

ABOUT THE ACCELERATOR

The Circular Economy ClimAccelerator will be a result-oriented programme for startups and enterprises (beyond pilot stage) that address the root cause of waste generation while prioritizing the wellbeing of informal workers and underserved communities in Bengaluru.

The aim is to help startups and enterprises develop leadership and skills to scale their circular business model. A circular business model is an approach to business that aims to eliminate, prevent, and minimize waste and make the most of resources by following the principles of a circular economy.

Through the 6-month tailored programme, participants will receive:

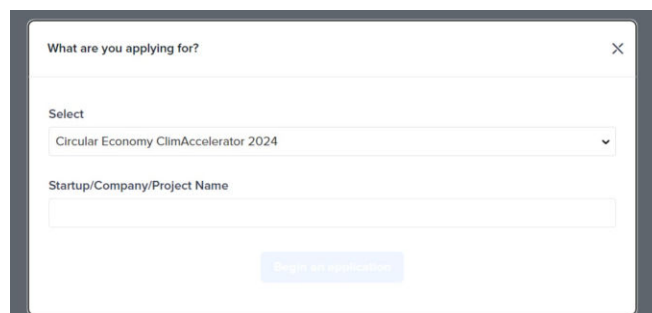
- Equity-free Funding: Up to USD 98,000 available for the top five solutions
- Access to Experts: Guidance on sustainable business practices and circular economy principles by subject-matter experts
- Individual Mentorship: Personalized support from industry professionals
- Impact and Circular Economy Deep Dives: Immersive workshops on impact measurement and circularity

PROGRAMME DETAILS

- Open Call for Applications: 18th March – 7th April 2024
- Deadline for Submission of Applications: 7th April 2024, 11.59 PM IST
- Announcement of Selected Teams: 22nd – 30th April 2024
- Programme Dates: May to October 2024, culminating in a Demo Day
- Expected Time Commitment: 7-8 hours per month for 6 months
- Workshops and Mentoring: Bi-weekly sessions with experts and/or industry professionals

HOW TO APPLY

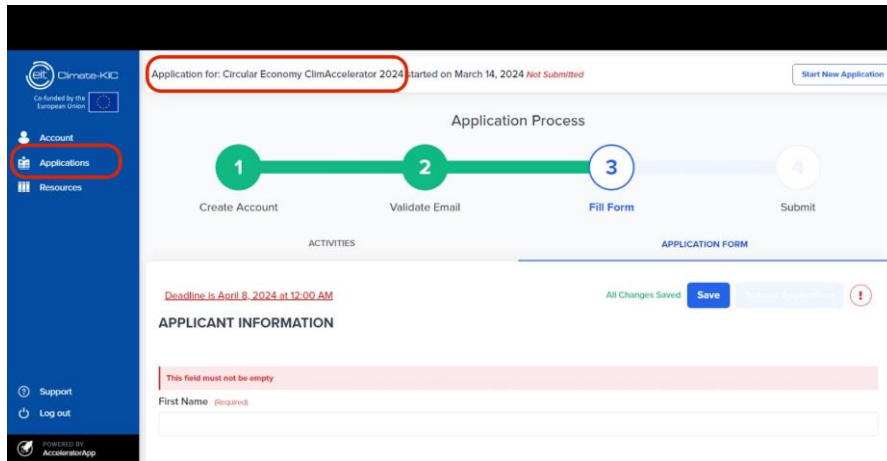
- Click on the provided link: climatekic.acceleratorapp.co/application/new?program=circular-economy-innovation-cluster-accelerator-2024
- Sign up using your Google account or manually fill in details for account creation on the Accelerator APP. If you are filling details manually, please save your credentials for future login.
- Confirm your registration through the auto-generated email sent to your registered email id.
- Link on the confirmation mail will take you to the Accelerator APP. At this stage if you see below pop-up window, please close it.



The screenshot shows a web form titled "What are you applying for?". It features a dropdown menu with "Circular Economy ClimAccelerator 2024" selected. Below the dropdown is a text input field labeled "Startup/Company/Project Name". At the bottom of the form is a blue button labeled "Sign Up / Register".

For queries: asiapacific@secondmuse.com

- Navigate to the left side menu and click on the "Application" button (highlighted in red).



- Fill in the details of your organization and its suitability for the accelerator program. You can save the details and continue filling them in later at your convenience.
- Ensure that the application page displays "Circular Economy Climate Accelerator Bengaluru 2024" on top (highlighted in red).
- Once submitted, you will again receive a confirmation email.
- We will review your application and update you about. You can check the status of your application on the Accelerator APP using your credentials

ASSESSMENT PROCESS

Eligibility – Applications must satisfy all four eligibility criteria shown below to be considered for further assessment.

S.No.	Eligibility criterion	Corresponding Section on Application Form
1	Should be a registered company with the Ministry of Corporate Affairs, GOI	Company/Organization - Eligibility
2	The solution should be beyond the pilot stage (Validated and Growing Enterprise)	Company/Organization - Eligibility
3	The solution applies at least one or more upstream circular strategies from R1 to R7	Company/Organization - Eligibility
4	Has an active impact on waste prevention and elimination in Bengaluru or has a near-future plan for expansion	Company/Organization - Eligibility

In selecting solutions, preference will be given to those that:

- Have not previously received support from the IKEA Foundation (although you are still eligible and encouraged to apply)
- Focus on upstream solutions - R1 Refuse will be preferred over R2 Rethink, which is preferred over R3 Reduce, and so forth till R7 Remanufacture

Scoring – Applications will be assessed based on the following score system:

Rating Scale

1	2	3	4	5
<i>Does not meet criteria</i>	<i>Somewhat meets criteria</i>	<i>Meets criteria</i>	<i>Exceeds criteria</i>	<i>Significantly exceeds criteria</i>

ASSESSMENT CRITERIA

Criterion / Weightage	Description
Solution Maturity (25%)	The applicant should clearly articulate the problem he/she is trying to solve and how his/her solution is currently addressing it. The solution's unique value proposition and demonstrated traction in the market should be thoroughly defined, in addition to its direct impact on waste elimination and/or prevention in the city of Bengaluru. If not yet being implemented in Bengaluru, a near-future expansion plan should be detailed.
Growth Potential (25%)	The applicant should explain the business model that allows the solution to be profitable (including information such as sales traction, customer base, investment/funding received, etc.) and provide clarity on the solution's scalability and ease of replicability.
Social and Environmental Impact (30%)	The applicant should elaborate in detail the social and environmental impacts of the solution (both current and potential) and how they are/will be measured, in addition to explaining how positive impacts will be maximized and negative impacts mitigated.
Team Capabilities and Motivation (20%)	The applicant should clearly define his/her vision and goals for the solution, as well as demonstrating the company's capability, capacity and experience to scale up the solution and business.