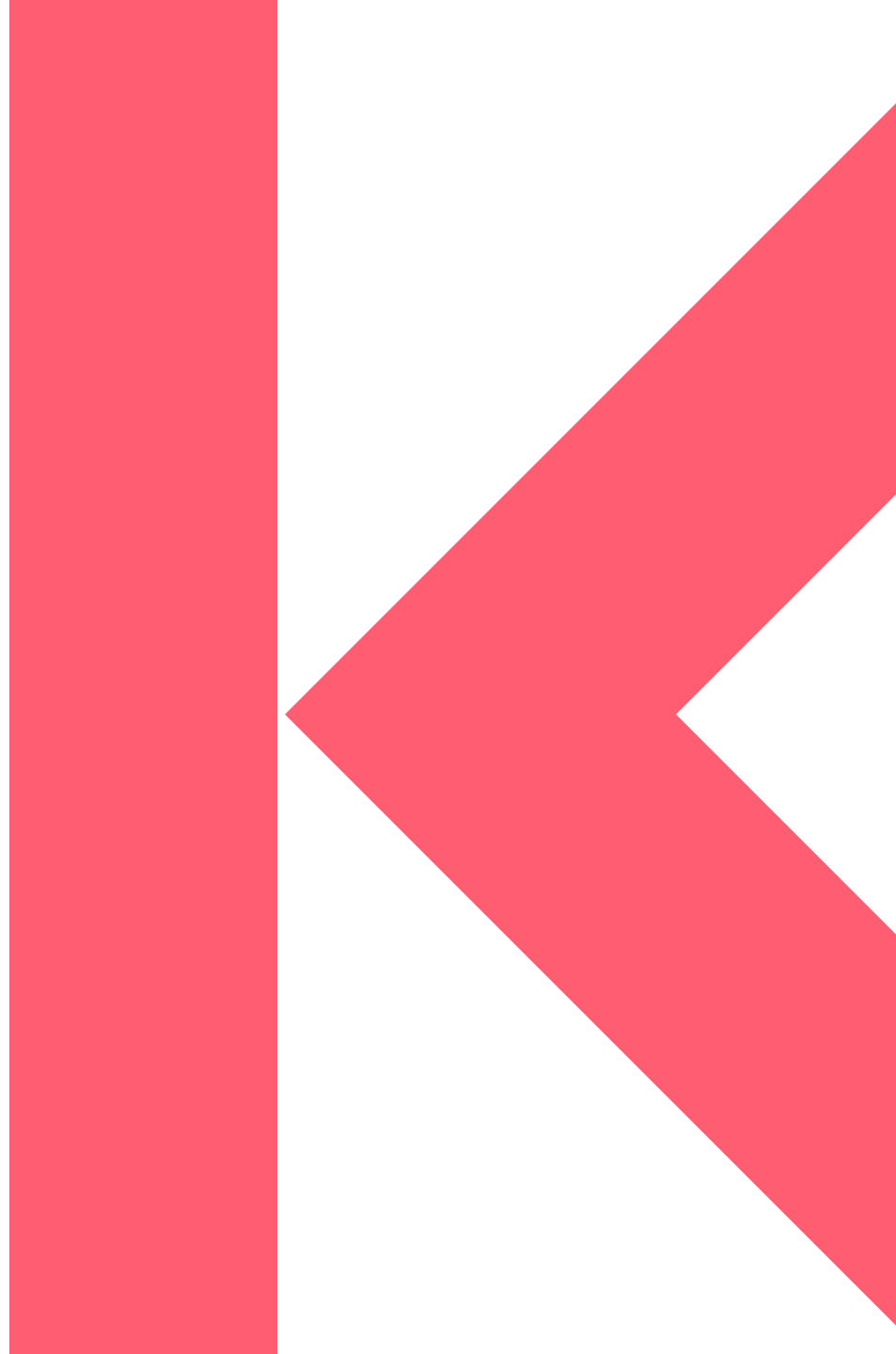


# Let's create a greener future by engaging startups and communities

4. March 2024



# KLAK-Icelandic Startups

## SUPPORT

Klak is a key player in the supportive environment for innovation in Iceland. We support entrepreneurs and start-ups through all the programs we offer to participants free of charge

## GROWTH

We provide start-ups and entrepreneurs with the necessary tools, connections, guidance and support to help them grow quickly domestically and internationally

## JOY

We want KLAK's support environment to be open and attractive, and we are guided by positivity and joy



