



## **2021 Circular Innovation Challenge**

### **Submission Criteria for Applicants**

#### **CONTEXT**

The Circular Innovation Challenge is a business pitch competition for the best manufactured product idea and business model that uses prominent waste or recycled materials. This competition is limited to Washington state businesses, individuals, or groups.

The competition and its applicants will be reviewed by a judging panel of industry experts in two rounds; a finalist pool of eight applicants will be selected to go through a seven-week program culminating with a final live-pitch event.

All applicants must source waste or recycled materials present in WA state to develop a viable product that can scale to meet the needs of our regional market, and must identify how local WA communities are positively impacted by the diversion of waste through the creation of their product. Business pitch submission requirements are outlined in this document and will be judged by a panel of professionals, practitioners, and industry experts based on the following categories:

- Volume/weight of waste diverted will be prioritized. Project ideas that use the most discarded waste/recycled materials will receive more points
- Equitable impact. Product ideas that have greater positive impact on historically under-resourced individuals and communities (BIPOC, refugee, immigrant, low-income, etc.) will receive more points (e.g., create new jobs, create a product that has low-barriers to access and purchasing/affordability, etc.)
- Environmental impact. Product ideas that show viable metrics around environmental impact will receive more points (e.g., measurable reductions in carbon emissions, water usage, pollution and/or chemicals)
- Innovation. Product ideas that create a solution for material streams that pose a prominent challenge will receive more points (e.g., a solution for a dominant 'waste' stream like textiles, glass, plastics, etc.)
- Scalability. Product ideas that clearly outline market demand and ability to scale across the region, and beyond, will receive more points

## **DEADLINE**

Applicants must apply [online](#) or submit all required materials outlined below and sent as attachments to [circular@seattlegood.org](mailto:circular@seattlegood.org) no later than **Friday, 4/23/2021 11:59PM PT.**

## **CRITERIA**

The below criteria is to help you address key components of your manufactured product pitch to be considered for the finalist cohort. Judges will review all submissions after the application deadline to select a pool of eight finalists.

Selected finalists will be notified on 4/30/2021 5pm PT via email. Finalists will then have access to resources and workshops to further develop their product idea leveraging mentorship opportunities to prepare their final pitch, which will be shared live at the June 23rd event for the final prize of \$10,000, access to viable investors, public recognition, and more. Please save the date for **Tuesday, 5/4 10-11:30AM PT** for the orientation should you be chosen as a pitch Finalist.

## **SUBMISSION DETAILS**

- 12pt font; 1-inch margins; single spaced
- Word or PDF Format
- Include research/sources of information in Appendix
- Be as concise as possible (Submission Criteria: 5 page limit)
- Appendix should include supporting documents, images, tables, graphs, and sources/evidence (Appendix: 3-page limit, in addition to 5-page limit).
- (optional) submission (via Google Drive, DropBox, YouTube, or other) of a six-minute (max) video that addresses the following criteria

## **CONSIDERATIONS**

1. Applicants must identify and describe a manufactured product (including its manufacturing process) that produces a viable consumer end-product.
2. Applicants must work within one of the following material streams to create a product that has considerable end-market value, with the potential to realize economies of scale and long-term financial sustainability.
3. Acceptable Material Streams include, but are not limited to:
  - a. Construction and Demolition
  - b. Glass
  - c. Metal
  - d. Organics/Food
  - e. Paper
  - f. Plastic
  - g. Textiles
  - h. Electronic Components

- i. Pigments
  - j. Wood
4. Applicants are encouraged to keep their submission as concise and fact-based as possible.
  5. If selected as Pitch Finalists, applicants must be available to participate in the 7-week program leading up to the LIVE pitch event on June 23rd. This program includes, but is not limited to:
    - a. Pitch Finalist Orientation on 5/4 10:00-11:30AM PT
    - b. Weekly workshops (90-120 minutes) that are geared towards helping Finalists refine and develop their pitch ideas (dates and times TBD)
    - c. Coordinate with mentors as needed to develop and refine final pitch
    - d. With support, create a video recording of their final pitch, which will be streamed during the LIVE event on 6/23 4-6:30PM
    - e. Attend the LIVE event on 6/23 4-6:30PM and be available to engage in a short Q&A session with the audience

#### **FOR BUSINESSES APPLICANTS**

If you are applying as a business that already produces/manufactures a product that fits this competition's criteria, you must pitch a new product (e.g., one that is not already on the market).

