

**CE BOOSTER**

SCALE UP & BOOST DE CIRCULAIRE ECONOMIE

**smo**

**Dutch Centers for Entrepreneurship**

Het Groene *Brein*  
wetenschappers voor een duurzame economie

[WWW.CEBOOSTER.NL](http://WWW.CEBOOSTER.NL)

A large white lightbulb graphic is positioned on the right side of the slide.

# CE Booster

Scaling up Circular Startups to one Million



Hendrik Halbe

- Director SMO
- Active at Startup Delta - to enable businesses to start and grow quickly
- Founder Erasmus Centre for Entrepreneurship
- Founder **Get in the Ring**- award winning investment competition for startups
- Board Member of the Global Entrepreneurship Week foundation

[www.smo.nl](http://www.smo.nl)

Antoine Heideveld

- Director Het Groene Brein
- Advisor Agentschip NL- programme 'Leren voor Duurzame Ontwikkeling.'
- Educational Coordinator and teacher at the **Expertise centre Sustainable Development**, University of Amsterdam
- Deputy Director DHO - Network of sustainable development at universities and higher education

[www.hetgroenebrein.nl](http://www.hetgroenebrein.nl)

# Circular Economy

Today's linear 'take, make, dispose' economic model relies on large quantities of cheap, easily accessible materials and energy, and is a model that is reaching its physical limits. A circular economy is an attractive and viable alternative that businesses have already started exploring today.



# Goals Circular Economy

- 1. Prevent extortion natural resources
- 1. Phase out garbage
- 1. Phase out greenhouse gases and other toxins
- 1. Transit towards sustainable energy supply



# Four key principles

- 1. Maintenance
- 1. Reuse/redistribute
- 1. Refurbish/remanufacture
- 1. Closing the loop





MVO Nederland, Circle Economy, De Groene Zaak, Het Groene Brein, Acceleratio, IMSA and the Ministry of Infrastructure and the Environment, SMO developed a program to utilise the advantages of the circular entrepreneurship.

**Goal:** Make the Netherlands a worldwide frontrunner in the field of circular economy.

Close collaboration between businesses, public authorities and knowledge institutions is fundamental

Creating circular economy oriented tracks in **existing startup directed initiatives**. Do not create *own* initiatives, but look for collaborations.

This is the first time the business world, social organizations and knowledge institutions collaborate in this unique matter