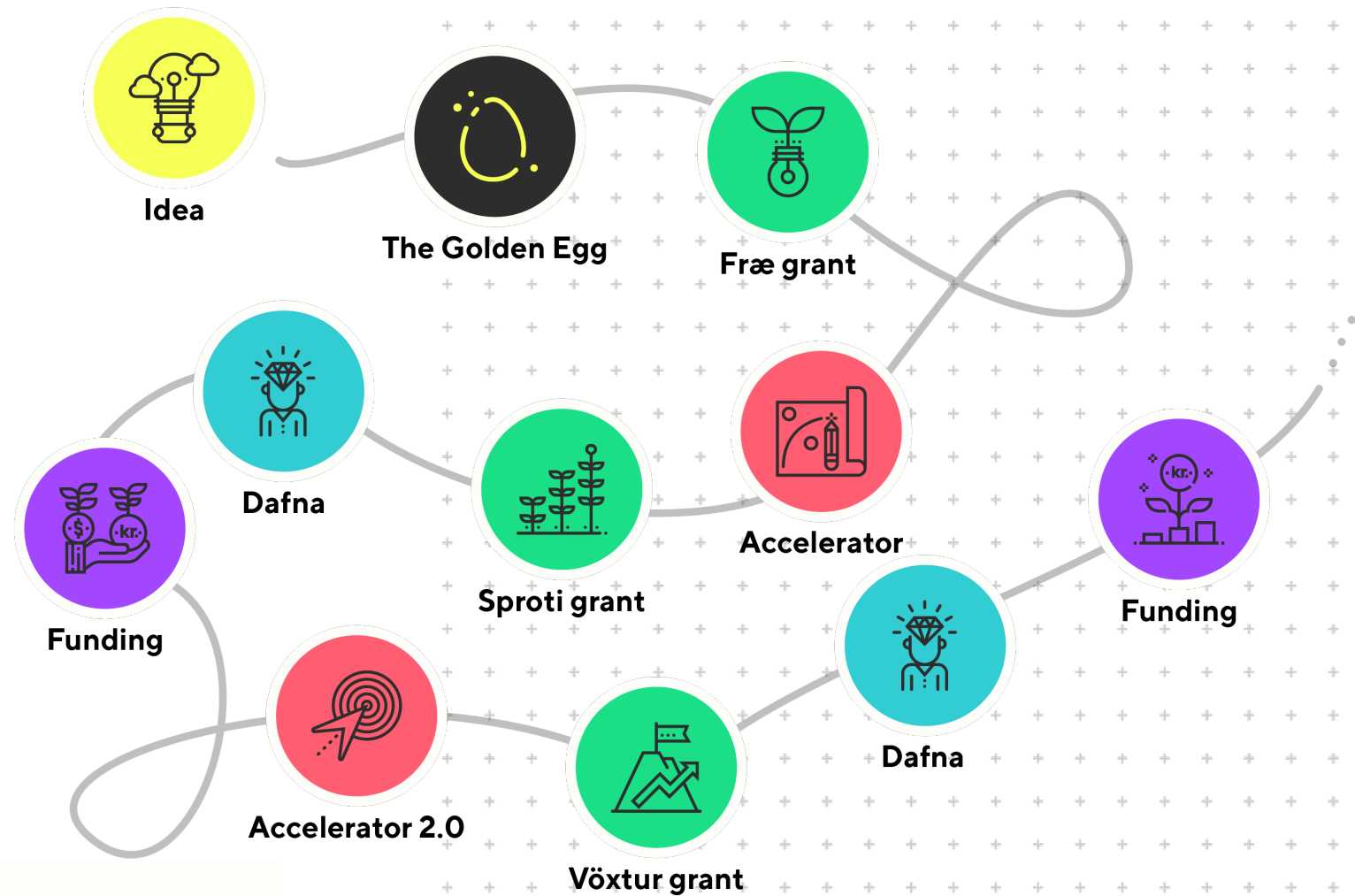
# PROJECT DATA

## 2023

- 6 accelerators and workshops
- 78 startups participated
- More than 650 entrepreneurs received service from KLAk
- 57% men and 43% women
- Over 30 open events hosted by KLAk that more than 4200 attended
- Organized close to 300 mentor meetings
- Biggest year of KLAk from the beginning



# THE STARTUP'S GUIDE TO THE GALAXY



# ÞRÁÐAÞON- TEXTILE HACKATHON

- A two-day hackathon on January 5 and 6, 2024
- In collaboration with the Circular Cluster and supported by the Ministry of the Environment, Energy and Climate.
- Speakers discussed the state of the problem
- Four companies presented their challenges regarding textile waste, and 60 entrepreneurs attended and created 10 different solutions to these challenges. Prize for best ideas.
- The aim of the event was to develop solutions to these specific challenges, reduce waste and extend the life of textiles.
- The hackathon was also intended as an opportunity for sparking and shaping ideas that could participate in Hringiða 2024.
- At least four ideas from the hackathon are still active and two are participating in Hringiða 2024

[klak.is](https://klak.is)



**Þráðapön** 

**Opíð lausnamót gegn textílsóun**

Tveggja daga hugmyndasmiðja með áherslu á lausnir sem tengjast sóun textíls og að koma því í hringrásarhagkerfi.

