



Perfect Circle

Design • Advertising • Branding

THE ARK™

At Perfect Circle we are committed to supporting the development of a sustainable World for present and future generations. To make a positive contribution towards making this happen we have created The Ark.

Each year we aim to seek out an individual or organisation with the ambition to positively change the world through their products or services, but require some support to communicate their ambition and make it a reality.

We then work with the chosen organisation to deliver a social marketing campaign on a pro-bono basis over a 12-month period and ask only that when possible the chosen business supports another individual or organisation to make their dream of a sustainable World a reality.

The Ark is available to any individual or organisation that can demonstrate, through their products or services, how they will positively contribute to a sustainable world.

We only help individuals or organisations that we believe are genuinely serious, both in their intent and in their capacity to contribute to sustainable development and have genuine products or services. The Ark is there to make genuine products or services a success, so our selection process follows the investment model developed by the Carbon Trusts.

Two by two we really
can change the World.

The Ark is there to make genuine products or services a success, so our selection process works in partnership with the Business Link and follows the investment model developed by the Carbon Trusts that requires applicants to present an **overview** of the following.

FINANCIAL POSITION

Top line business plan with an appraisal of the organisation's economic viability.

MARKET ASSESSMENT

An understanding of the commercial market and the critical market drivers.

MANAGEMENT EXPERIENCE

Teams should demonstrate any relevant sector experience combined with the ambition to turn their business plans into reality.

COMPETITIVE ADVANTAGE

The business proposition should demonstrate a clear competitive advantage with respect to a specific need or market demand.

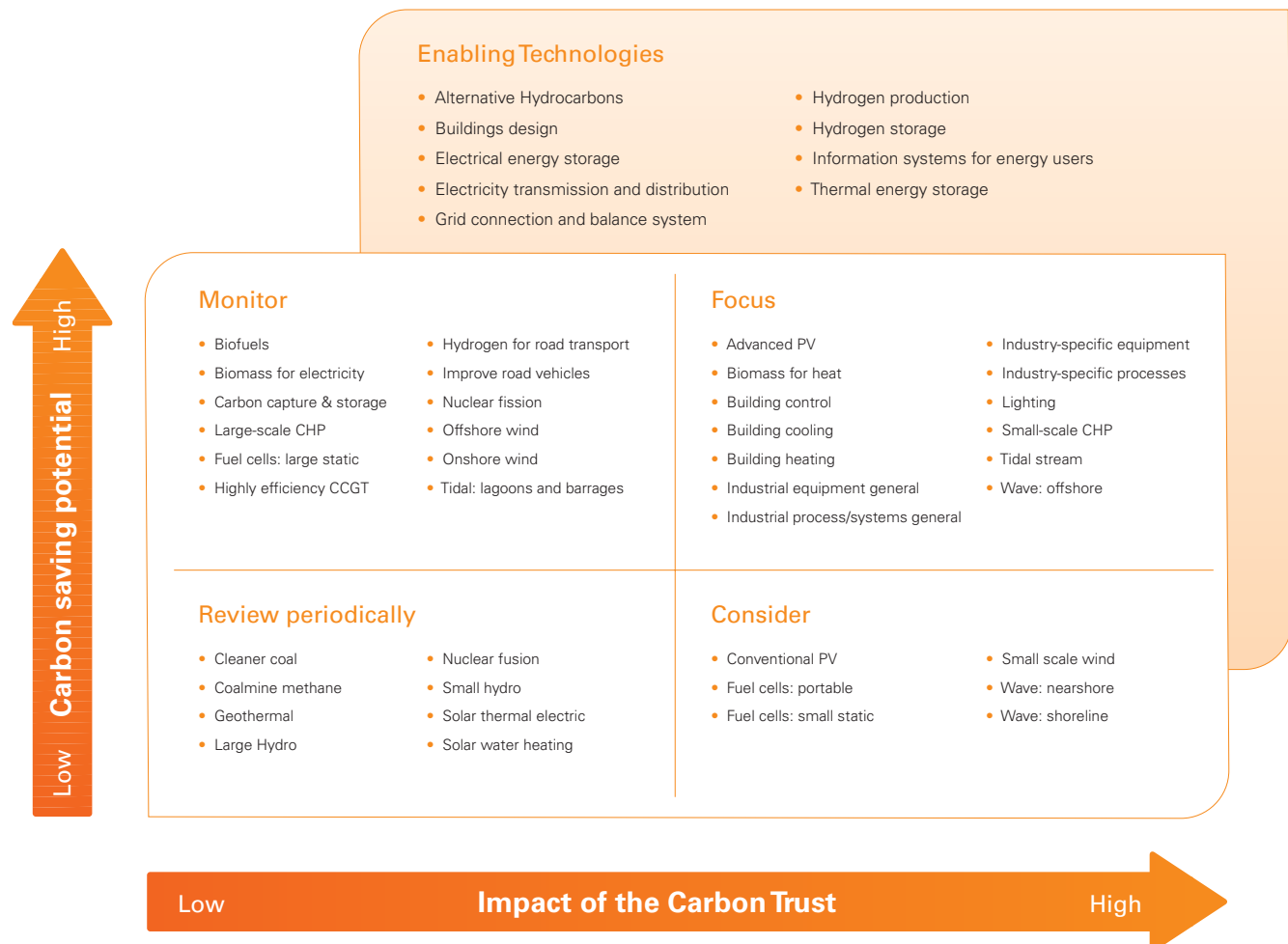
TECHNICAL AND INNOVATION EVIDENCE

Demonstrable innovation either through a step-change in technology design or in the application of a technology process.

INTELLECTUAL PROPERTY PROTECTION

Ownership of Intellectual Property Rights (IPR) and how any IPR will be protected and exploited.

To help those interested in applying to enter the Ark below is matrix that gives a clear indication of the technology priorities for Low Carbon Technologies. These priorities have been determined on the basis of the carbon saving potential of each technology and the extent to which support is likely to have a significant impact on progress towards commercial deployment.



For more information on the Ark e-mail inspired@perfect-circle.co.uk for more information.