## Power of the Community



## Our activities

Het Groene

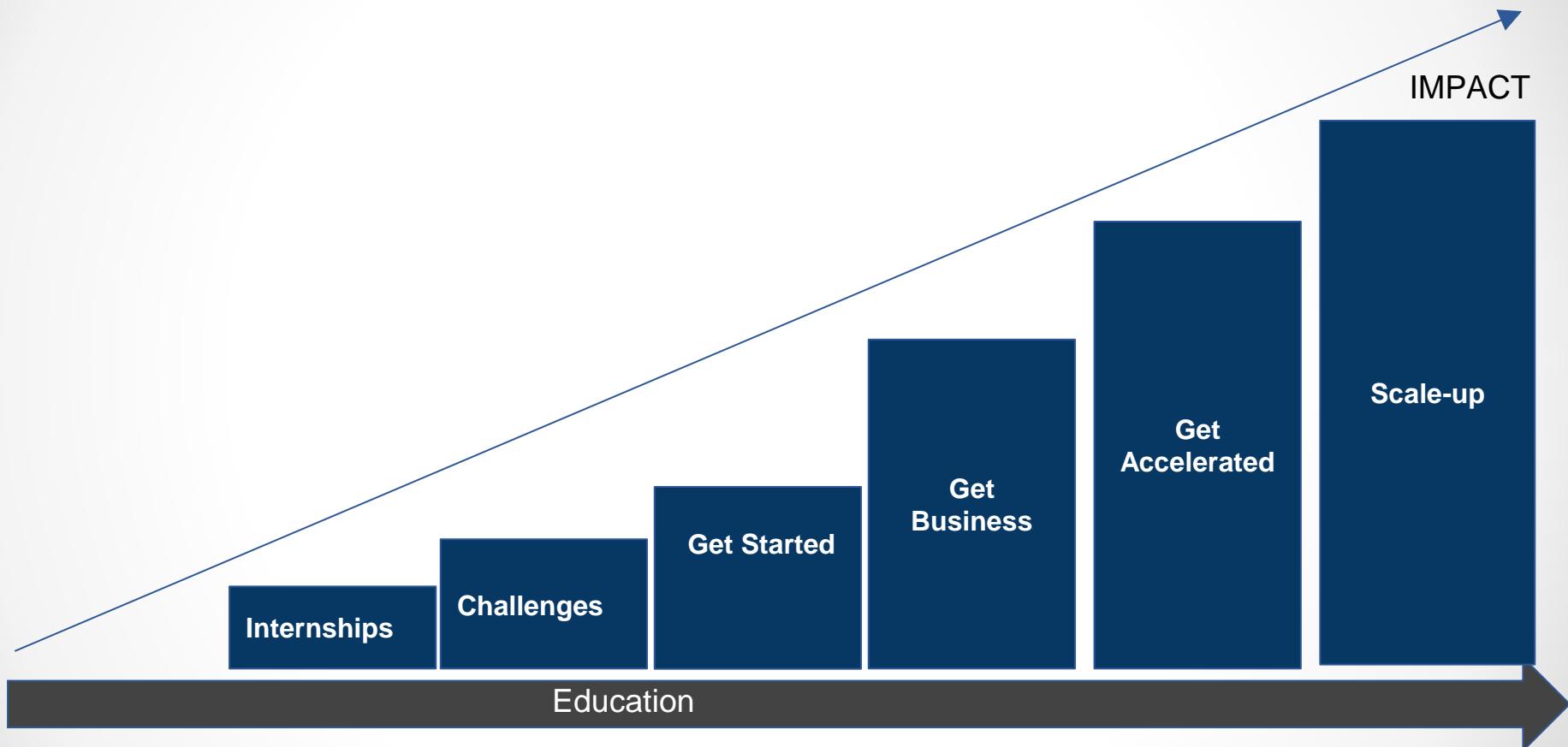
*Brein-*  
wetenschappers voor een duurzame economie

De Groene

*Zaak*  
ondernemers voor een duurzame economie

# CE Funnel

*From Student to startup with impact*



Struggling with your circular business? CE Support

# CE Booster

The CE Booster consists out of 3 programmes and a support desk to help startups from idea to a million

- | Get Started: from idea to validated business model
- | Get Business: from business model to 250k
- | Get Accelerated: from 250k to 1 million
  
- | CE Support: Helps startups and support Hubs to make their activities more circular

# 100 + business en circular experts



Marga Hoek



Gijs van Lookeren Campagne



Kees de Jong



Maurits Groen



Freek van Eijk



Jan Borghuis

# Get Started

## How:

10 weeks, 5 sessions

Support: idea → validated businessmodel

Coaching, feedback and sharing practical knowledge

Inspiring workplace

## Target group:

First time entrepreneurs with a sustainable idea

## Goals:

- Empower first time entrepreneurs to do circular business
- Validated business model
- Prototype of service and product
- Create an entrepreneurial mindset

# Get Business

## How:

Support of startups from validated business model to ongoing business

4 masterclasses, monthly coaching sessions, workshops about sales, finance, upscaling and product design

Coaching, feedback and sharing practical knowledge

Circulaire Economy Support *on demand*

## Target group:

Circular startups in the phase between Get Started and Get Accelerated (between 250k and 1 milion)

## Goals:

From validated business model towards 250k

Creating clear goals for maximum impact on people, planet and profit

Empower potential disruptive innovators

# Get Accelerated

## How:

- Support startups to go from 250k to one million
- 4 sessions based on Rockefeller Habits method: People, Strategy, Marketing and Finance
- Accountability groups
- Legal helpdesk
- Connecting the startup to a mentor- an experienced entrepreneur

