

PROJECT ZERO INCUBATOR

2025 INFORMATION SESSION

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PROJECT ZERO
ECONEXT INCUBATOR



AGENDA

- INTRODUCTION TO ECONEXT
- CIRCULAR ECONOMY OVERVIEW
- INCUBATOR PROGRAM DETAILS
- Q&A
- *PLEASE TYPE YOUR QUESTIONS INTO THE CHAT BOX OR SAVE THEM UNTIL THE END TO BE ANSWERED DURING THE Q&A.*



econext

A not-for-profit association, *econext* accelerates clean growth in Newfoundland and Labrador, working on behalf of its membership to foster environmentally sustainable economic development.



CLEAN ENERGY



NET ZERO BY 2050



VALUE FROM WASTE



CLEANTECH CLUSTER

WHAT WE DO



INNOVATION

econext works with partners in the public, private, and academic sectors to stimulate and support R&D and innovation that advances clean growth in Newfoundland and Labrador.



WORKFORCE

econext coordinates with private, public, and academic partners to ensure Newfoundland and Labrador's workforce is prepared for the emerging green economy.



NET ZERO

econext is a catalyst for climate change action within Newfoundland and Labrador, helping industry, businesses, and communities find a better balance between economy and environment.

EXAMPLES: CURRENT PROJECTS

CLIMATE CHANGE MITIGATION

Helping six (6) municipalities in NL identify their sources of GHGs, measure them, and develop plans to address them that are in line with their economic development priorities... and pursue subsequent projects in partnership.

CLIMATE CHANGE ADAPTATION

Helping municipalities across NL identify climate change risks that should be incorporating into planning, economic, development, and more... and pursue subsequent projects in partnership.

GREENING BUSINESS 101

Providing resources to business across NL to help them understand their environmental impacts (GHGs, energy use, waste) and develop strategies to address them that also help with their bottom lines.



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PROJECT ZERO

BACKGROUND

- PART OF THE NET ZERO FOCUS AREA FOR ECONEXT
- LICENSED A PROGRAM FROM THE SYNERGY FOUNDATION THAT LAUNCHED IN BRITISH COLUMBIA IN 2019
 - GRADUATED 46 VENTURES, RAISED \$5.5M IN CAPITAL, AND \$10M IN REVENUE
- BRING MORE CIRCULAR ECONOMY CONCEPTS TO NEWFOUNDLAND AND LABRADOR
- CATALYZE ENTREPRENEURSHIP
- FACILITATE DIVERSION OF MATERIALS FROM THE LANDFILL

WHY PROJECT ZERO?



