

## **MENTOR/ADVISOR – RECRUITMENT BRIEF**

### **Support for The Circular Start Up**

#### **The Circular Start Up programme timeline**

The [Circular Start Up](#) is a free 18-month programme supporting those who are passionate about creating circular solutions to improve their communities in London. In the 1st stage, the participants received:

- Online training on business tools from problem definition to defining the business model and action planning.
- Peer to Peer sessions.

Now 30 participants are going to move forward to the next stage of “Incubation” until April 2023 during which they will receive the support of mentors and circular economy specialists.

#### **Brief**

The involvement of mentors in the programme can significantly contribute to the growth of the start-up by supporting their circular business model validation and implementation. Please see below the description of the roles:

#### **Mentors:**

Work closely with the start-up over the rest of the programme and support them to test their solution and strengthen/implement their business plan. Mentors need to have business acumen and sector-relevant expertise related to the product/service of the start-up. They also need to be familiarized with London’s circular economy ecosystem and networks.

Mentors will be matched with **1 or more** start-ups through a **match-making event** with the participants. We will look to ensure there is an alignment in the mentor’s expertise and the needs of the enterprise. Mentors will define together with the start-ups the development goals to work during the **15-months** mentorship. They will motivate and support the start-up to achieve these goals during the Incubation and Alumni stages.

We will share with the mentors before starting the sessions information on the training and tools the startups have already received during the first stage of the programme.

→ Requirements:

- ◆ Fully committed and available for the rest of the programme (August 2022–October 2023)
- ◆ Interest in Passionate about supporting impactful circular entrepreneurs to start their business
- ◆ The mentoring sessions can be either in person or via skype/zoom/telephone
- ◆ The mentor needs to be in the UK
- ◆ The mentor needs to be able to invoice IHKX for the service or do it pro-bono
- ◆ Attend major events like the networking and pitching events
- ◆ Attend the mentor-matchmaking event online September 6th, 6:00–7:30 pm

→ Time Commitment:

- ◆ 2 hours per month from August 2022 to April 2023 and
- ◆ 1 hour per month from May to October 2023.
- ◆ Be prepared to be time-flexible according to the participant's needs. Hours of mentoring can be moved from one month to another if required by the entrepreneur for the Incubation stage.

→ Payment:

- ◆ £60 x hour
- ◆ Mentor could donate additional hours to the start-up or to another participant

→ Areas of expertise:

- ◆ Business planning
- ◆ Finance for business model and investment/funding
- ◆ Marketing and Branding
- ◆ Customer research
- ◆ Network building
- ◆ Sourcing sustainable inputs or/and surplus food
- ◆ Circular economy processes and models
- ◆ Prototyping/ Pilot for circular production in London
- ◆ Legal on how to register and start a business

- ◆ Sector specific (Fashion, food, urban gardening, tech, energy, construction)
- ◆ Social impact model
- ◆ Impact measurement
- ◆ Impact investment, crowdfunding and other funding
- ◆ Tech development (website, ec-commerce, apps)

→ Products or services of the start-ups:

**Fashion:**

- ◆ Upcycling/repairing clothes to produce smart casual clothes for women, items for the house, t-shirts for businesses or doll's clothes
- ◆ Upcycling/recycling fabric/clothes for creating quilts, training underserved individuals
- ◆ Sustainable clothing for non-binary community
- ◆ Repair service and consultancy for fashion retailers

**Redistributing:**

- ◆ Sustainable decluttering
- ◆ Reselling sports items
- ◆ Upcycling/reuse of vintage furniture
- ◆ Reselling cartridges and provide employment to ex-offenders
- ◆ Repair/reselling of e-products

**Energy/Construction:**

- ◆ Solar heat pumps
- ◆ Community energy group in Croydon
- ◆ Sustainable innovative construction method

**Food/Regeneration:**

- ◆ Growing organic plants in Dagenham
- ◆ Growing microgreens
- ◆ Sustainable and culturally appropriate food

**Sharing/Communities:**

- ◆ Circular space for lesbians and LGBTI+ community
- ◆ Education for upskilling students for green jobs
- ◆ Circular economy ecosystem platform in Candem
- ◆ Sustainable materials and activities for both parents and children
- ◆ Renting game and picnic items in parks

- ◆ Circular products for dogs

**Specialist circular economy advisor:**

Work closely with the start-up over 9-months and support them to test their solution and strengthen/implement their circular impact. Advisors need to have circular economy acumen and technical-relevant expertise related to the product/service of the start-up. They also need to be familiarized with the circular economy ecosystem and networks.

Advisors will be matched with 1 or more start-up, looking to ensure there is an alignment in the mentor's expertise and the needs of the enterprise. Mentors will define together with the start-ups the development goals to work during the 9-months. They will motivate and support the start-up to achieve these goals during the Incubation stage.

→ Requirements:

- ◆ Fully committed and available for the Incubation stage (August 2022–April 2023)
- ◆ Interest in Passionate about supporting impactful circular entrepreneurs to start their business
- ◆ The advisory sessions can be either in person or via skype/zoom/telephone
- ◆ The advisor needs to be able to invoice IHKX for the service or do it pro-bono

→ Time Commitment:

- ◆ 1 hour per month from August 2022 to April 2023. Be prepared to be time-flexible according to the participant's needs. Hours of mentoring can be moved from one month to another if required by the entrepreneur as long it ends in April.

→ Payment:

- ◆ £60 x hour
- ◆ Advisor could donate additional hours to the start-up or to another participant

→ Areas of expertise:

- ◆ Renewable energy and energy efficiency
- ◆ Upcycling/Repairing/Repurposing/Swapping clothes
- ◆ Zero-waste packaging
- ◆ Urban gardening & Bee keeping

- ◆ Circular storytelling
- ◆ Recover fabric or clothes for new production
- ◆ Clean transportation
- ◆ Sharing economy models
- ◆ Reselling/Repairing cartiges, furniture, electrical equipment
- ◆ App development
- ◆ Ecosystem change
- ◆ Zero-waste food production
- ◆ Circular education
- ◆ Circular cafes/community places
- ◆ Circular logistics for renting/redistributing business models

This programme is supporting **Individuals or teams from underserved communities** that otherwise would not get this type of support to start their business. As the programme addresses the challenges between the intersection of circular economy and inclusion, we require mentors/advisors who are empathic, supportive and empowering, ideally those who come from a similar background or have worked with underserved communities before.

How to become a mentor/advisor?

Please register your interest in this link before **August 20th**:  
[https://docs.google.com/forms/d/e/1FAIpQLSdbo-7p3rVwwwDlo9H0UNVTXzTQEvI5DObPV\\_kkQMnQE7Ix-Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdbo-7p3rVwwwDlo9H0UNVTXzTQEvI5DObPV_kkQMnQE7Ix-Q/viewform). If you have any additional questions, contact [angelica.santodomingo@impacthub.net](mailto:angelica.santodomingo@impacthub.net).