## Target group:

- Circular startups with 250k revenue
- At least 2fte

## Goals:

- To go from 250k to 1 million revenue
- Maximum impact on people, planet and profit
- Clear goals and execution strategy
- Empower potential disruptive innovators

# CE Support

With **CE Support:**

We help startups that get stuck with their circular business

We support Hubs and Accelerator programmes with the ambition to make their programs more circular



# Our Ambition

We believe we can make a faster transition towards a circular economy

In 2016 - 2017 we are helping 150+ startups



SCALE UP & BOOST DE CIRCULAIRE ECONOMIE

# CE Booster Startups



PERSU at WORK

DE KLEDINGBIBLIOTHEEK

ikcirculeer®



MUD JEANS

SHOP&DROP  
love to shop, care to drop

Dutch  
WEARness



Urban Mining Corp

snelstudios

# Different CE Models

- A) Circular Input models: focus on creating resources that can be recycled or are biodegradable
- A) Waste as value model: making value out of “waste”
- A) Life time models: repair, upgrade, re-manufacture our remarket the same product
- A) Platform Models: Share models , on demand economy and second hand markets
- A) Products as a service models: Leasing, renting

# Mud Jeans

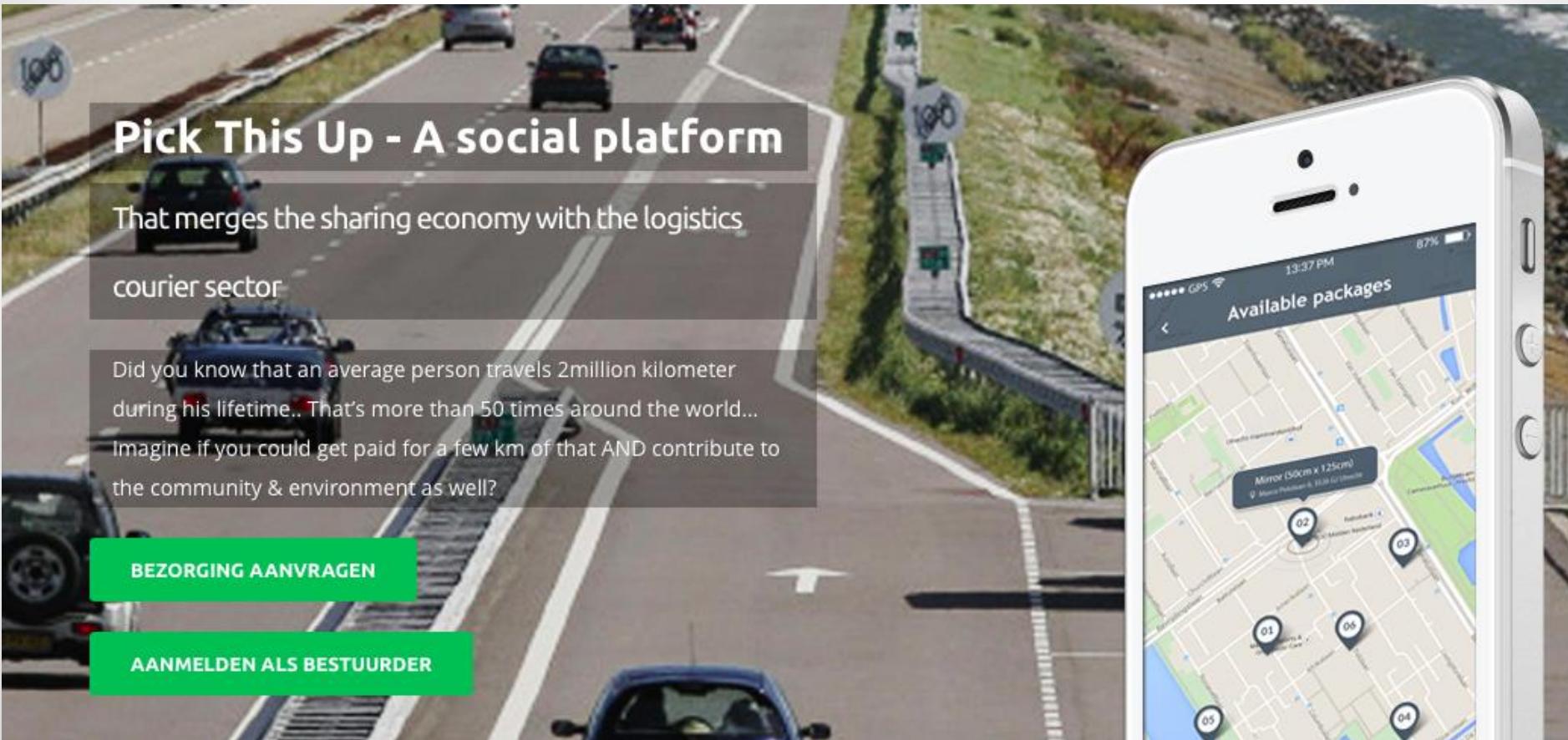
make the right choice

Lease your jeans



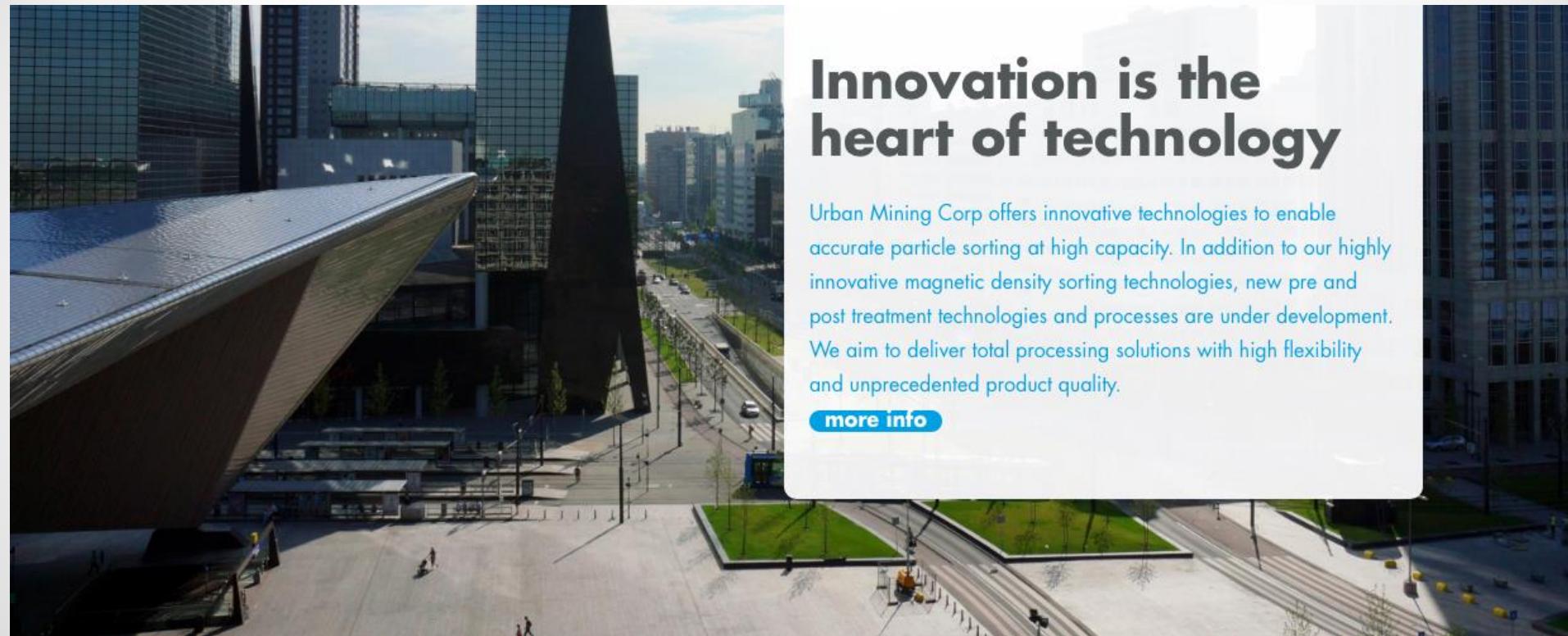
*Product as a service*

# Pick this up



Platform Model

# Urban Mining Corp



## Innovation is the heart of technology

Urban Mining Corp offers innovative technologies to enable accurate particle sorting at high capacity. In addition to our highly innovative magnetic density sorting technologies, new pre and post treatment technologies and processes are under development. We aim to deliver total processing solutions with high flexibility and unprecedented product quality.