Positive environmental impact



Lower carbon emissions



Innovation



Entrepreneurial opportunity



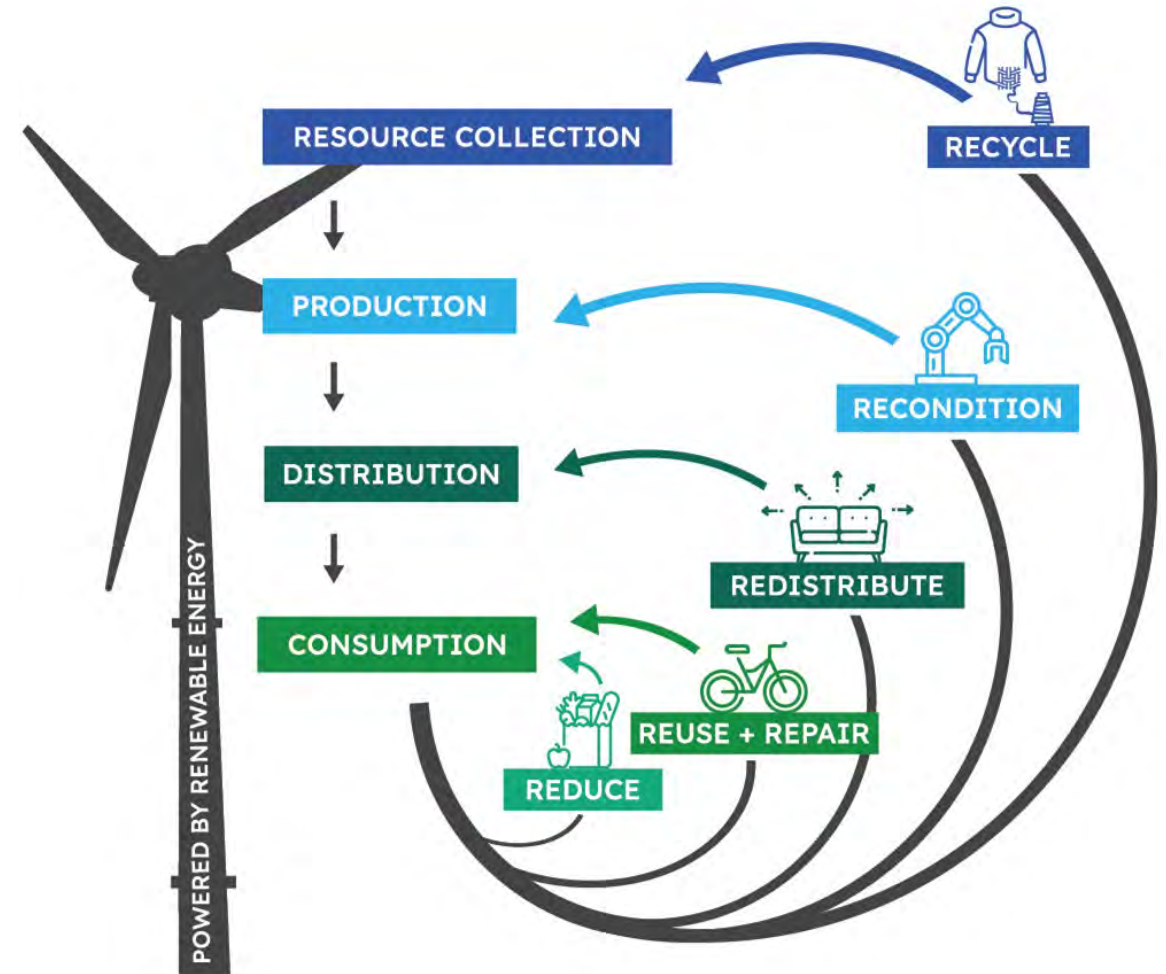
Job creation

AN OVERVIEW OF THE CIRCULAR ECONOMY

LINEAR ECONOMY



CIRCULAR ECONOMY



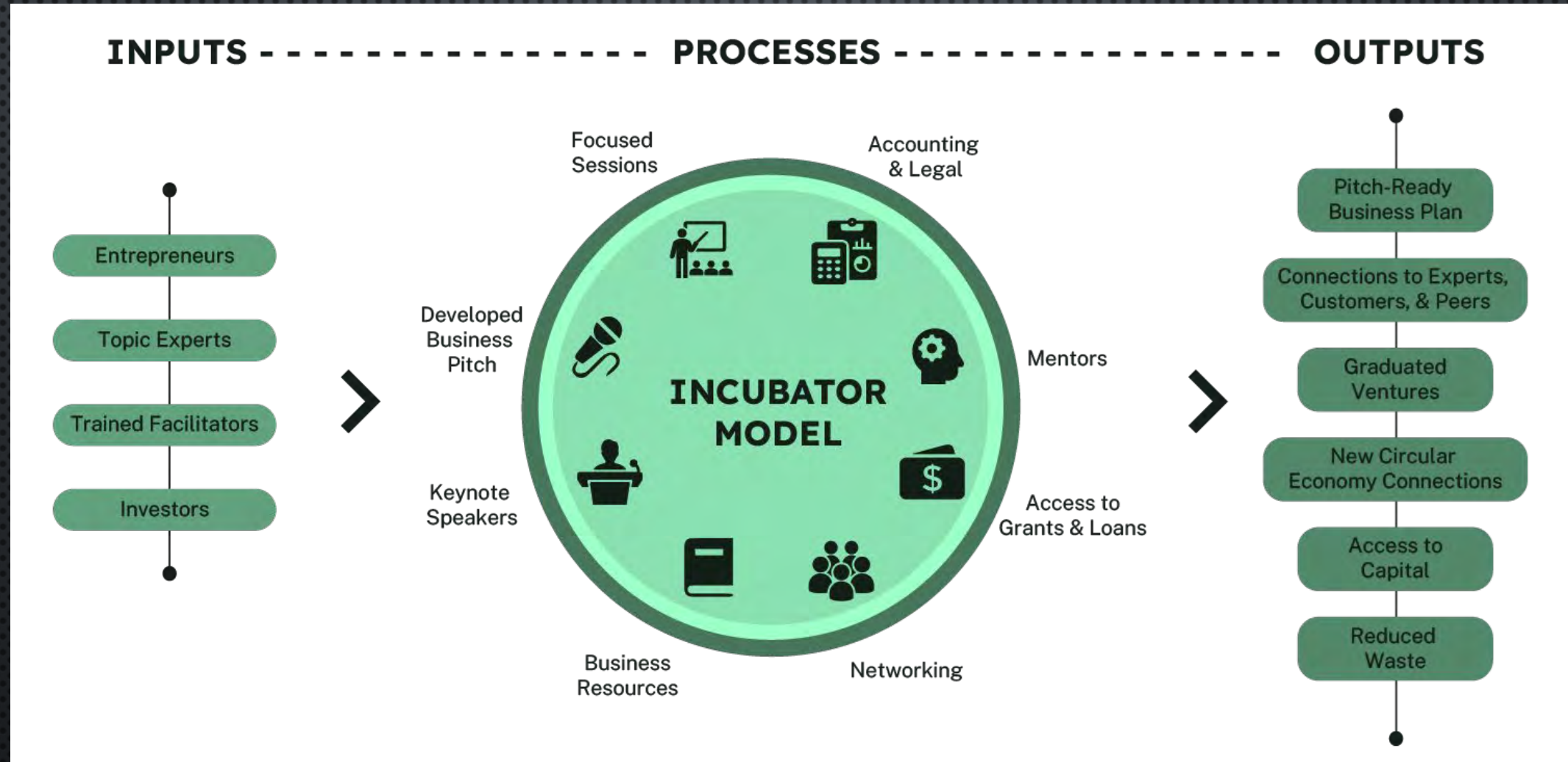
OUR WORLD IS ONLY
7.2% CIRCULAR

THE CIRCULAR ECONOMY IS
A 4.5 TRILLION DOLLAR
OPPORTUNITY

PROGRAM DETAILS

2025 PROJECT ZERO INCUBATOR

WHAT IS AN INCUBATOR?



PROJECT ZERO INCUBATOR

KEY INFORMATION

- BUSINESS IDEA MUST CONTRIBUTE TO A CIRCULAR ECONOMY
- ANNUAL 6-MONTH PROGRAM, FREE FOR ALL ACCEPTED VENTURES
- OPEN TO ENTREPRENEURS & BUSINESSES ACROSS NL
- NO PREVIOUS BUSINESS EXPERIENCE REQUIRED TO APPLY
- APPLICATIONS CURRENTLY OPEN FOR 2025 PROGRAM

WHAT ENTREPRENEURS RECEIVE:



Comprehensive entrepreneurial and business planning skills



Insight into the financial and legal side of operating a business



Specific skills related to operating within a circular economy



Chance to hone skills needed to pitch their business idea



Connections with investors and experts



Regular business planning coaching and mentorships

PROJECT ZERO INCUBATOR

KEY PROGRAM TAKEAWAYS

- DEVELOP A COMPREHENSIVE BUSINESS PLAN
- CREATE AN INVESTOR-READY PITCH
- BUILD NEW CONNECTIONS WITH MENTORS, COACHES, INNOVATIVE BUSINESS LEADERS AND INDUSTRY EXPERTS
- LEARN BUSINESS OPERATION FUNDAMENTALS AND ENTREPRENEURIAL SKILLS
- CONNECT WITH LIKEMINDED ENTREPRENEURS

