

circular invest

Powering Access to Investment
for the Circular Economy
Projects



Funded by
the European Union



Circular
Cities & Regions
Initiative

CCRI Project

An initiative
of the





11:00 am* | Introduction

11:15 am | How CircularInvest can help circular economy projects

Speaker **Claudia Alessio**, Cities Strategist, Circle Economy

11:30 am | Improve your circular project pitch to investors – an example of CircularInvest services

Speaker **Lorenzo Valeriani**, Senior Project Manager and Start-up Coach, META Group

11:45 am | Q&A

11:55 am | Closing



Housekeeping Rules

- 1 This session will be recorded.
- 2 Your microphone is muted. You have the option to enable/disable your camera.
- 3 For asking questions, please use the Q&A box and indicate the speaker's name to whom you address the question
- 4 During the webinar some polls will be presented. Your contribution is very important to us.



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Powering Access to Investment
for the Circular Economy Projects



How CircularInvest can help circular economy projects

Claudia Alessio, Cities Strategist, Circle Economy

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ABOUT CIRCULARINVEST





ABOUT CIRCULARINVEST

CircularInvest helps **local and regional circular economy projects from across Europe** become investment-ready and access financial resources.

CircularInvest **project development assistance** (PDA) includes a variety of customised services based on the needs of project promoters including technical, business, legal and operational support.





OBJECTIVES

- ⊗ Support circular economy project promoters in **accessing the resources needed** to develop impactful circular economy investment projects at the local and regional scale, and in **securing investment**.
- ⊗ Foster cross-fertilisation, peer-to-peer support, knowledge transfer and networking activities with a variety of **stakeholders and investors**.



CONSORTIUM

INOVA+

 **META**
knowledge to market

 **CIRCLE**
ECONOMY

 **ICLEI**
Local Governments
for Sustainability
EUROPE



WHY ARE WE DOING THIS?





KNOWLEDGE AND SKILLS

- The concepts of a circular economy are still quite vague.
- Many people and businesses are still unaware of the concept and its potential benefits.
- Knowledge on certain technical issues, solutions and processes is still limited.

By joining CircularInvest, you can count on a big network of experts in multiple fields, and a community of peers you can learn from.



FINANCIAL & MARKET ISSUES

- ⊘ Limited access to funding.
- ⊘ Many circular economy projects require significant upfront investment.
- ⊘ Need to better understand EU funding structures and other financing options.

CircularInvest will connect you to an ecosystem of investors and help you get access to funding.



**WHO CAN JOIN? AND
WHAT CAN YOU EXPECT?**



TARGET GROUPS

Circular Economy Project Promoters



Examples:

- Utility companies (e.g., waste and water management enterprises);
- Local municipalities & regional authorities;
- Intermunicipal management services;
- Universities & research centres;
- Environmental, technology and R&D organisations;
- SMEs/startups and corporates;
- Non-profit associations.
- And **consortia** of all the above!

Read more about the eligibility criteria on our [website](#)





SERVICES

Circularity
Optimisation

Business Plan
Development

Fundraising



BENEFITS OF PARTICIPATING

Have access to free, specialised and tailor-made project development services based on your specific needs.

Benefit from knowledge transfer and cross-fertilisation with other circular economy initiatives.

Access to a vast network of investors.



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Improve your circular project pitch to investors – an example of CircularInvest services

**Lorenzo Valeriani, Senior Project Manager and Start-up Coach,
META Group**

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PITCHING:

Clearly and convincingly present your project in a few minutes

What you expect



What it happens



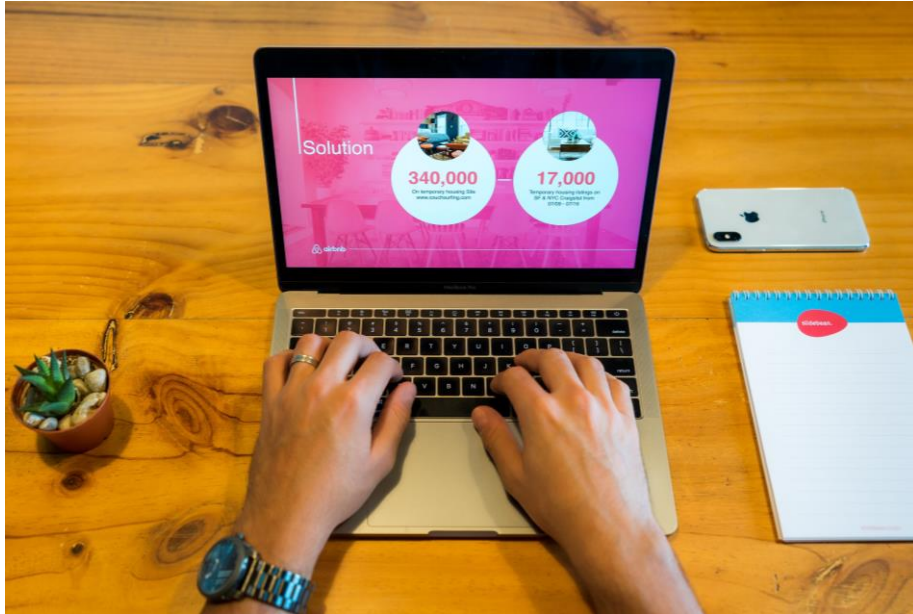
"Setting up a presentation that would make sense is harder than I thought it would be"



90% of the projects presented in front of risk capital investors are "rejected" after a pitch session



What do you need?



TIP 1 - Know your audience



Who are they?



