



The
Incubation
Network

&



PREVENT
Waste Alliance

PRESENTS
**THE SUP
CHALLENGE**

THE SUP CHALLENGE

/ Cohort Booklet **2022** /

UNDERSTANDING

THE PROBLEM

01

Single-Use Plastics' Demand

In South and Southeast Asia, there is an increasing demand for packaging, particularly single-use plastics (SUPs), dominated by polystyrene and other types of hard-to-recycle plastics including flexibles (films, sachets, and more). By 2025, these are projected to make up more than 70% of the market for food packaging in the region.

02

Industry's Reliance on SUPs

The food service industry heavily utilizes single-use packaging, from the purchase of food supplies to preparation. This is especially so for off-premise food services such as deliveries, drive-throughs, and takeaways, which have increased dramatically in light of COVID-19, becoming a lifeline for some operators. Being entirely reliant on their supply chains, the sector is unaccustomed to working with alternative solutions by early-stage companies.

03

Challenges of the Alternatives

Alternative solutions are mostly driven by early-stage companies that struggle to overcome various challenges, including a lack of capital, collaborative industry partners, managerial experience, underdeveloped value chains, and complex policy and regulatory frameworks.



INTRODUCING

THE PROGRAM

The SUP Challenge will see eight Entrepreneur Support Organizations (ESOs) accelerate startups in South and Southeast Asia to pilot their solutions with the F&B industry to reduce single-use plastic waste. Following a kickoff session, each ESO will receive a funding amount of at least US\$50,000 and technical assistance to support their projects taking place from April until September 2022. Over a period of six months, each ESO will go through cohort-based programming, mentoring sessions, and 1-on-1 support to enhance their project delivery. The cohort will also contribute their experience and best practices towards a Technical Assistance Playbook for ESOs developed by The Incubation Network.

The insights derived from their pilots will contribute to a study around understanding the environmental impacts of alternatives to single-use plastic packaging. The results will be outlining the environmental considerations associated with single-use replacement business models and the opportunities to reduce negative impacts or recognize carbon savings, relative to virgin plastic production.

PROGRAM BENEFITS

Project and startup funding from a pool of **\$500,000** (US)

Cohort **Learning & network building** with other ESOs

Dedicated **Mentorship & Technical Assistance** for the project

Securing partnerships with F&B partners to pilot solutions



MEET THE COHORT



5 Countries

India, Indonesia, Vietnam, Philippines, Thailand

8 Entrepreneur Support Organizations (ESOs)



This challenge is implemented by **The Incubation Network** and funded by the **PREVENT Waste Alliance**, an initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), and ECCA Family Foundation. The SUP Challenge is part of **PREVENT's Innovate & PREVENT** programme.

Climate Collective Foundation



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About

Climate Collective Foundation is a Section 8 non-profit based in India focused on empowering entrepreneurs throughout the Global South by building, or strengthening, local climate startup ecosystems. They manage a community of 6000+ climate tech startups and aspiring climate tech entrepreneurs and focus their work in India, Sri Lanka, Maldives, Nepal, Bangladesh, Pakistan, and Bhutan.

Project Name The SUP Challenge - Goa

Project Summary

- Climate Collective Foundation's pilots will take place in Goa, a world-famous tourist destination that ranks top in India's per capita plastic waste generation
- Their F&B partners are in the hospitality sector
- Climate Collective is co-running their project with AIC-Goa Institute of Management, an incubator of a leading business school in Goa and India

Gomassive Incubators Pvt Ltd



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About

Gomassive Incubators Pvt Ltd is an India-based incubator, headquartered in the Delhi NCR region, that is working in the area of climate change and sustainability through various initiatives. Gomassive is also a sponsor of the Climate Angles Fund (SEBI registered) and is investing in startups solving for plastic waste / circular economy among other startups working in the area of Climate Change.

Project Name ZESUP (Zero Single-Use Plastic)

Project Summary

- Gomassive's pilots will take place in Delhi and Agra
- Their F&B partners operate cloud kitchens and food delivery services
- Gomassive will provide fundraising opportunities for the startups supported, including a pitch event, and will also facilitate any grants of orders or purchase orders for the startups that had conducted successful pilots

Instellar



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About

Instellar is an Indonesian-based, purpose-driven company that helps businesses be more impactful, sustainable, and scalable. They have been working on various distinguished projects and programs since 2014, playing the role of a catalyst, a connector, and a community platform, to develop an ecosystem for mission-driven businesses and social enterprises in Indonesia.

