



# ACCELERATION PROGRAM

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2024 GLOBAL EDITION

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# INTRODUCTION



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Today's economy is hugely **wasteful**. Resulting from a system based on the **linear take-make-waste** model, resource extraction and processing account for more than 90% of biodiversity and freshwater loss, while 45% of global GHG emissions stem from how things are made and used, how we grow our food, and how we manage our land and resources. The **circular economy** proposes a new framework defined by eliminating waste, circulating materials and resources, and regenerating nature.

The linear take-make-waste model is no longer working for businesses, people, or the environment – the economics spell it out. On the flip side, the circular economy represents a **USD\$25 trillion** market opportunity by 2050, unlocking USD 700 million in annual material cost savings in the consumer goods industry, among other benefits such as a higher disposable income for households and significant increases to national GDP. Most importantly, **transitioning to a circular system can reduce our carbon emissions by up to 48% by 2030**.



## Maya Hassa

Principal, Circular Innovation Fund

*"Supporting early-stage innovation is key to achieving a circular economy that can provide long-term sustainable solutions to the challenges of resource scarcity and environmental degradation. By finding new ways to design, produce, and consume goods, we can create a regenerative system that benefits both people and the planet."*





# ABOUT THE CIRCULAR INNOVATION FUND



The Circular Innovation Fund (“CIF”) is a global growth-stage venture capital fund focused exclusively on circular innovation, striving to positively contribute to climate change mitigation and the circular use of resources. Led by Cycle Capital and Demeter – a team of financial entrepreneurs with years of cleantech-focused capital management experience – the fund’s mission is to accelerate the growth of circular innovation, close the loop on single-use waste and re-design our economy for a more sustainable future. With over €1.6B in assets under management, the combined investment platform is anchored in the ecological transition ecosystem, collaborating with over 120 key institutional and corporate co-investors and partners, and working closely with this network to bolster its portfolio.

CIF counts among its global limited partners base over a dozen corporate, institutional and family office investors with circular economy and impact-oriented mandates, including L’Oreal as an anchor.

CIF aims to foster the circular economy at scale and to positively contribute to climate change mitigation by supporting entrepreneurs who are developing innovative circular technologies & business models. Targeted sectors include packaging solutions to reduce single-use plastics, novel biomaterials made from upcycled waste feedstocks, and platforms for implementing resale/repair/rental business models.

L’ORÉAL

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Axens  
SOLUTIONS



FONDS  
de solidarité FTQ

MASONITE



EDC





# PROGRAM OBJECTIVES



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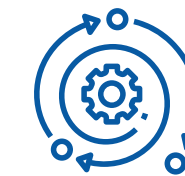
The Circular Innovation Fund Acceleration Program aims to nurture selected pre-seed and seed-stage companies within the circular economy to bolster investment in an underserved sector, de-risk future CIF investments, and support the build-out of a broader collaborative ecosystem of circular companies at all stages of commercialization.



Waste reduction



Sustainable and circular use of natural resources



Measurable, auditable impact



## Marius Thebault

Associate, Circular Innovation Fund

*"This acceleration program will provide us with access to a wider pool of innovative ideas and offer invaluable support and mentorship for our portfolio companies, allowing us to stay ahead of the curve when identifying and investing in the most promising circular economy projects."*

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# PROGRAM BENEFITS



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- Visibility and privileged access to our strategic network of over 120 institutional and corporate investors.
- Investments of €100K and opportunity to develop relationships with our broad network of partners. \*
- Potential to expand your customer base and become a supplier or a strategic partner to major market leaders.
- Visibility of your company through our robust communication campaign on social networks.
- Opportunity to present your company and technology in front of senior executives and of renowned experts, entrepreneurs, and investors.
- Access to infrastructure and various experts in research and development, manufacturing, and engineering, to support the development of your technology and growth of your business.

*\*All selected companies will receive 100,000 euros, out of which program costs will be deducted.*

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# PROGRAM SCOPE

## WHO SHOULD APPLY ?

Seed or pre-series A startups developing a solution within the program scope sectors with high growth potential, looking for strategic partners and investors.

