled into devices used by millions of Amazon customers. We hope to see you apply!

Kind regards,

Katie Morgan

Climate Lead, MIT Solve

P.S. - Want to stay up to date on all current and future challenge opportunities? Sign up for [The Marketplace](#) newsletter.

Email outreach to innovation hubs:

- Full URL: https://solve.mit.edu/amazon-devices-climate-tech-accelerator?utm_campaign=10003040-Amazon%202025%20Challenge&utm_source=personal_outreach&utm_medium=email&utm_content=innovation_hubs
- Shortened: <https://hubs.li/Q03gZTY10>

Email outreach to prospective applicants:

- Full URL: https://solve.mit.edu/amazon-devices-climate-tech-accelerator?utm_campaign=10003040-Amazon%202025%20Challenge&utm_source=personal_outreach&utm_medium=email&utm_content=prospective_applicant
- Shortened: <https://hubs.li/Q03gZZtT0>

Appendix E

Newsletter draft:



MIT

SOLVE



Apply to the Amazon Devices Climate Tech Accelerator

Applications due May 1

There is just one month left to apply for a chance to integrate your technology to further decarbonize Amazon products, services, and manufacturing supply chain.

Apply Now

We are looking for companies that:

- Have a developed hardware or software tech innovation that can help to decarbonize Amazon Devices products, services, and manufacturing supply chain. We are [especially interested](#) in cutting-edge technologies to address areas in Energy Efficiency, Display, Batteries, PCBs, Low-Carbon Materials, AI, and Circularity.
- Have a senior leader available and willing to participate in a hybrid 16-week accelerator that includes up to 3 in-person events.
- Are willing to write an Amazon PRFAQ and potential integration assessment for their technology if selected as a finalist by the Amazon Devices team.

[Learn more and apply here](#). Applications are due by Thursday, May 1, at 12:00 pm (noon) ET.