



About 35 Mules

Accelerate your entrepreneurial journey with the 35 Mules innovation hub. 35 Mules is the first in-house innovation hub backed by a global energy leader, NextEra Energy.

Our 15-month program helps startup companies grow and scale through mentorship, coaching, tailored programming and connections – all in-person at NextEra Energy's corporate office in Juno Beach, Florida. Additionally, we offer a rent-free workspace and a \$100,000 no-equity cash grant for each startup company.

35 Mules programming typically benefits Pre-Seed to Series A companies, although startups of any stage and industry are invited to apply. The program invites founders from Florida, other U.S states, and internationally to submit an application.

Learn more at www.35Mules.com.

The first in-house innovation hub
backed by a global energy leader.

35Mules™
INNOVATION HUB



35 Mules FAQ

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1. Why did Florida Power & Light Company create 35 Mules?

35 Mules is Florida Power & Light Company's innovation hub, designed to grow and scale startup companies. 35 Mules was originally created – and continues – to build economic development within Florida, fostering entrepreneurship and innovation. This includes creating the next generation of innovative jobs, growing and scaling startups, and facilitating ecosystem connections throughout the state.

2. What types of startups are eligible for 35 Mules?

35 Mules programming typically benefits Pre-Seed to Series A companies, although startups of any stage and industry are invited to apply. The program invites founders from Florida, other U.S. states, and internationally to submit an application.

3. Is the 35 Mules cohort program in-person, and how long does it run?

35 Mules programming is in-person up to three days per week at NextEra Energy's corporate office in Juno Beach, Florida. The program requires one founder or C-level executive to be present each week for programming. On occasion, virtual participation is accepted due to business conflicts, but is the exception and not the rule.

4. Does 35 Mules take equity, and does it guarantee a pilot with NextEra Energy?

No, 35 Mules does not take equity from startups, as it focuses on early-stage economic development in Florida. 35 Mules offers a \$100,000 cash grant to each company to build their business, all without equity. While participation in the 35 Mules program does not automatically lead to a pilot with NextEra Energy, it does provide numerous opportunities to connect with subject matter experts within the company, fostering potential growth and scaling of your startup.

5. Can startups access funding opportunities?

Yes. 35 Mules has connections to Florida investors and venture capitalists, and some national investors. Startups are also given the opportunity to pitch their ideas and secure funding from these networks. Additionally, the program offers grant writing workshops and resources to startup companies.

6. Which startups have been in 35 Mules?

The first class of innovators – known as the Original Six – featured six startups and 14 entrepreneurs who graduated from the program in December 2021. They include Hygge Power, Neptunya, Purivy, SustainaBase, Switched Source, and Synergy Research Labs.

35 Mules welcomed its second class of innovators and seven startup companies into the program in March 2022. The second cohort included Abilitare, Bond Energy, Digital Twin Marine, Intelfuse, Revterra, Sensatek Propulsion Technology and SMG Delivering Data.

After a significant increase in applications, 35 Mules selected and welcomed their third cohort in October 2023. The startup companies include: eMobi, Cambio, Chemergy, Cypienta, Fire Neural Network, Noteworthy AI, and Ocellott.

Learn more about the previous cohorts by visiting www.35mules.com/herd.html and the current cohort at www.35mules.com/cohort.html.

7. Do I have to be a Florida founder? Do I have to move to Florida for programming?

No. 35 Mules welcomes founders from Florida, other U.S. states, and internationally to apply and grow their businesses within the Florida startup ecosystem.

8. Can you describe the application process and timeline?

Applications for Cohort 4 run from February 17 at 8 a.m. to April 1 at 5 p.m. Between 6 and 10 startup companies are selected, and those who are accepted can expect an approximate start date of September 2025.

Startups need to submit an online application, then undergo a selective vetting process. This includes a technical and leadership evaluation, a background and drug screening, and an executive panel review, in which companies will pitch their business idea to a panel of company leaders. Apply at www.35mules.com.

9. How does 35 Mules support the startup ecosystem outside of its current cohort?

35 Mules provides support for ecosystem events around the state, facilitates commercial introductions for startup companies and advances early-stage economic development projects.