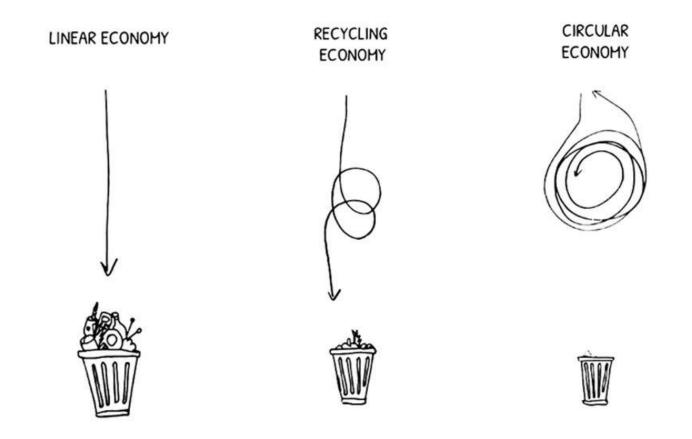


#### [Re]Verse Pitch:

Giving Byproducts a Second Life Through Entrepreneurship



#### EMULATE NATURAL CYCLES



### Austin's Circular Economy Program

#### Entrepreneurial & Business Support

- Business retention and expansion
- Austin's Circular Economy Map
- Circular Economy 'meet-ups'
- [Re] Verse Pitch

#### Circular Behavior Change

- Fix-It Clinics
- MoveOutATX
- Give a Great Story
- Austin Reuse Directory

#### Welcome to Austin's Circular Economy Story!\*

Learn about Austin's circular businesses and how they interact with each other to form the circular economy in Austin, TX.

#### Instructions

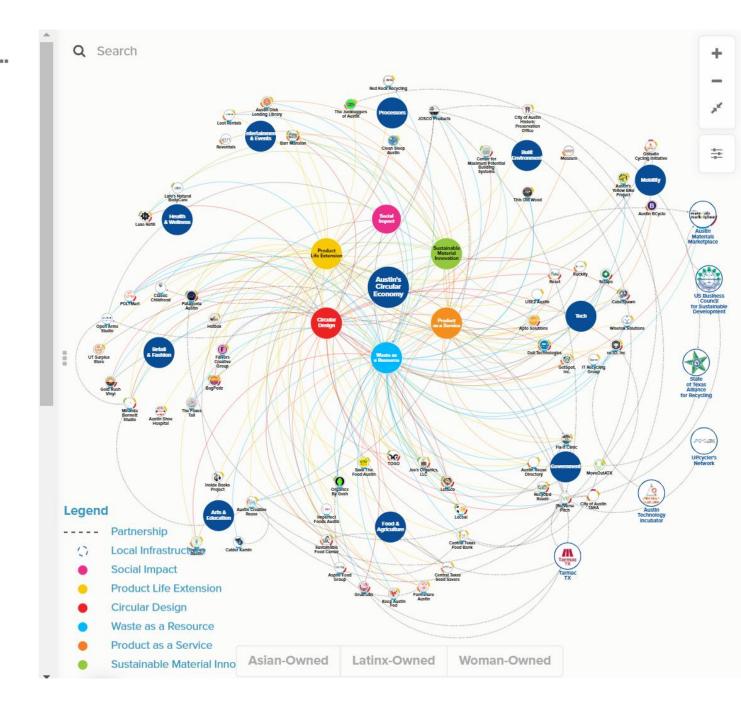
(Click on Austin's Circular Economy for reset)

- 1. Hold your mouse on a dot for 2 seconds and explore the connections being made!
- 2. Click on any dot you're interested in. This will pull up their general information and circular practices.
- 3. Once you click it, it will stay highlighted and associate itself in relation to other business.

#### Be Part of the Map!

Is your business part of Austin's Circular Economy? Fill out our application:

https://cityofaustin.formstack.com/forms/circular\_economy\_map\_application





**A:** A social innovation program to help turn valuable raw materials that are currently leaving local businesses as waste into the foundation of new social business ventures.

## Q: How does it work?



Local businesses, institutions and nonprofits pitch materials to entrepreneurs



Entrepreneurs work with mentors and advisors to create business ideas that repurpose pitched material(s)



Finalists selected to pitch their repurposing business ideas to a panel of judges



Best ideas receive Innovation Prizes to kickstart their venture

#### [Re]Verse Pitch 2021



Market Validation



Go to Market Strategy



Refine Business Plan



Craft Your Pitch

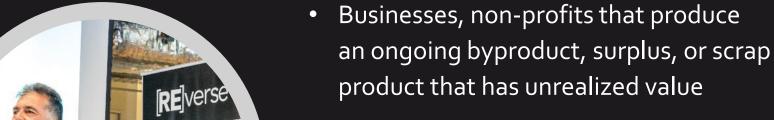


**Investor Event** 

## [RE]VERSE PITCH ROLES



#### Material Suppliers



• Interested in finding a solution







#### Mentors

- Business professionals, successful entrepreneurs, or experienced start-up mentors
- Desire to support the growth of social enterprises in Austin
- Volunteer 5-7 hours over two months

#### Advisors

- Subject matter expertise (i.e. logistics, material science, marketing)
- Desire to support the growth of social enterprises in Austin
- Help competitors with questions in a timely manner



## Judges

- Financing, lending, start-up and/or waste business experts
- Assess competitor submissions on feasibility, viability, sustainability, economic development criteria





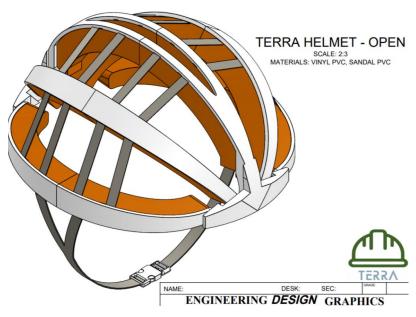
### Competitors

- Aspiring social entrepreneurs
- Existing businesses or nonprofits
- Desire to create or grow a successful business while reducing waste in Austin

#### 2020 Winners



LoFi



Terra

#### 2019 Winners



**SEED STAGE: Polymart** 



**GROWTH STAGE: re:3D** 

## Polymart prototypes



re:3D & Habitat for Humanity ReStore partnership







#### 2021 Material Supplier Applications open thru December 9!

reversepitch.org/get-involved

# Learn more at: reversepitch.org



Madelyn Morgan, City of Austin Madelyn.Morgan@austintexas.gov