[more info](#)

*Waste as value*

# Partners

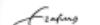
Initiative of:



Powered by:



Supported by:





- **Nederland Circulair** - Het netwerk platform voor de circulaire economie in Nederland.
- **Climate-KIC** - Op Europese schaal Nederlandse business innovaties uit rollen die direct bijdragen aan het terugdringen van het klimaatprobleem. I.s.m Groene Brein
- **Urgenda** - Urgenda is de landelijke organisatie voor duurzaamheid en innovatie die Nederland sneller duurzaam wil maken.
- **BlueCity010** - BlueCity010 is een netwerk van ondernemers zoals Rotterzwam, Superuse Studios, Spireaux, Stadsimker en Studio Dust en de Aloha Bar die hun business plannen, grondstoffen en reststromen op elkaar aansluiten. We leren en experimenteren met ons afval en kijken hoe andere bedrijven hier weer van leven.
- **Sustainable Motion** - SustainableMotion brengt deze nieuwe generatie in beweging door verschillende projecten en evenementen te organiseren en een overzicht te geven van opleidingen, stages en banen op het gebied van duurzaamheid. VB van evenementen: Circular (Amsterdam/Gelderland) Challenge, CE Ambassadeurs, Sustainability Career Events
- **Eindhoven Future Proof Community** (De futureproof.community is het resultaat van een samenwerking tussen MVO Nederland, het programma DuurzaamDoor van RVO.nl)
- **Circle - Economy**