Why are they here?



What do they look for
(screening criteria)?



How can you best “reach”
them?

Tip 2 – Fit audience expectations!

Presenters:

- Love their idea (“The best idea in the world”)
- Know very well the solution but not so much investor expectations
- Aim at developing a successful product/technology
- “There are not enough partners/investors willing to finance solutions”

Listeners:

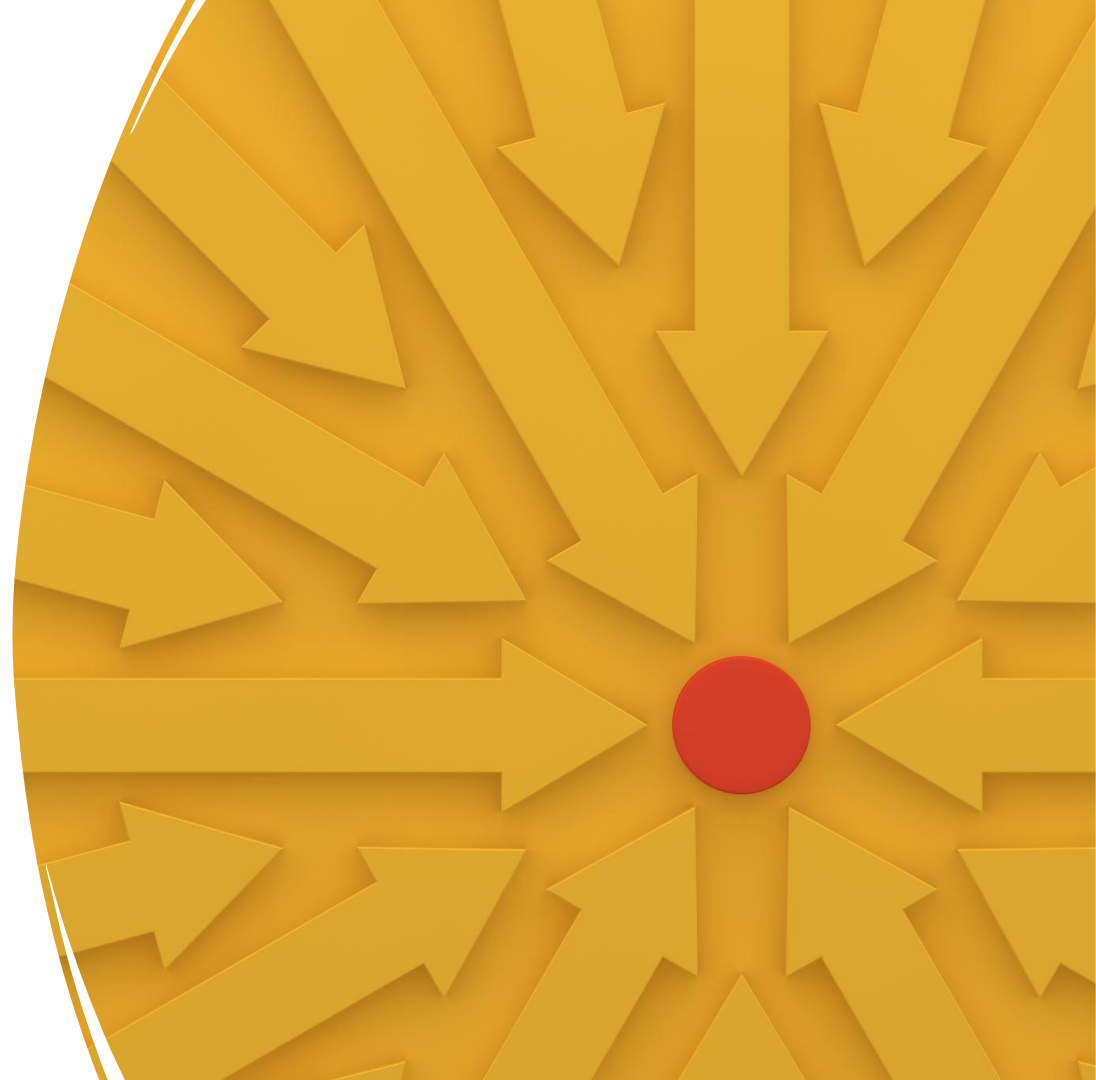
- Look at the proposition as “one of the many projects to work with”
- Do not care about the product/technology but about doing a return!
- Want to get a 10x return
- “There are not enough business/investment ready projects”



Tip 3 – Set your goal

What are you looking for?

- Type of business relationship - to do what?
- Funds: how much - to do what?
- Whatever -to do what?



Tip 4 – Keep it simple

- Keep it high level
- Keep it clean
- Don't get lost in DETAILS
- Underlying takeaway message(s)

A B C



Tip 5 – Choose the right storytelling

- Why should I care?
- Why should I believe?
- What's in it for me?



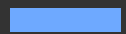


Tip 6 – don't come up flat

A close-up, low-angle shot of a basketball hoop and net. The orange metal rim is in the upper right, with the white netting hanging down. The background is dark and out of focus.

Tip 7 – practice!

A solid blue horizontal bar spanning the width of the slide, positioned below the text.



Your goal is to
leave an
impression



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HOW CAN YOU JOIN CIRCULARINVEST? APPLY NOW !

- CircularInvest opened the first call for applications!
- Gather information about your circular project and apply!



The 1st Call is open between 28 April and
30 June 2023

<https://www.circularinvest.eu/>



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www.circularinvest.eu/



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in/circular-cities-eu/

Thank you!

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