

Market Readiness Levels (MRLs)		Technology Readiness Levels (TRLs)	Circular Economy Readiness Levels (CERLs)	Guiding Questions	Related Units	Business Model Canvas Focus	Circular Start Course Module	
<b>The CircularStart Guidance Tool</b>		<b>How to use this tool:</b> The table provides a process framework to implement Circular Economy principles into the business model and is the structural basis for the course contents. Building on the already well established Technology and Market Readiness Levels (TRLs, MRLs) the newly defined Circular Economy Readiness Levels (CERLs) are best followed in parallel to the evolving business model climbing the TRL- and MRL- ladder. The guiding questions give you a hint of what to expect within the different levels and references the related units where these questions are covered. The table also hints at the elements of the Business Model Canvas that come particularly into focus throughout the course modules.						
		0	Hunch	Idea	<b>Understand Circularity</b> <i>Which Sustainable Development Goals (SDGs) exist?            What is a Circular Economy and why do we need it?            What are the drivers and enablers of a Circular Economy?</i>	Unit 1 Unit 2 Unit 3		<b>IDEATION</b>
		1	Basic Research	Basic Research	<b>Relate to Circularity</b> <i>How do Circular Economy and SDGs relate to your idea?            Other than economic value, does your activity also create environmental and societal value?</i>	Unit 4 Unit 5 Unit 6 Unit 7		
		2	Needs Formulation	Technology Formulation	<b>Analyze existing circular solutions</b> <i>What kind of circular business models and strategies can be distinguished?            What are the economic opportunities and financial implications?            How can the circularity and sustainability of business models be analysed and measured?</i>	Unit 8 Unit 9		
3	Needs Validation	Technology Validation	<b>Define a Circular Value Proposition</b> <i>How are you able to provide circularity to your customer segments?            How can you design a Value Proposition, which includes strategies which narrow, slow, close and/or regenerate resource flows?</i>	Unit 1 Unit 2 Unit 3 Unit 4 Unit 5				
4	Small Scale Stakeholder Campaign	Small Scale Prototype	<b>Analyze the Circularity of your Value Chain</b> <i>What is a circular value chain and how can it be assessed?            With which strategies can a circular value chain be achieved?            What are the key activities making your value chain circular?            What role could reverse logistics play in your value chain?</i>	Unit 6 Unit 7		<b>INTEGRATION</b>		
5	Large Scale Early Adopter Campaign	Large Scale Prototype	<b>Specify the Circular Value Chain</b> <i>How can you identify, prioritize and integrate additional stakeholders needed in order to make your value chain circular?</i>	Unit 1 Unit 2				
6	Proof of Traction	Prototype System	<b>Analyze the Circularity Performance</b> <i>How can you identify relevant circularity and sustainability indicators?            How can you use the CircularStart Assessment Tool to measure circularity?</i>	Unit 3		<b>VALIDATION</b>		
7	Proof of Satisfaction	Demonstration System	<b>Improve and Validate the Circularity Performance</b> <i>How can you continually improve and validate the circularity and sustainability performance?</i>	Unit 1 Unit 2 Unit 3				
8	Proof of Scalability	First of a kind commercial system	<b>Communicate Circularity</b> <i>What are the benefits of communicating circularity?            How can you best communicate your circular approach to customers?            Which tools and standards exist for communication?</i>	Unit 1 Unit 2 Unit 3		<b>IMPLEMENTATION</b>		
9	Proof of Stability	Full commercial application	<b>Maintain Circularity</b> <i>How can you maintain, monitor and improve the circularity efforts over time?</i>	Unit 4				