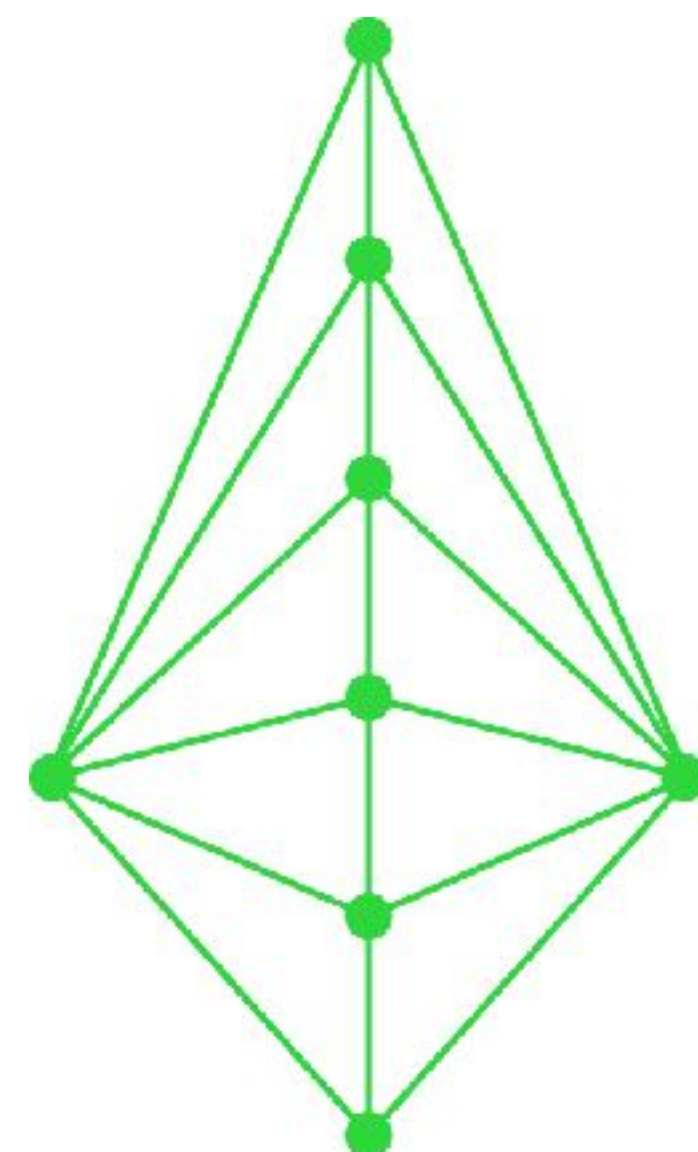




WHAT CAN ASTRONAUTS,
START-UP'S AND COMPANIES
ACCOMPLISH TOGETHER?

