

# Call for Entrepreneurs!

## APPLY FOR THE CIRCULAR BUSINESS SHOWCASE

Circular economy is increasingly gaining traction as an approach to promote sustainability-oriented innovation and to accelerate resource sustainability in African cities. It is certain that the world can no longer afford the negative and limiting impacts resulting from the linear economy, hence the vital need to move towards a circular economy – a system that emphasizes a closed-loop material flow. Businesses are vital to leading this circular transition.

### What are we looking for?

We are looking for entrepreneurs with commercialisable ideas or existing businesses committed to circular innovation in climate, food, and health. Unsure what makes a circular business? Find inspiration [here](#).

### Eligibility criteria

#### Existing businesses

- You are operating in Africa, with a preference for South Africa
- Your business contributes to the circular economy by:
  - Embedding the principles of rethink, reduce, reuse, regenerate and/or recover
  - Reducing the environmental impact of consumption and production
- Your business focuses on climate, food, or health
- You have an MVP and/or are selling
- You have at least one full-time team member
- You have been working on your venture for more than 6 months
- You are willing to become an ACE Africa Entrepreneur and enter one of SU LL's incubation programs

#### Ideas

- You are situated in Africa
- Your idea is intended to contribute to the circular economy by:
  - Embedding the principles of rethink, reduce, reuse, regenerate and/or recover
  - Reducing the environmental impact of consumption and production
- Your idea focuses on circular economy in the area of climate, food, or health
- You are willing to become an ACE Africa Entrepreneur and enter one of SU LL's incubation programs

### How it works

[Submit your ideas online](#) by 23:59 on Sunday, 7 November 2021.

#### Virtual pitching event:

5-8 finalists in each category will pitch to a panel of judges, potential investors, and an audience at a live event via Zoom on 30 November 2021 from 14:00 - 16:30 SAST. Each team will have 3 minutes to pitch their business or idea to the judging panel, followed by 3 minutes of questions from the judges.



### Finalists stand a chance to win

	Existing businesses	Ideas
1ST PLACE	R25 000, a spot in an SU LL incubation program, 1 hour mentoring session	R5 000, 1 hour mentoring session, 1 hour customer discovery workshop
2ND PLACE	R15 000, a spot in an SU LL incubation program	1 hour customer discovery workshop
3RD PLACE	R10 000, a spot in an SU LL incubation program	1 hour customer discovery workshop