PROJECT ZERO INCUBATOR

TIME COMMITMENT

- SESSIONS HOSTED VIRTUALLY VIA ZOOM EVERY THREE WEEKS ON THURSDAY AFTERNOONS
 - APRIL THROUGH NOVEMBER
 - APPROX. 2 HOURS IN LENGTH
 - COMBINATION OF LECTURES, BREAK-OUT ROOM ACTIVITIES AND PANEL DISCUSSIONS
- BUSINESS PLAN ASSIGNMENTS TO BE COMPLETED IN BETWEEN SESSIONS (4+HRS/ MONTH)
- 30 MINUTE MONTHLY COACHING CALLS WITH YOUR BUSINESS COACH

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TYPES OF BUSINESSES

- NEW IDEAS, EARLY START-UPS AND ESTABLISHED BUSINESSES/NON-PROFITS WITH NEW PRODUCT OR SERVICE IDEAS IN ONE OF THE FOLLOWING CATEGORIES:
 - UPCYCLING WASTE MATERIALS INTO NEW PRODUCTS
 - RENEWABLE ENERGY
 - CLEAN TECHNOLOGY THAT REDUCES ENERGY OR WASTE
 - REPAIR ECONOMY
 - SHARING ECONOMY
 - PRODUCT AS A SERVICE MODEL

PROJECT ZERO INCUBATOR

IMPORTANT DATES

- APPLICATIONS CLOSE AT 11:59 NDT ON **APRIL 6, 2025**
- SUCCESSFUL APPLICANTS WILL BE NOTIFIED BY MID-TO-LATE **APRIL 2025**
- PROGRAM BEGINS ON **MAY 8, 2025**
- CURRICULUM ENDS **NOVEMBER 13, 2024**
- PITCH EVENT **DECEMBER 4, 2024**

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APPLICATION TIPS

- CLEARLY DEFINE:
 - YOUR BUSINESS MODEL
 - HOW YOU CONTRIBUTE TO A CIRCULAR ECONOMY
- INCLUDE ANY METRICS OR INSIGHTS YOU MAY HAVE AVAILABLE
- BE SPECIFIC ABOUT WHAT YOU ARE HOPING TO GET OUT OF THIS PROGRAM IF ACCEPTED
- REVIEW AND REVISE BEFORE SUBMITTING

PROJECT ZERO INCUBATOR

ELIGIBILITY CRITERIA

- VENTURES MUST BE:
 - BASED IN NL
 - PLANNING TO DEVELOP YOUR ORGANIZATION IN NL
 - CONCEPT STAGE OR LESS THAN \$500K ANNUAL REVENUE
- TO PITCH YOU MUST:
 - ATTEND, AT MINIMUM, 70% OF THE VIRTUAL CLASS SESSIONS
 - COMPLETE ALL COMPONENTS OF YOUR BUSINESS PLAN

Date	Session
8-May	S1- Incubator Kick Off
29-May	S2 - Setting the Foundation & Design Thinking
19-Jun	S3 - External Environment & Target Market
10-Jul	S4 - Marketing & Sales
31-Jul	S5 - Operations & Climate Impact
21-Aug	S6 - Building Your Team
11-Sep	S7 - Managing Your Finances
2-Oct	S8 - Funding Your Venture
23-Oct	S9 - Legal Essentials
13-Nov	S10 - Pitching, Getting Coverage & Next Steps
	Pitch Practice / Office Hours
4-Dec	Pitch Event

SYNERGY FOUNDATION
PROJECT ZERO ALUMNI



2019 VENTURE





2020 VENTURE



2022 VENTURES





3431 TONS OF CO₂
Fossil fuel reduced
this year.



APPLY TODAY!

APPLICATIONS CLOSE APRIL 6, 2025

[ECONEXT.CA/PROJECT-ZERO/](https://econext.ca/project-zero/)

EMAIL INCUBATOR@ECONEXT.CA IF YOU HAVE ANY ADDITIONAL QUESTIONS



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