

## CIRCULÉIRE New Venture Innovation & Mentoring Program 2020 – 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 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 (TRL) i.e. 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 contact to 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

<b>Date</b>	<b>Description of Activity</b>
<b>23/11/2020</b>	<b><i>Call for Applicants Launched (open for 2 weeks)</i></b>
<b>7/12/2020</b>	<b><i>Applications Closed</i></b>
<b>w/c 7/12/2020</b>	<b><i>Evaluations</i></b>
<b>14/12/2020</b>	<b><i>Award Notification to Successful Applicants</i></b>
<b>18/12/2020</b>	<b><i>Contract Signed</i></b>
<b>Q1 2021</b>	<b><i>Program Commences</i></b>

### 5. Application Process

Applicants must submit their completed application forms by midnight on Monday 7th December 2020 via [circuleire@imr.ie](mailto:circuleire@imr.ie)