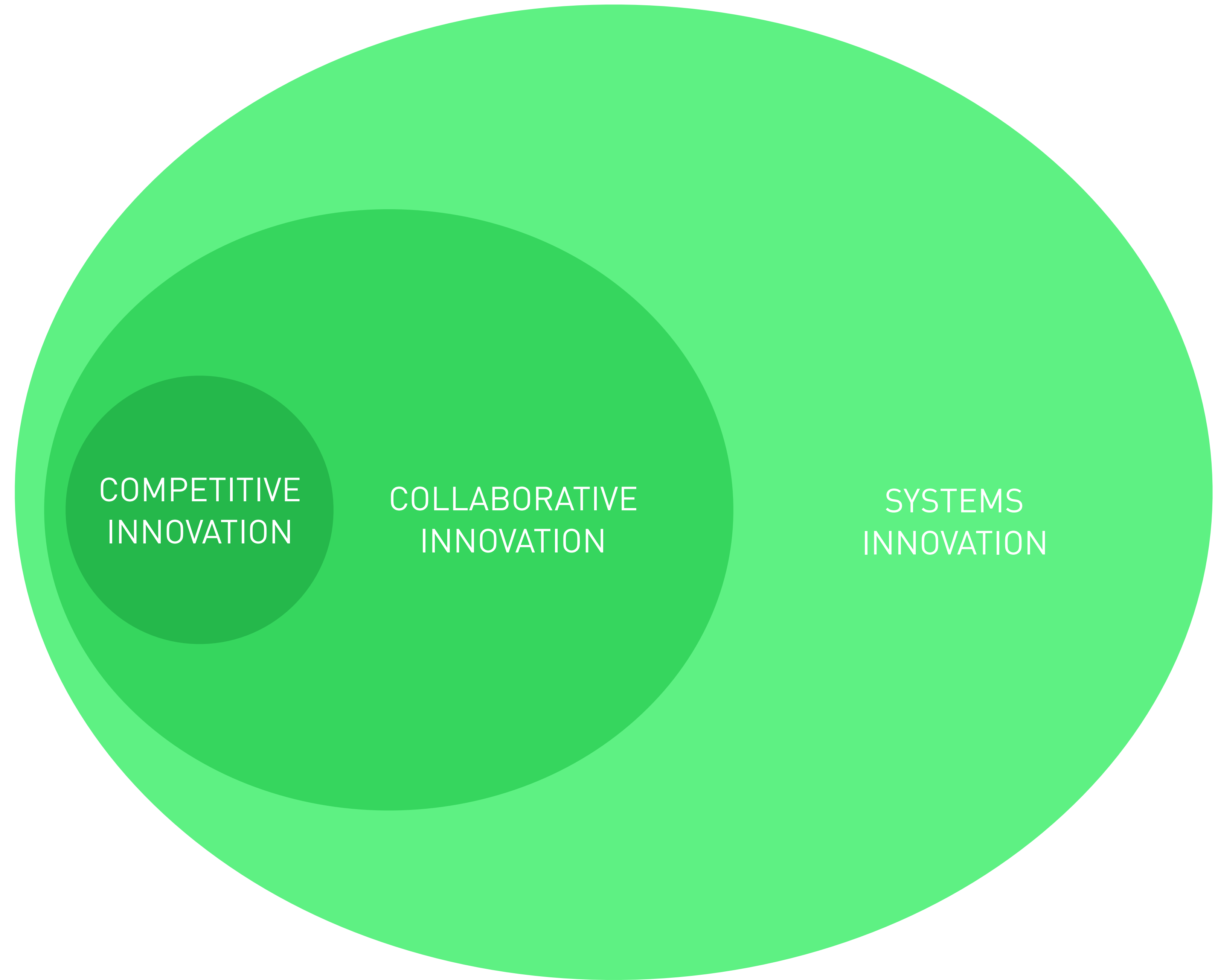


LAUNCH

THE CIRCULAR SOCIETY

Uniting industry, investors, cities, governments, citizens and innovators in building a circular society together.

