



## SOTECIN FACTORY START-UP DAY: SHOWCASING CIRCULAR SOLUTIONS FOR INDUSTRY TRANSFORMATION

Porto, Portugal – 19 & 20 May 2025.

The SoTecIn Factory project consortium is excited to invite you to the **SoTecIn Factory Start-up Day on 19 and 20th of May 2025 at the Porto Inova Business Center**. This event marks the conclusion of the Horizon Europe project, bringing together innovators, industry leaders, and sustainability advocates, to showcase solutions driving the industry towards circular and low-carbon transition.

Through its **€3.3 million equity-free funding and support programme**, the project has fostered **tech-driven innovations** enhancing circularity in **four key product value chains—Food, Water & Nutrients, Textiles, Plastics, and Packaging**—by applying **higher R circular strategies** such as Refuse, Rethink, Reduce, Reuse, Repair, Refurbish, Remanufacture.

The event will feature **30 finalist ventures with pre-market demonstrations**, each supported by the EU-funded project with €100K in equity-free funding. **On 20 May 2025, the event will be open for public**, providing all attendees with the opportunity to explore their solutions and engage with tech-savvy innovators and entrepreneurs driving social impact through **pitches, exhibitions, and dedicated matchmaking sessions in dedicated b2b areas**—fostering collaboration to accelerate social and environmental impact across European industries. Along with the solutions exhibition, attendees can also expect engaging **presentations from industry experts and public authorities, offering key insights on circular economy opportunities and challenges** across Food, Water & Nutrients, Textiles, Plastics, and Packaging value chains.

### REGISTER FOR THE EVENT

Visit the event page: <https://sotecinfactory.eu/event/startup-day/>

### EXCLUSIVE PITCH SESSIONS (INVESTORS ONLY) ON 19 MAY 2025:

Seize this opportunity to experience live startup pitches from SoTecIn Factory ventures—streamed online and on-site. Join us virtually or in person to connect with innovative founders and fellow investors. Engage in the pitch sessions, in 1:1 conversations, expand your network, and explore cutting-edge opportunities in the circular economy. To learn more about this opportunity, contact us at [hello@sotecinfactory.eu](mailto:hello@sotecinfactory.eu)



## WHAT IS SOTECIN FACTORY FUNDING & SUPPORT PROGRAMME?

Through two Open Calls, SoTecIn Factory supported 50 ventures developing circular solutions. The process was structured in two phases: In Phase 1, each of the 50 ventures received up to €15,000. From this group, 30 ventures advanced to Phase 2—pre-market demonstrations—securing up to €85,000 in funding.

Besides **equity-free funding**, the innovators received **capacity-building and business support** through **workshops and one-on-one mentoring sessions** focused on **circular business models, systemic change, social entrepreneurship, funding strategies, and industrial value chains**, leveraging the consortium's **in-depth expertise and multiple resources** in these areas.

Innovators also collaborated with [SoTecIn Factory Challenge Owners](#)—industry actors tackling circular challenges—**co-developing and co-designing solutions** aligned with the project's **sustainable industry Missions**. The solutions were also under a guidance of [Mission Councils](#), 7 groups of 40+ industry experts, acting as '**guardians**' ensuring that ventures stayed Mission- focused throughout the development of innovations for circular value chains.

## MEET SOTECIN FACTORY INNOVATORS:

To check their solutions, go to:

<https://sotecinfactory.eu/social-innovators/>

## FOLLOW THE SOTECIN FACTORY JOURNEY AND ITS COMMUNITY

Project website: <https://sotecinfactory.eu/>

LinkedIn: [SoTecIn Factory](#)

X (previously Twitter): [@sotecinfactory](#)

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