



TOGETHER
4 CIRCULAR

YOUR JOURNEY TO NET ZERO STARTS HERE!

DRIVING TOGETHER TO NET ZERO SOCIETY





Who We Are

- ▶ **Enthusiasts, missioners and creators of new opportunities for urgent and transformative climate action!**
- ▶ **In our sustainable commitment, we have been implementing all the CE (Circular economy) principles that minimize waste, optimize resource use, and promote sustainable practice.**
- ▶ **Circular Economy: Start-ups who are building solutions that extend the lifetime of products through reverse logistics, repair capabilities accessible to end users, and more**

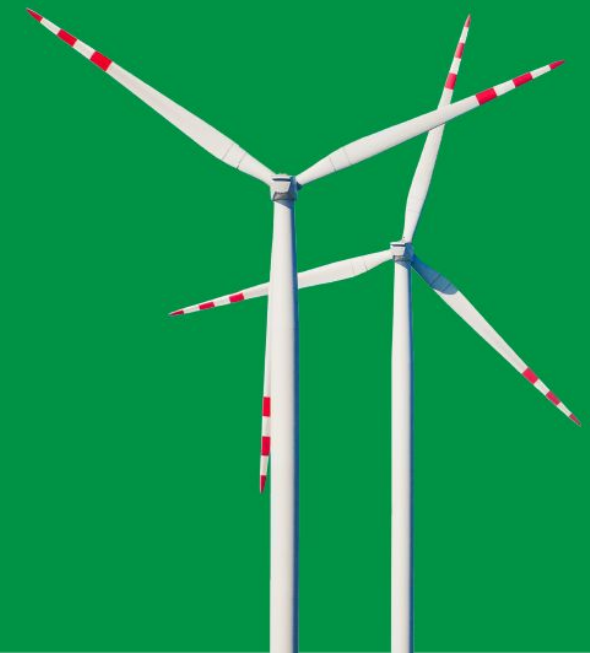


YOUR JOURNEY TO NET ZERO STARTS HERE!



Syllabus

- ▶ **Understanding the circular economy, Product Strategy Benefits** - Understand why a Product Strategy is needed and what its key components are
- ▶ **Designing for a circular economy, Product Vision** - Learn how to create a compelling vision for your product.
- ▶ **Making the shift** - Learn which markets to enter and which to avoid by applying a market attractiveness analysis.



YOUR JOURNEY TO NET ZERO STARTS HERE!



Our designation (visibility)

- ▶ welcome start-ups who have moved beyond prototype testing and are working towards generating initial revenue and growing operations (Tech Readiness Level 4 / 6 and above).

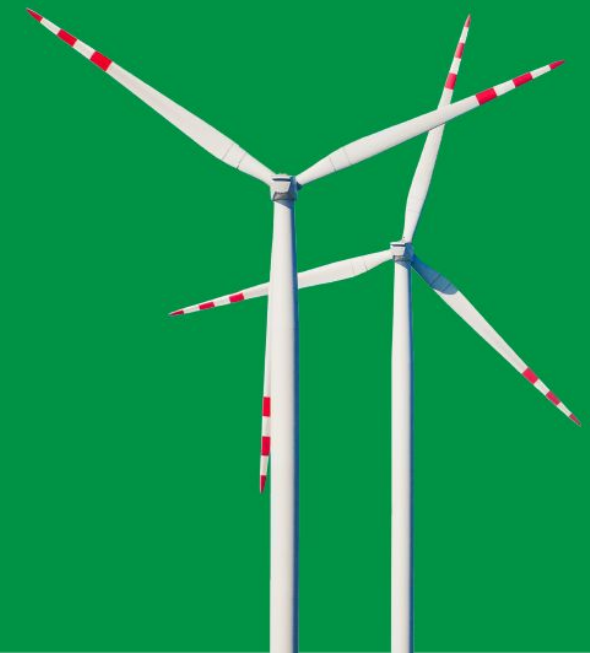


YOUR JOURNEY TO NET ZERO STARTS HERE!



What we are looking for

- ▶ We are looking for startups with technologies, business models, products and materials that have been designed to advance the transition to a circular economy. Startups must address one (or more) of the principles of the circular economy as a fundamental part of their business model. These principles are:
- ▶ Eliminate waste and pollution
- ▶ Circulate products and materials
- ▶ Regenerate nature



YOUR JOURNEY TO NET ZERO STARTS HERE!