**5. og 6. janúar, Grósku.**

**KLAK** Icelandic Startups  | Stjórnarráð Íslands Umhverfis-, orku- og loftslagsráðuneytið 

# Krubbur- Idea sprint

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- Two day hackathon in the Húsavík in the north of Iceland next weekend
- KLAKE is one of the organizers.
- Seeking solutions related to the utilization of various waste materials in Húsavík
- Companies in the area present their challenges regarding different waste materials that they want to find use for.
- Great opportunity to collaborate with local communities to identify waste-related challenges and co-create solutions that address their specific needs

\_\_\_\_\_ [hringida.is](http://hringida.is)



The image shows a promotional graphic for the 'Krubbur Hugmyndahraðhlaup' (Idea Sprint) event. The background is a faded aerial view of a town. At the top, there is a grid of small grey plus signs. The main title 'Krubbur' is in large, bold, black letters, with a yellow arrow pointing up and to the right. Below it, 'Hugmyndahraðhlaup' is written in a smaller, black font, with a yellow arrow pointing down and to the right. The location 'Húsavík' is indicated with a yellow location pin icon, and the dates '8. - 9. mars' are shown with a yellow calendar icon. At the bottom, there is a row of logos for various sponsors and partners, including Hringidá miðstöð nýsköpunar, KLAKE Icelandic Startups, LOA, EIMUR, NORÐANÁTT, Norðurþing, PCC, ISLENSKA GÁMAFÉLAGIÐ, SSNE, VISIT HÚSAVÍK, HÁSKÓLI ÍSLANDS, Háskólinn á Akureyri, and HÁSKÓLINN Á HÖLUN.

# Gulleggið-Golden Egg

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The country's largest and oldest entrepreneurial competition

Ideas in the early stages and entrepreneurs taking their first steps

Many ideas related to the circular economy and green innovation have applied and in 2023 two ideas were selected in the top 10 and three ideas in 2024





# Hringiða

**Circular accelerator**





# Hringiða

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- A business accelerator with a focus on the circular economy and climate solutions.
- First held in 2021.
- **Hringiða (2024)**
  - Startups that are taking their first steps and have reached stages 2-4. level of the TRL scale
- **Hringiða+ (2025)**
  - for startups at stage 4+ on the TRL scale // Have a prototype even if it is on a small scale.
  - Focus on European grants like the EU Life programme

Up to 10 startups accepted

[hringida.is](https://hringida.is)



# Hringiða

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- The sponsors are City of Reykjavík, the Ministry of the Environment, Energy and Climate, Reykjavik Energy, Associated Icelandic Ports, Terra Environmental Services, Ölgerðin brewery and the Icelandic Federation of Industries
- Professional collaboration with the IceTech, The Ocean Cluster, Breið Developmental, Rannís, Green by Iceland, Intellectual Property office, EVRIS and Inspiralia.
- A steering group of experts in the circular economy.

\_\_\_\_\_ [hringida.is](http://hringida.is)



# After the accelerator all teams should have..

- Have verified the problem
- Have created contact with a potential customer
- Have defined their target group
- Have created a draft of first business model
- Have a clear vision of the next steps and the tools to get there
- Have joined the KLAK alumni network
- Have presented their project to investors and key people from the Icelandic business scene.
- Have created strong ties to the innovation ecosystem in Iceland
- Have created contact with investors
- Have received external publicity (e.g. in the media and at open events)
- Have received training in public speaking
- Have been guided by an advisory board (VMS mentors)
- Have learned to define and calculate the positive environmental impact of the solution (IBMS)

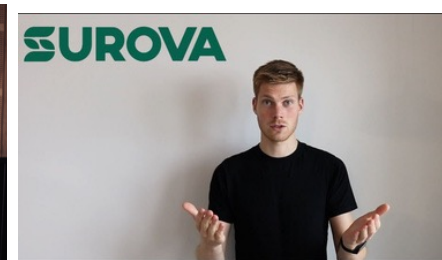
# Previous participants of Hringiða

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The previous participants of Hringiða have been successful after participating in the accelerator.