- **Nudge** - Nudge is een bedrijf met een missie om blijvende gedragsveranderingen te realiseren bij individuen en organisaties op het gebied van klimaat, energie, milieu en sociale duurzaamheid. Inmiddels heeft Nudge op deze wijze meer dan 50.000 individuele en 300 zakelijke partners aan ons weten te binden.
- **Green Offices** van universiteiten door het hele land / **Dutch Centre of Entrepreneurship**
- **Wheels** - Accelerator program for circular startups.
- **New World Campus**
- **CIRCO** - CIRCO creating business through circular design versnelt de ontwikkeling naar een circulaire economie, met design als motor. In CIRCO werken bedrijven en ontwerpers samen aan concrete circulaire business en delen ze nieuwe kennis en inspiratie in events en online via circulairondernemen.nl. - See more at: <http://www.clicknl.nl/design/circo/#sthash.6QMDnMZU.dpuf>
- **Circus Circulair** - een groep Haarlemse initiatieven/organisaties/ondernemers, waaronder Nederlands Hout, die zich richt op het bereiken van Haarlem Circulaire Stad
- **Impact Factory** - De Social Impact Factory brengt (sociaal) ondernemers, overheden, organisaties en initiatieven samen
- **UtechtInc** - Incubator IT en Duurzaamheid & milieu, IT en zorg, IT en educatie
- **Green Metropole** (new energy docs) - Verhuur bedrijfsruimte, partners, subsidies
- **Inquibrator Leeuwarden** - watertechnologie, creatief, agro en food, innovatie in het algemeen
- **Enginn** - Duurzame, innovatieve startups
- **Greenhouse Arnhem** - cleantech (energie- en milieutechnologie)

# Thank you for your attention

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