Applicants' product or service prototype must have been demonstrated in a simulated environment, i.e. being at TRL 6 and up (Technological Readiness Level),

Startups must have at minimum two employees and should be in existence for at least two years.

If selected, the company's founder or CEO needs to be available between September 2024 and February 2025 to participate in the cohort, requiring approx. 5 hours of work per week.



### Patrick Gagné

CEO, Cycle Momentum

*"The Circular Innovation Fund Accelerator Program is an initiative we are proud to partner with. The goal of our accelerator programs is to support companies that offer solutions to climate change by helping them maximize their venture capital funding potential."*

## SECTORS

### BIOBASED ALTERNATIVES FOR PETROCHEMICAL FEEDSTOCKS

Fiber-based products, biocatalyst technologies, bio-engineered and carbon-negative materials

### SUPPLY CHAIN CIRCULARITY

Recycling, upcycling, reverse logistics, supply chain optimization



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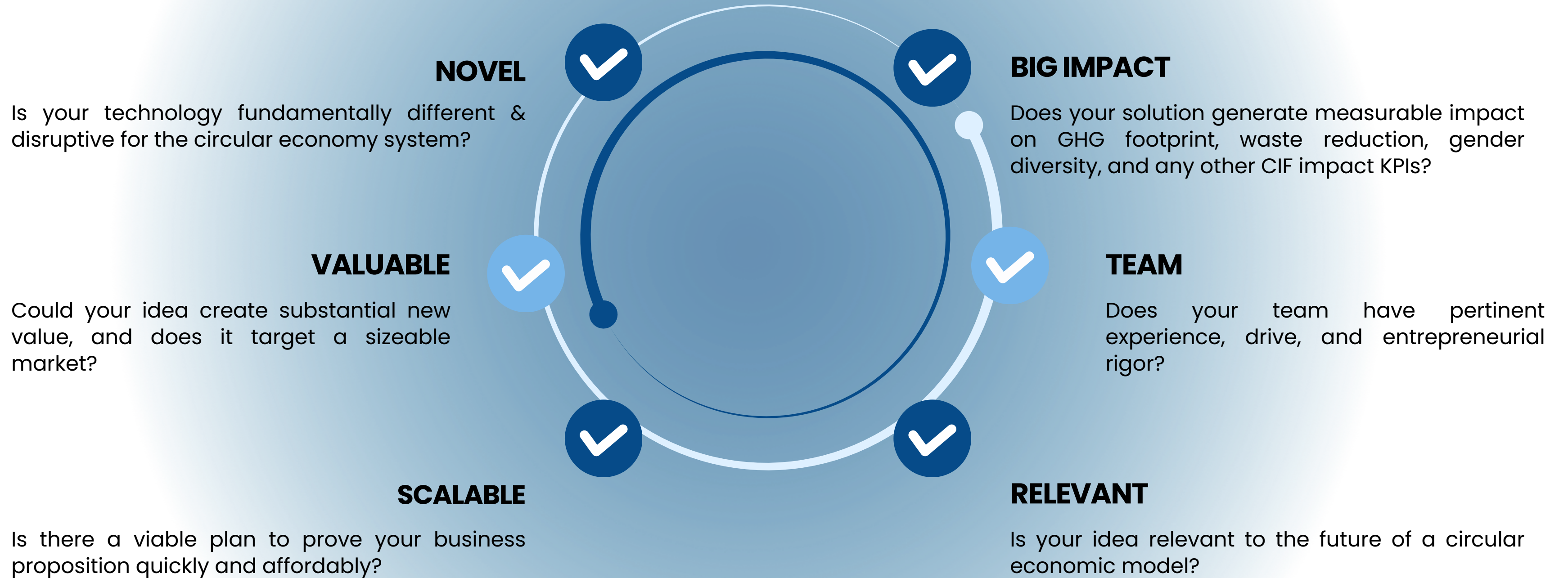
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# SELECTION CRITERIA



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# THE ACCELERATION PROGRAM



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## PROGRAM OVERVIEW

The CIF Acceleration Program, spreads over 5 to 6 months, responds to the challenges of 5 selected entrepreneurs by offering virtual [workshops](#) and individual [work sessions](#) with seasoned entrepreneurs, [experts](#) and experienced [business people](#) (up to 45 hrs for the whole program).