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## **APPLICATION**

\* EACH APPLICATION NEEDS TO HAVE SECTIONS #1-13 FULLY COMPLETED FOR CONSIDERATION\*

### **1. Business/Project Name**

### **2. Lead Applicant Information**

- a. Name (First & Last)**
- b. Role**
- c. Email**
- d. Phone**
- e. Preferred Pronoun (optional)**
- f. Gender Identity (optional)**
- g. Race/Ethnicity (optional)**

### **3. Are you applying as a(n):**

- Existing business (registered in WA state)
- Student
- Nonprofit organization
- Community Organization
- School
- Other: \_\_\_\_\_

### **4. Describe your team and/or business (10 Points)**

- a. Please include the names, roles, pronouns (optional), race/ethnicity (optional), and short bio of all team members involved in the development and execution of the business pitch idea and competition
- b. In the short bios, please describe your collective experience and skills that lend strength to your business idea (starting a business, growing a business, production/manufacturing, etc.)

### **5. Pitch/Business idea summary (20 Points)**

- a. For this initial submission, your business pitch should be inspirational and engaging for the judging panel.
- b. After reading your summary, judges should be able to understand your fundamental business idea (material, product, process, source, etc.)
- c. Include the name of your product (even if tentative)

**6. Describe your waste or recyclable material plan (20 Points)**

- a. Your material must be a discarded waste sourced from within WA State.
- b. From where and how will you source this material, transport it, process, and store/maintain it? Other raw material(s) sourced outside of WA State may also be used in the manufacturing of the product, provided that the majority by weight is locally sourced
- c. The plan must identify a feasible and verifiable method of securing the material, while also ensuring that any applicable codes, regulations, and/or laws are met
- d. Acceptable Material Streams include, but are not limited to: Construction and Demolition; Glass; Metal; Organics/Food; Paper; Plastic; Textiles; Wood; Pigment, etc.
- e. (Optional) Please provide any supporting documentation or research in the appendix.

**7. Describe your product (15 Points)**

- a. May be a single product or multiple products as part of a product line
- b. (Optional) If you are able to create or illustrate a prototype, please include
- c. (Optional) Please provide any supporting documentation or research in the appendix. Appendix items do not count towards page limit

**8. Describe the 'need for' and marketing plan of your product (10 Points)**

- a. Who will be your target market? (Consumers, Businesses, Public/Private agencies, etc.)
- b. Using market research, community or public sector needs, and/or other marketing strategy, please describe your plan to bring this product to the public
- c. (Optional) Please provide any supporting documentation or research in the appendix. Appendix items do not count towards page limit.

**9. Describe the manufacturing process (10 Points)**

- a. Please use as much detail as possible to describe the products conversion from waste/recycled raw material to its final form
- b. Please describe and estimate the expected equipment and other hard costs associated with the manufacturing process (consider exploring zero emission/carbon neutral manufacturing)
- c. Business ideas that require infrastructure or equipment that does not currently exist, or is not currently available locally, should be identified here with a plan/strategy to procure and have access to those items within one year of July 2021 (one year after winner of the business pitch is announced)
- d. (Optional) Please provide any supporting documentation or research in the appendix. Appendix items do not count towards page limit.

## 10. Describe projected costs (15 Points)

- a. Please briefly describe and provide projections for three years' annual costs to source, produce, and sell this product (labor, material, equipment, space, transportation, and other costs associated with production of your business idea). Your first year may be broken down by quarterly expenses. Your second and third year may be broken down annually.
  - i. If you're an existing business, please provide the previous year's Income Statement and Balance Sheet
  - ii. *If you are selected as a finalist, you will be provided assistance and mentorship to create a viable business plan of three years' worth of projected Income and Costs (labor, material, transportation, workforce, and other costs associated with production of your business idea)*
- b. (Optional) Please provide any supporting documentation or research in the appendix. Appendix items do not count towards page limit.

## 11. Appendix (Additional 3-page limit. Does not count towards Submission Criteria 5-page limit)

- a. Please include all supporting documentation, valid evidence, and research from Questions #1-12 in Appendix, properly labeled to show which question each supporting document attributes to. You are also encouraged to include other materials that will support your business idea and help the judges have a better understanding.

*\*Applicants must submit all required materials outlined below and sent as attachments to [circular@seattlegood.org](mailto:circular@seattlegood.org) no later than **Friday, 4/16/2021 11:59PM PT.***

*\*We have over-the-phone interpretation support in over 200 languages! If you would like interpretation support, please email [circular@seattlegood.org](mailto:circular@seattlegood.org) with the language you prefer and the best phone number to reach you. **Please email [circular@seattlegood.org](mailto:circular@seattlegood.org).***



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