9 Months acceleration program in CIRCULARITY (6+3)

6 months program

- 1st Module 2 months problem defining
- 2nd Module 2 months work inside the Faculty LAB for innovations
- 3rd Module 2 months defining business model - supply change



YOUR JOURNEY TO NET ZERO STARTS HERE!



1st Module - Product Master Class

Two months program, 8 weeks delivery, twice a week (4 hours per week) including the topics:

- 1.1. Problem defining, MVP reconfirmation
- 1.2. Design thinking problem solving
- 1.3. Intellectual Property Basics for Start-ups and Entrepreneurs

What you will learn

- Product Strategy Benefits - Understand why a Product Strategy is needed and what its key components are
- Product Vision - Learn how to create a compelling vision for your product.
- Market Research - Learn which markets to enter and which to avoid by applying a market attractiveness analysis.



YOUR JOURNEY TO NET ZERO STARTS HERE!

2nd Module - Work inside the green labs

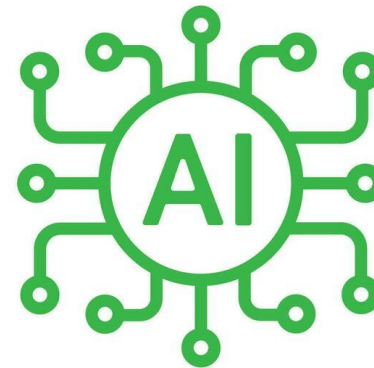
Two months program, 8 weeks delivery, once a week (2-3 hours per week) including the topics **Open innovation in circularity, Innovation With Lean Startup Methodology supported by AI and IoT**

Including Hakatons and young students innovation inside the lab with the companies

- 1.1. Plastics
- 1.2. Fashion
- 1.3. Food
- 1.4. Built Environment



The Carbon Footprint



YOUR JOURNEY TO NET ZERO STARTS HERE!



3rd Module - Business model development

Two months program, 8 weeks delivery, once per week (2-3 hours per week)
including the topics:

- 1.1. Primary revenue matrix
- 1.2. Secondary revenue matrix for additional commercialisation
- 1.3. Product scale up

What you will learn

- Business Design Modeling - Learn how to create a winning product strategy by applying techniques from the world of business design
- Service Design - Learn what features to include in your product by applying service design techniques
- Go-2-Market - Learn how to launch your new product using a marketing plan.

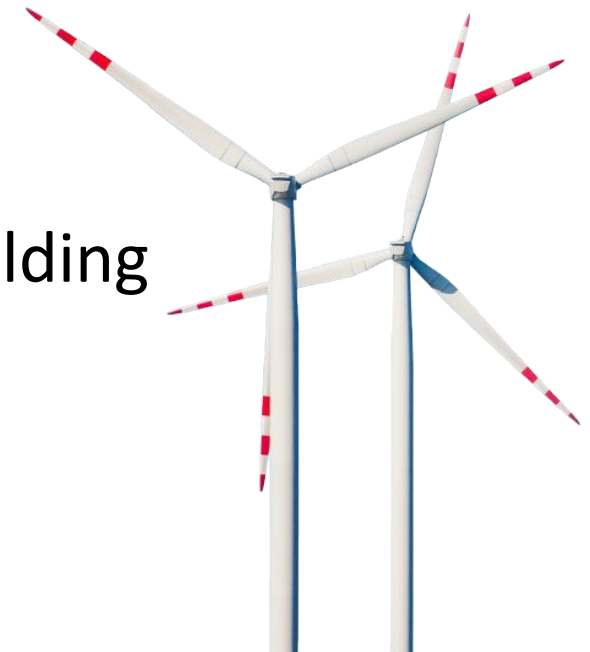


YOUR JOURNEY TO NET ZERO STARTS HERE!



+ 3 Months - additional commercialisation program

- 1st Venture capital, Pitch preparation B2B meetings
- 2nd EU Project application assesment and preparation
- 3rd Circular Events & Fairs, networking, community building



YOUR JOURNEY TO NET ZERO STARTS HERE!



TOGETHER
4 CIRCULAR

YOUR JOURNEY TO NET ZERO STARTS HERE!

DRIVING TOGETHER TO NET ZERO SOCIETY



THANK YOU!