Many of them have achieved great success, in terms of grants, funding, partnership agreements and development.

18 of the 23 companies that have participated in Hringiða are still in business



**In total, Hringiða's teams have collected over to a billion ISK from grants and investors**

# Mentors

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- KLAKE VMS (Venture Mentoring Service) is run following the example of MIT VMS.
- Based on group meetings
- 124 sister centers in 28 countries worldwide.
- 126 certified KLAKE VMS mentors.
- KLAKE- VMS supports 70-80 startups a year

[hringida.is](http://hringida.is)



# Impact Business Modeling System

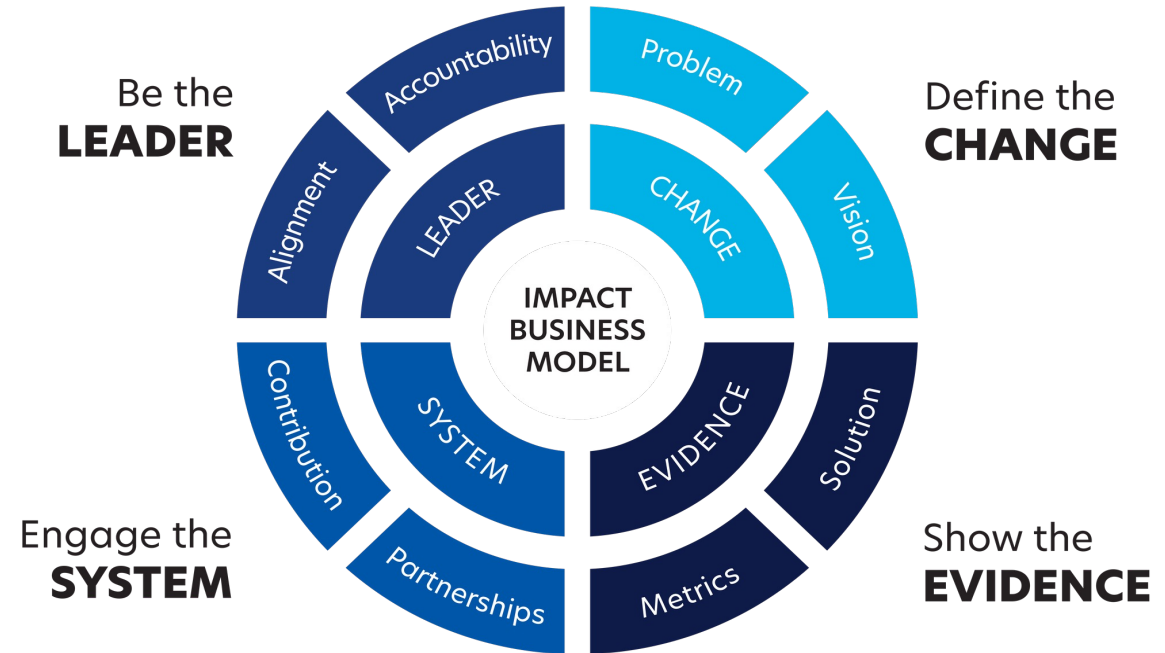
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**Assists companies with sustainable solutions to define and measure their impact.**

Methodology and tools to define and calculate the positive effects of the solution and the activity in a precise and easy-to-understand way.

A clear overview and calculations of measurable effects are essential information for funds, investors, donors, employees and other stakeholders.

**Goal: for companies to learn to define, calculate and demonstrate their positive environmental and/or social impacts**



# Events



KLAUK Icelandic Startups GRÓSKA Hringiða

# PROSECCO & PITCH

19. APRÍL 2023 16:30-18:00

OR F SI



## Hringiðu hádegi

Miðvikudaginn 29. mars kl. 12:00-13:00  
1. hæð í Grósku



# Media Coverage

## ARCTIC BUSINESS JOURNAL

### START-UPS PUT THE WEIGHT ON THE CIRCULAR ECONOMY

March 20, 2023



Press release from KLAKE

Seven outstanding and diverse start-ups have been selected to participate in Hringiðu 2023, a business accelerator and a collaborative platform for companies in Iceland, which put all the weight on the circular economy and ensure that resources are maintained in the economy.



