

# ASKERSHUS – Circular Startup

# Circular Startup

AskersHus and Startup Norway are joining forces to create an ambitious initiative that is pulling on the strength of the industry in the Asker region, and the Startup Norway Startup program expertise. Circular Startup has the ambition to be a leading startup initiative that attracts and enables startups from both the local ecosystem and industry, as well as having a global reach in attracting startups that seek opportunities in collaboration with the partner-industry network surrounding the accelerator program.

## **Activities**

The ambition is to create a series of activities within the initiative to support startups in both concept-idea and growth stage and attract supporters and partners from the broader ecosystem such as corporates, public, investors, media, education and the broader startup ecosystem.

# Circular Startup – planned activities



Circular Startup

Venture Studio -  
2021

Idea Accelerator -  
2022

Growth  
Accelerator – 2022

Investor Network -  
2022

Demo Day - 2022

# Circular Startup

Activities:

**Circular Startup - Venture Studio** - Program for new startups & innovation programs wanting to work closely together and have the support from a brauder team in building up their startup.

Link for participants : <https://startupnorway.com/circular-startup-venture-studio>

Link for corporates: <https://startupnorway.com/circular-startup-venture-studio-corporates>

**Circular Startup - idea accelerator**

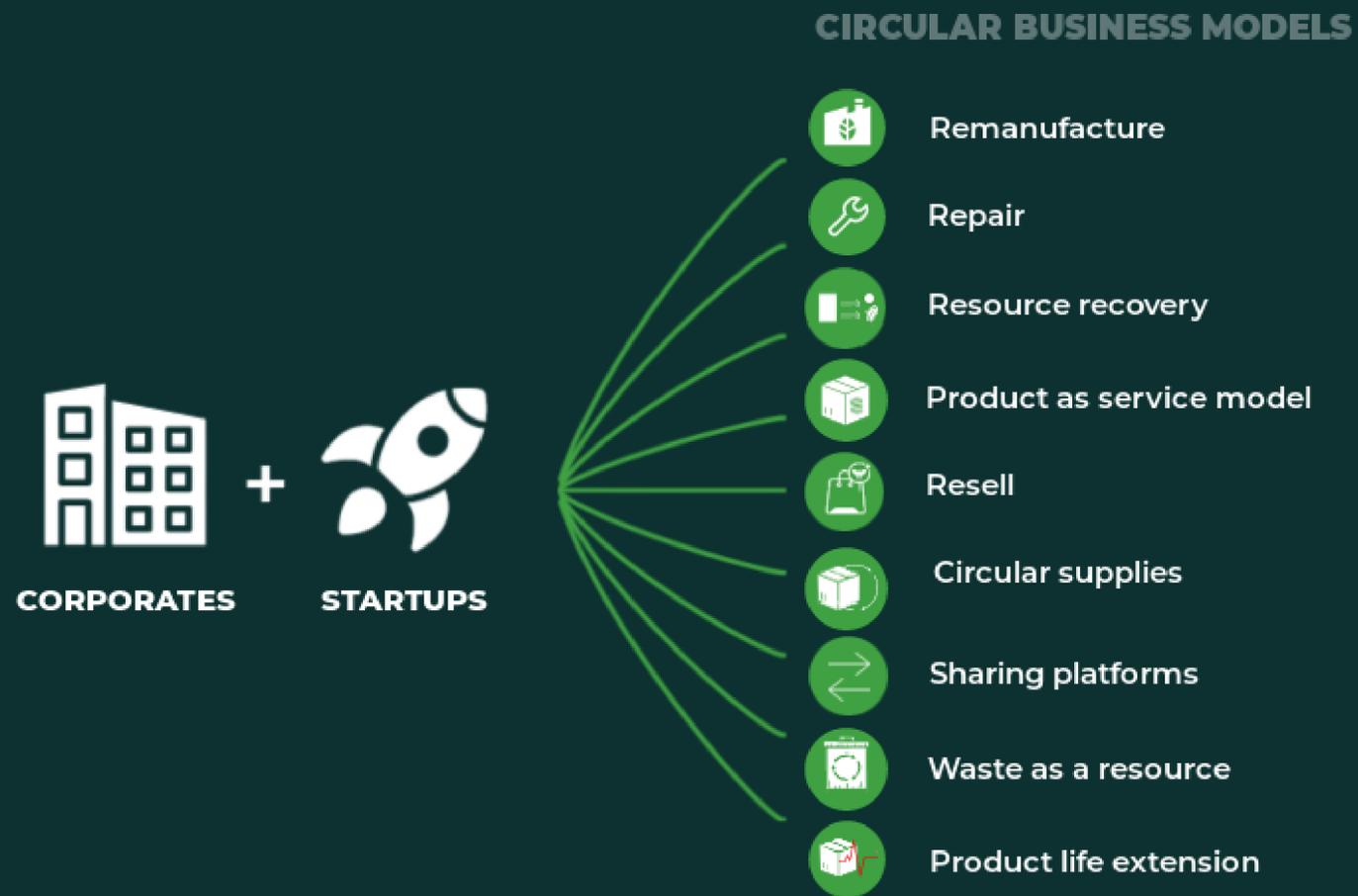
Concept stage program for entrepreneurs and corporate innovators with ideas for new startups, wanting to validate their business idea and potentially start a new business.

**Circular Startup - growth accelerator/incubator** - Growth accelerator for startups seeking industry partnerships and growth opportunities in partnerships with the existing expertise environments in the region and export partners.

**Circular Startup - Demo Day** Activities to showcase the initiative and build attention towards the greater ecosystem and supporters and investors in the region.

**Circular Startup - Investor Network** Network for investors wanting to share and co-invest in dealflow from the Circular Startup Initiative.

# Circular Startup – ideas for challenges in Venture Studio



## Examples:

**For example, no.8** - waste as a resource - a company can give a challenge for the circular venture studio participants - to look at the waste a company produces as a result of their activity and have them work with that waste to generate value (another product, service)

**No.9** - product life extension - would be the challenge where the participants would have to look at the current life cycle of the product the company makes and find innovative ways to extend its life span, through usage of different materials in the making or other ways

**no.3** - resource recovery - when the product arrived at the end of its life cycle - how to recover the resources from it, and instead of discarding it and throwing it away, how to create secondary value from it (or better yet, from its components)