

CIRCULÉIRE New Venture Innovation & Mentoring Program 2021 – Call for Applications

1. Introduction

[CIRCULÉIRE – The National Platform for Circular Manufacturing](#) seeks to accelerate Ireland’s transition towards a net-zero carbon circular economy. A key objective of the programme is to demystify, de-risk and deliver circular business model innovation for Irish industry.

2. CIRCULÉIRE’s Start Up Innovation & Mentoring Program

2.1 Description

CIRCULÉIRE is looking to assist circular economy start-ups and businesses that are revenue generating and scaling to - develop their solutions such that they can help make a systemic impact on our economy and consumer behaviour thus driving Irelands transition to net-zero carbon circular economy.

2.2 Eligibility Criteria

The company/business solution **must** be related to the “circular economy” “Circular Manufacturing” “Circular Production Systems” “Circular Supply chains”, “Circular Products”

The solution **must** be at a high technology readiness level (TRL6-8) i.e. a validated technology, close to market or recently launched on the market.

2.3 Benefits

- Business coaching & training
- Mentoring by industry experts and experienced founders
- Validate your product/technology and market
- Find your product-market fit
- Understand how to gain access to MNC and SME supply-chains through CIRCULÉIRE’s network
- Access to local ecosystems and infrastructure to drive growth and internationalisation
- Get investor ready and establish contacts with investors & VCs/funds
- Receive € 5,000 in equity-free funding for your new venture

3. Application Evaluation Criteria

Applications will be evaluated based on the degree to which they meet the following criteria:

- Alignment with CIRCULÉIRE’s program objectives
- Previous track record of performance over the previous 3 years including evidence of circular economy contributions.
- A strong leader/s in the business fully committed to the program and the ideals of the circular economy.
- Strong leadership team with a track record of skills/capabilities to make the new venture succeed.
- Strong Value Proposition/s encapsulated in a well-designed business model which will deliver growth and profitability through circular economy principles.
- Strong prospect of generating defensible IP.
- Evident understanding of the target market/s and the marketing strategy that is to be employed.
- The financial strength to fund and sustain the new venture through the valley of death.

4. Timeline

Date	Description of Activity
13/07/2021	<i>Call for Applicants Launched (open for c.5 weeks)</i>
20/08/2021	<i>5pm (GMT) Applications Closed</i>
w/c 23/08/2021	<i>Evaluations</i>
w/c 31/08/2021	<i>Invitation to Shortlisted Applicants for (Remote/Virtual) Interview</i>
03/09/2021	<i>Confirmation of Acceptance on to Programme</i>
10/09/2021	<i>Contract Signed</i>
15/09/2021	<i>Programme Commences</i>

5. Application Process

Applicants must submit their completed application forms no later than **1700hrs on Friday, the 20th August 2021** via the following email: circuleire@imr.ie