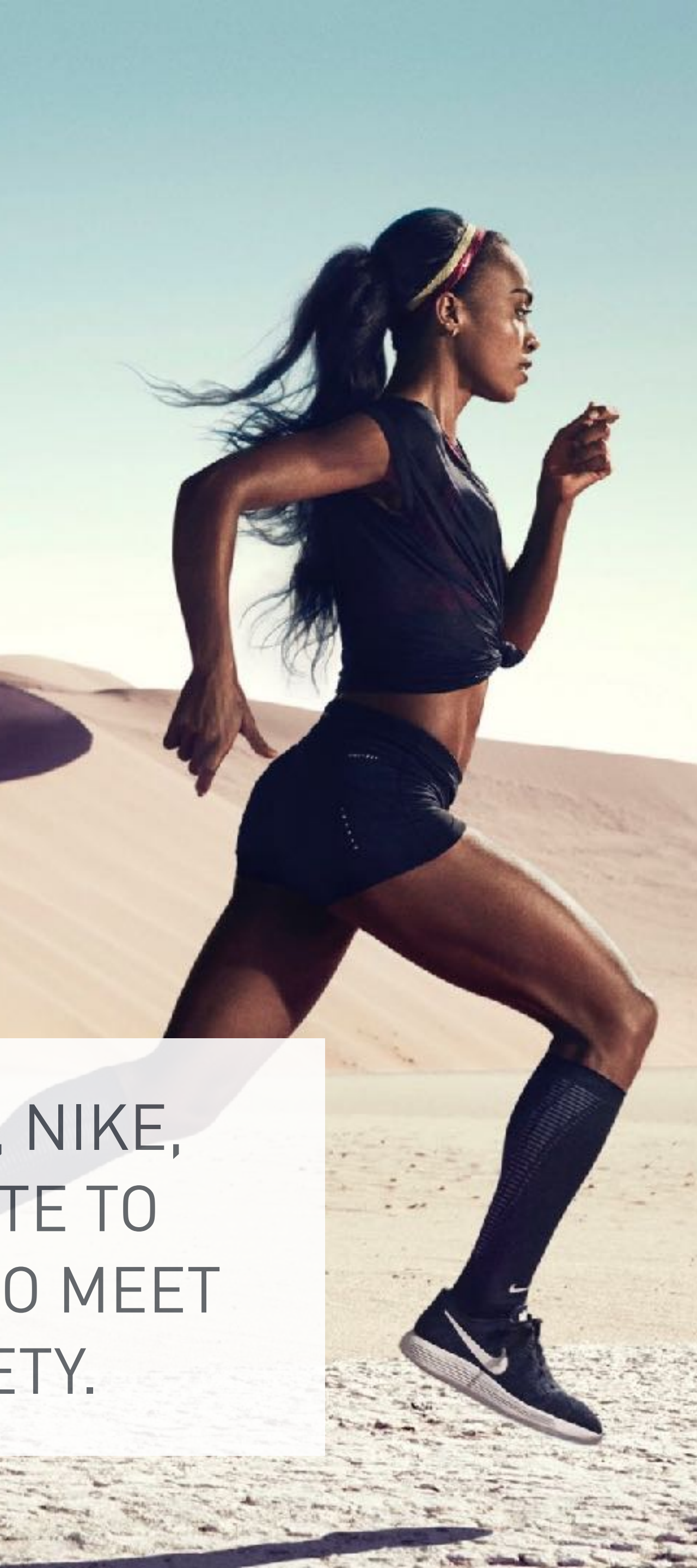




COMPETITIVE
INNOVATION

COLLABORATIVE
INNOVATION

SYSTEMS
INNOVATION



LAUNCH WAS FOUNDED IN 2010 BY NASA, NIKE, USAID, AND THE US DEPARTMENT OF STATE TO IDENTIFY AND ACCELERATE SOLUTIONS TO MEET URGENT CHALLENGES FACING OUR SOCIETY.

THE PLATFORM EXPANDS IN 2013 WHEN IKEA GROUP, NOVOZYMES, KVADRAT AND SEVERAL NORDIC GOVERNMENT INSTITUTIONS JOINS WITH FOCUS ON ACCELERATING A CIRCULAR ECONOMY.



