

PepsiCo APAC Greenhouse Accelerator 2024 accolades the latest innovations

27 September 2024 | News

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PepsiCo, today, unveiled AlternA as the winner of its 2024 Greenhouse Accelerator Program - APAC edition, highlighting the company's ongoing desire to help foster next-generation solutions for a more sustainable future. The Greenhouse Accelerator is an important initiative within PepsiCo's pep+ strategy, which seeks to promote sustainability across the company's operations. By supporting entrepreneurs who focus on reducing waste, improving food security, and addressing climate change, PepsiCo is reinforcing its efforts to work towards a sustainable food system that benefits both people and the planet. Selected from a group of 10 finalists across APAC, including Thailand, Vietnam, the Philippines, Australia, and China, the 2024 Greenhouse Accelerator Program winner, AlternA, was selected for its pioneering approach to reducing carbon emissions across agriculture, industry, and residential heating through thermal energy.

As part of their win, AlternA will receive an additional USD 100,000 grant to further develop its solution. This grant will be instrumental in helping them to scale their sand-based battery, which was recently piloted at PepsiCo's food plant in Vietnam, completing a pellet drying project with a view to trial heating oil next.

"Winning PepsiCo's APAC Greenhouse Accelerator Program 2024 is a pivotal moment for our startup," said Hai Ho, Co-Founder and COO of AlternA. "PepsiCo's mentorship and resources have helped us sharpen our strategy and accelerate our growth. We look forward to further collaborating with PepsiCo to expand the reach of our solution and contribute to a more

sustainable future.â?•

The Greenhouse Accelerator Program is designed to be a launchpad for startups that are reimagining the future of business through sustainability. Participants receive personalized mentorship from PepsiCo executives, a USD 20,000 grant, and access to PepsiCoâ??s extensive industry network, positioning them to bring their innovative solutions to market faster.