Project Name HACK-SUP Innovation Lab

Project Summary

- Instellar will be supporting a larger cohort in Indonesia
- Their pilots will take place across the country, mostly in Jakarta, Bandung, Bali, Yogyakarta, and Surabaya
- Their F&B partners are food delivery services and restaurants

Villgro Philippines



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About

Villgro Philippines is an early-stage impact incubator and investor headquartered in Manila. We are supporting innovators who are addressing the most urgent social and environmental issues through innovative market-based models. Villgro Philippines has a direct portfolio of 39 enterprises across health, education, agriculture, affordable housing, and women and girls in Southeast Asia.

Project Name Plastic-Free Future Philippines

Project Summary

- Villgro Philippines will provide pilots with F&B partners in the fast food and restaurant chains across the Philippines
- Their project will include an investor track in partnership with Spring, providing a series of workshops on impact investing in climate solutions to investors, where investors will get to engage, assess, and mentor the startups
- Villgro Philippines will also organize a Demo Day where startups get to pitch to potential investors for active investment

Seedstars



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About

Seedstars was founded in 2013 in Geneva, Switzerland, and has a network of thousands of entrepreneurs, investors, incubators, corporations, and government organizations from 90+ countries. In Asia, Seedstars has a presence all over the continent with a new hub in Hanoi coming soon. As an impact-driven company, Seedstars does a lot of sector-specific work in support of the UN Sustainable Development Goals.

Project Name The Single-Use Plastic (SUP) Asian Accelerator 2022

Project Summary

- Seedstars will implement projects in Thailand and the Philippines and provide cross-country exchanges for startups in their cohorts
- Pilots in the Philippines will take place in Manila, and pilots in Thailand will take place in Bangkok with F&B businesses in the restaurant and food delivery services
- Seedstars will also provide Demo Day for the startups to pitch

Rise Impact



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About

RISE IMPACT is passionate about social innovation and entrepreneurship that catalyzes systemic change in Thailand. They specialize in delivering social enterprise consultation as well as impact venture incubation/acceleration programs. Their impact incubation program, Snowball, mainly focuses on early-stage impact ventures doing pilot tests and exploring potential early adopters. From 2019, they worked with 13 impact ventures in various sectors such as education, environment, health, etc.

Project Name Snowball x SUP Challenge

Project Summary

- RISE IMPACT's pilots will take place across Thailand, mostly in Bangkok
- Their F&B partners are small eateries and restaurant businesses, as well as food delivery services
- They also plan to connect startups to investors at their closing event that can support the continuity of solutions

Schoolab



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About

Schoolab is a global innovation studio based in Paris, San Francisco, and Ho Chi Minh City that trains, advises, and accompanies its clients and partners towards responsible innovation by activating the entrepreneurial and collaborative qualities of people. Schoolab has focused its impact-driven mission to support its partners around Circular Economy, Diversity, Equity, Inclusion, and Sustainable Cities and Communities.

Project Name Circular F&B Accelerator VN

Project Summary

- Schoolab will implement a joint project with CL2B with a scientific approach and framework towards pilot preparation and execution
- The pilots will take place in Ho Chi Minh, and their F&B partners are restaurant groups and chains

Evergreen Labs



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About

Evergreen Labs (EGL), headquartered in Danang, Vietnam since 2016, is an innovative venture studio focused on building back a better future with an aim to solve pressing environmental and social challenges through circular, transformative solutions in emerging Asia. EGL's work and solutions have been scaled or implemented in Vietnam, Laos, Thailand, Myanmar, Philippines, Bangladesh, Indonesia, Singapore, and new partnerships for 2022 in Africa.

Project Name Evergreen Venture Lab

Project Summary

- Their pilots will take place across Vietnam with a focus on Da Nang and Hoi An where community inclusion can readily occur
- Their F&B partners will include local restaurant chains and the hospitality sector
- Evergreen Labs will launch their Venture Lab program for this project, where they will support solutions to grow their environmental and social impact via three sources - existing startups in Vietnam (local); startups outside Vietnam looking to expand into Vietnam (market entry); solutions by intrapreneurs within Evergreen Labs (internal)
- Successful pilots will lead to potential follow-on funding opportunities from the ICM Falk Foundation for future growth and scaling



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Email hello@incubationnetwork.com to connect with any of our cohort participants.

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Program undertaken with financial support of the Government of Canada provided through Global Affairs Canada

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