NORDIC



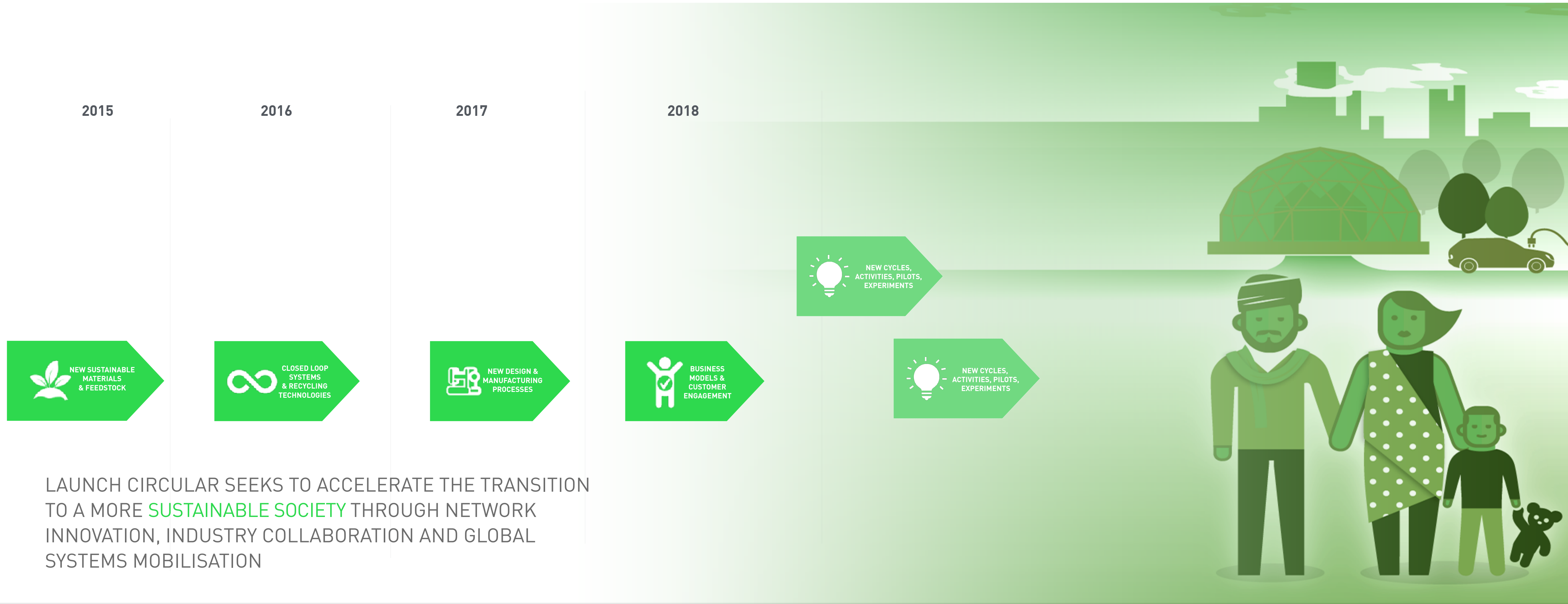


BY 2017 LAUNCH CIRCULAR REPLACES LAUNCH NORDIC TO BECOME A TRULY GLOBAL INNOVATION PLATFORM UNITING NIKE, IKEA, NASA, EBAY, NOVOZYMES, KVADRAT AND VF-CORP (VANS, NORTHFACE ETC).

LAUNCH CIRCULAR STRATEGIC ROADMAP

THE CIRCULAR SOCIETY 2030

Uniting industry, investors, cities, governments, citizens and innovators in building a circular society together.



LAUNCH CIRCULAR PROCESS



BIG THINK
April 4 eBay



WHAT HAPPENS

+ Domain specialists from **LAUNCH** partners and network are gathered to identify the key challenges and innovation opportunity areas within the yearly theme.

KEY OUTCOMES

+ Emerging trends and early partner opportunities are surfaced as well as inputs for the Challenge statement.



SUMMIT
June 21 EMF

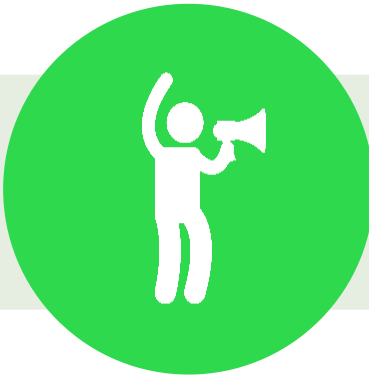


WHAT HAPPENS

+ Engagement of 100+ key system influencers as ambassadors for the yearly challenge at a high profile event.

KEY OUTCOMES

+ Industry, educational, government and media mobilisation and engagement.



CALL FOR INNOVATORS



WHAT HAPPENS

+ Reach out to business hubs, academic and governmental institutions, incubators and other organisations to identify the innovators with the best solutions to this year's challenge.

KEY OUTCOMES

+ Identification of 100+ innovators from all over the world



SELECTION



WHAT HAPPENS

+ Expert panel reviews and shortlisting, with final 5-10 innovators being selected by the **LAUNCH** partners.

KEY OUTCOMES

+ 5-10 innovations representing key solutions to innovation challenge areas.



FORUM Dec.
5-6 Cph.



WHAT HAPPENS

+ Innovators and **LAUNCH** Council participants engage in Impact Rotations on scaling innovations.

KEY OUTCOMES

+ Commitments from council participants on helping to test, pilot, invest in and scale innovations.



ACCELERATOR



WHAT HAPPENS

+ **LAUNCH** team follows up with an individual innovator acceleration plan over the following months.

KEY OUTCOMES

+ Innovator support, pilots, video, promotion, engagements, collaborations.

LAUNCH A GLOBAL INNOVATION PLATFORM



Over the years, **LAUNCH** has attracted 500+ innovators from more than 74 countries all around the world.

“LAUNCH HAS BEEN AMAZING FOR POND. YOU GUYS HAVE PLAYED A MAJOR ROLE IN OUR JOURNEY. WE WOULD NEVER BE WHERE WE ARE TODAY IF IT WERE NOT FOR LAUNCH.”

THOMAS BRORSEN PEDERSEN, FOUNDER,
POND, LAUNCH INNOVATOR 2015



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