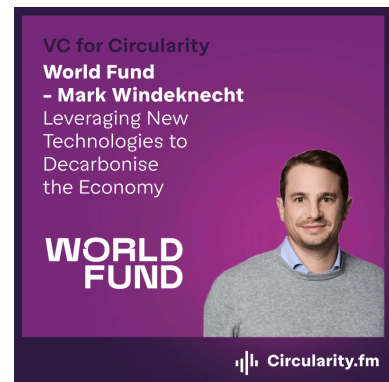


Leveraging New Technologies to Decarbonise the Economy with Mark Windeknecht from World Fund | Venture Capital

Key Learnings



Lead with Carbon Drawdown, Not Just Good Intentions

World Fund prioritizes startups with significant carbon performance potential (CPP), using a rigorous methodology to assess both top-down sector potential and bottom-up technological additionality. **Founders must quantify how their solution outperforms current decarbonization trends**, demonstrating tangible emissions reductions at scale - mere alignment with regulation isn't enough.

Hardware is Crucial - and Capital Intensive

Most breakthrough decarbonization solutions are hardware-based, requiring deep, multi-stage funding. World Fund backs these companies not just at seed and Series A, but also into Series B, and urges startups to **bring in finance experts early** to design scalable CapEx and funding strategies - **licensing models and venture debt are often not viable shortcuts** in early phases.

Regulation and Technology are the Dual Engines

Emerging regulations (e.g., mandatory battery recycling content by 2031) are now materially shaping demand. **Combined with technological advances - AI, robotics, quantum computing - this regulatory push is enabling new business models** and creating timing advantages for companies that are already prepared to scale.

Make the Business Case, Not a Moral Plea

Founders must build and pitch circular solutions as financially sound ventures, not just ethical imperatives. Mark emphasizes that while the mission matters, **funding hinges on profitability without green premiums** - appealing even to investors who don't prioritize sustainability.

Listen to the full episode here:

<https://circularity.fm/leveraging-new-technologies-to-decarbonise-the-economy-with-mark-windeknecht-from-world-fund-venture-capital/>