VALMYND



20. mar. 2023 Almennar fréttir Iðnaður og hugverk Nýsköpun



### Sjö sprotafyrirtæki taka þátt í Hringiðu 2023

hringida.is

## Allir geta stutt við sprota og mikið fjármagn sótt nú þegar

Rakel Sveinsdóttir skrifar 3. maí 2023 07:01



Ásta Sóllilja Guðmundsdóttir er nýr framkvæmdastjóri KLAKE og hún segir alla geta stutt við sprota. Til dæmis geti það skipt sköpum fyrir nýsköpunarverkefni sem fá stóra styrki erlendis. Ásta segir að þær séu með viðskiptavinum á heimasíðu KLAKE. Í vikunni klabest Hringiða þráði KLAKE sem nú

Smartland Mörtu Maríu | Samkvæmislið | mbl | 10.5.2023 | 10:28 | Uppfært 11:53

## Framtíðarstjórnunum fagnað heitt og innilega



Það var stuð og stemning á uppskerudegi Hringiðu í umsjón Klak síðastliðinn föstudag. Samsett mynd

## Bruggað úr úrgangi og nóg að sækja liffrænt sorp á sex vikna fresti

Rakel Sveinsdóttir skrifar 4. maí 2023 07:00



Rjúrk Brynjarsdóttir og Julia Brenner eru stofnendur Melta sem nú vinur að nýju söfnun- og flókunarkerfi fyrir liffrænt sorp sem einfaldar flókunina fyrir íbúa. Slagmarkar ljú, minskar þríf á fótum, fækkar ferðum út með nulloð og fleira. Úrgangurinn endar síðan í brugghösi sem byr til áburð fyrir landbúnaðinn.



ÁSTA SÓLLILJA GUÐMUNDSDÓTTIR  
Framkvæmdastjóri Klak

frettabladid.is

FRETABLADID.IS  
Sprotafyrirtæki skipa sér í forystu á alþjóðavísu í umhverfismálum  
Innlent Sprotafyrirtæki skipa sér í forystu á alþjóðavísu í umhverfismálum í hópnum...



Ýmis tæki og tól til láns á bókasöfnum í borginni

### Ýmis tæki og tól til láns á bókasöfnum í borginni

Guðrún Lilja Gunnlaugsdóttir deildarstjóri hjá Borgarbókasafninu ræddi við okkur um hringrásar safnið á Borgarbókasafninu.



# Media Coverage

## Sprotafyrirtæki skipa sér í forystu á alþjóðavísu í umhverfismálum, Alor þar á meðal

feykir.is | Skagafjörður, Austur-Húnavatnssýsla, Vestur-Húnavatnssýsla | 17.03.2023 | kl. 13.28 | pall@feykir.is



BJÖRK BRYNJARSDÓTTIR  
stofnandi Meðu

## Alor og Straumlind í samstarf

feykir.is | Skagafjörður, Austur-Húnavatnssýsla, Vestur-Húnavatnssýsla | 10.05.2023 | kl. 09.05 | pall@feykir.is



## Lokadagur Hringiðu

Fulltrúi SI, Nanna Elísa Jakobsdóttir, viðskiptastjóri á lónaðar- og hugverkasviði SI, var meðal þátttakenda á lokadegi Hringiðu í umsjón Klaks...  
11. maí 2023 Almennar fréttir lónaður og hugverk Nýsköpun Ofa og umhverfi



tamúrskarandi og fjölbreytt sprotafyrirtæki hafa verið valin til þátttöku í Hringiðu 2023. Aðsend mynd.



Þátttakendur Hringiðu 2023 komu fyrst su...  
Hringiða 2023 OPEN FOR APPLICATIONS ON JANUARY 20TH



Guðlaugur Þór Þórðarson, umhverfis-, orku- og loftslagsráðherra, og Kristín Soffía Jónsdóttir, framkvæmdastjóri Icelandic Startups.



Icelandic companies were selected for the Icelandic business accelerator, Hringiða. With this, Icelandic startup ecosystemer KLAK sets the ambition for circular economy and the green transition.



INCREASING NUMBER OF PARTNERS CIRCLE 2023  
February 22, 2023  
Press release from KLAK



Viðskiptahraðallinn Hringiða skiptið sem hraðallinn, s...  
Icelandic Startups hefur umsjó...  
voru sjö teymi valin til að taka...  
Plogg-In, Green Bytes, SideWin  
Press release from Klak



# Funding

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- Introduction to different funding options
- Different opportunities to meet investors during the accelerator
- Investors give talks, participate in shark tank and the accelerator ends with a demo day for investors
- Workshops with Rannís regarding EU Life program and other grants for sustainable startups
- Participants get the opportunity to meet the sponsors of the accelerator and can explore possible collaboration
- KLAK has applied for a grant to map funding opportunities for sustainable startups in Iceland and compare with funding opportunities in other European countries.

[hringida.is](http://hringida.is)

[icelandicstartups.is](http://icelandicstartups.is)



# Thank you