Get valuable insights from [world-class mentors](#) during 3 diagnostic sessions : we aim at bringing the best experts and partners to provide [guidance](#) and help you driving your startup the right way.

The program also provides access to an established [network](#) of customers and partners, even beyond the duration of the program.

The program ends with a [Demo Day](#), a pitching session in front of a [committed audience](#) of investors and industry specialists active in the clean technology sector.

### Joël Tronchon

Europe Sustainable Development Director, L'Oréal Groupe

*"The Cycle Momentum team was able to identify, develop and strengthen 4 start-ups offering innovative solutions for the circular economy during the 1st edition of the Circular Innovation Fund 2023 acceleration program, Global Edition. It was a great pleasure and interest for us to bring the experience of the L'Oréal Group to each entrepreneur's acceleration journey, and to have been able to support them in strengthening their impact value propositions."*



## 4 MAIN AREAS OF COACHING



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# SELECTION PROCESS



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## NEXT STEPS

### 1. Pre-selection on the basis of applications

A first selection will be made upon receipt of the [application files](#). Applications will be analyzed according to the evaluation criteria and you will receive confirmation of your pre-selection around June 5.

### 2. Pre-selected candidates interviews

During the week of June 10, we will set up an [interview](#) with you to learn more about you, your team and your company, understand more about the product, the market and the competitive landscape.

### 3. Pitch selection in front of a jury

Shortlisted candidates will be invited for a [pitch and a Q&A session](#) in the week of June 26, in front of a jury composed of [investors and partners](#) of the CIF.

### 4. Final decision

We will confirm their selection to the [5 selected companies](#) in early July 2024.

## KEY DATES TO REMEMBER



**APRIL 1  
TO MAY 29**

Call for applications



**JUNE 1  
TO JUNE 30**

Selection process



**WEEK OF  
JUNE 24**

Jury pitch



**END  
OF JUNE**

Final decision of the jury



**JULY & AUGUST**

Investment discussions and due diligence period



**WEEK OF SEPT. 2**

Program Kick-off



**SEPT. 2024 TO  
FEB. 2025**

Workshops & coaching



**FEBRUARY 2025**

Pitch day event



**Christine Forget** Senior Vice-President, Strategy & Partnerships, Cycle Momentum

*"Our rigorous scouting and selection process ensures that the most innovative and best suited technologies and startups are selected for the program. These participants will benefit from an established world-class program adapted to their specific needs. The program content will be further enriched by interactions with CIF professionals, partners and mentors, jointly collaborating to accelerate the development of innovative solutions for the targeted sectors."*

**APPLY NOW**



## THE 2023 EDITION COHORT



Aplantex



NANOMOX

Sparxell



novobiom

*“The CIF acceleration program, brings an intense support on key focus areas for the start-up development. It proposes an interesting balance between small collective sessions and individual sessions with leading experts on multiple dimensions of the development of a company.”*

**Jean-Michel Scheuren**, CEO, Novobiom

*“Our participation in the Circular Innovation Fund 2023 Cohort allows us to accelerate the implementation of our strategic plan, including larger-scale production and the continuation of our marketing initiatives to key customers.”*

**Patrick Charest**, CEO, Aplantex

**APPLY NOW**





**Andrée-Lise Méthot,**

Founder & Managing Partner, Circular Innovation Fund,  
Founder & Managing Partner, Cycle Capital.

*"The Circular Innovation Fund is dedicated to scaling solutions that positively strive to mitigate climate change and the circular use of resources. In addition to funding, we are excited to collaborate with Cycle Momentum to provide acceleration services and expertise to the most talented early-stage entrepreneurs to bring more innovative solutions to the market."*



**Stéphane Villecroze,**

Founder & Managing Partner, Circular Innovation Fund,  
Founder & Managing Partner, Demeter IM.

*"Circular Innovation Fund represents a strategic collaboration between institutional & corporate investors, family offices & entrepreneurs to boost circular economy innovation. It is also a unique and promising example of a partnership between 2 prominent fund managers combining their experience, expertise and cultures to support new champions of the circular economy. The acceleration program perfectly demonstrates the objective of the investors and fund managers to positively impact this sector's ecosystem."*

