**Funding Opportunities**

**1. Crowdfunding**

* **Platforms:** Kickstarter, Indiegogo, GoFundMe.
* **Why it fits your project:**
  + Eco-friendly innovation (bikes made from recycled plastics) → strong public appeal.
  + You can pre-sell subscriptions/passes to raise cash *and* test demand.
* **Examples:**
  + Dutch e-bike startup **VanMoof** successfully raised funding via pre-orders (this is a bike manufacturer bear in mind).
  + Many “green tech” projects have gained traction on Kickstarter by tapping into climate-conscious backers.
* Likelihood:
  + I think this is the least likely as I doubt there will be enough demand for subsriptions/passes.

**2. Competitions & Challenges**

* **UK-based opportunities:**
  + **Innovate UK Smart Grants** – competitions for sustainable transport and circular economy projects.
  + **Mayor of London’s Civic Innovation Challenge** – funds mobility startups that improve city living.
  + **CleanTech competitions** (e.g., ClimateLaunchpad, Green Alley Award for circular economy).
* **Why it fits:**
  + Judges love circular economy + urban mobility solutions.
  + Even shortlisting builds credibility for later funding rounds.
* Likelihood:
  + The schemes requirements seem to be along the lines of:
    - “the innovation should be completely new and ahead of anything similar on the market”
    - “applicants must be able to demonstrate a clear and sizeable market need”
  + I feel like as there is already existing rental schemes I feel like it lacks the completely new aspect

**3. Government or Private Schemes**

* **UK Government Support:**
  + **UKRI (UK Research & Innovation)** – funds transport innovation & materials R&D.
  + **Department for Transport (DfT) Active Travel Fund** – supports cycling infrastructure and schemes.
  + **Zero Emission Transport funds** at local authority level.
* **Private Grants:**
  + **Ellen MacArthur Foundation** (circular economy focus).
  + **Nesta Challenges** (mobility and climate innovation).
* **Why it fits:**
  + Sustainability + active travel = strong alignment with government climate goals.
  + Recycled plastics angle can attract *green innovation grants*.
* Likelihood:
  + support from brighton council could be likely to help meet their climate goals as recycling is a different aspect than zero emission transport.

**4. Venture Capital (VC)**

* **Target investors:**
  + Mobility VCs → e.g., Autotech Ventures, Maniv Mobility.
  + Sustainability-focused funds → e.g., Circularity Capital, ETF Partners.
  + Impact investors → those measuring financial + social/environmental returns.
* **Pros:** Large cash injection, rapid scaling potential, expertise help.
* **Cons:** Need to show strong growth model and scalability (beyond one city).
* **Why it fits:**
  + Circular economy + micromobility = hot VC themes.
  + Your recycled plastics USP differentiates from Lime/Beryl.
* Likelihood: I think it may be the best chance as there are investors which solely invest in circular economies such as <https://circularitycapital.com/> if you can present them with the potential to scale it, and enough consumer interest it could be excellent as you wont only get the funding but also expertise in development, how to market it correctly and the scaling process.

**5. Hybrid Approach**

In practice, many startups **combine** these:

* Seed stage: Crowdfunding + competitions → early validation.
* Growth stage: Government innovation grant → cover R&D costs.
* Expansion: VC → scale fleet, expand to multiple cities.

But it really depends on who you can get in contact with and how much interest you can generate.