

Google for Startups

Accelerator

AI for Energy

Apps

Brazil

Canada

Cloud AI

Europe

India

Southeast Asia

Empowering startups to go further



North America - Hybrid



Ten weeks



Pre-Seed to Series A

**Applications close -
June 30, 2025**

The **Google for Startups Accelerator: AI for Energy** program empowers startups to develop cutting-edge solutions for the energy sector. This program focuses on themes of grid optimization, demand flexibility and energy solutions for various customers, including utilities and commercial entities. By supporting advancements in areas such as interconnection queues and carbon-aware infrastructure, the accelerator aims to drive innovation, sustainability, and reliability in the energy landscape.

This ten-week program for high potential Pre-Seed to Series A startups focuses on energy solutions to drive innovation, sustainability and reliability in the energy sector.

What to expect

Ten-week hybrid program with workshops and mentoring sessions followed by a live Demo Day.

- Curriculum containing workshops in the following topics: technology, OKR's, growth, product, design, and leadership
- Access to up to \$350k in Cloud Credits
- Access to exclusive Early Access Programs for Google tools
- Personalized mentorship and technical support from Google experts
- Engagement with senior Google leadership
- Additional fundraising guidance and mentorship from VCs and industry experts
- Opportunity to pitch at a high-profile Demo Day for potential partners, customers and investors.
- Access to global Accelerator Alumni community

Who should apply?

Google is looking for growth-stage startups, fulfilling the following criteria:

- Pre-Seed to Series A
- Building solutions related to: 1) utilities, grid operators, and energy developers, 2) Demand flexibility and optimization, or 3) Energy solutions for industrial, commercial, residential, and cloud customers. (See FAQ's below for additional details).
- Revenue generative high-potential startups with growing teams (5+ employees), United States and Canada headquartered
- Attendance by minimum 2 people from the startup at key program modules, including the CEO & CTO
- Strong potential to leverage Google products/ technical expertise (e.g. Cloud, Data, AI, Machine Learning)
- A clear vision for growth and scale



Program Schedule

- Week 1 ● Welcome & OKRs
- Week 2 ● Product, UX & Design
- Week 3 ● Breakout Week
- Week 4 ● Tech - AI/ML Week 1
- Week 5 ● Tech - AI/ML Week 1
- Week 6 ● Sprint Week
- Week 7 ● Sales & Growth - Week 1
- Week 8 ● Sales & Growth - Week 1
- Week 9 ● People & Leadership
- Week 10 ● Demo Day & Graduation

**Schedule subject to change*

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