

How to Get VC funding for Circular and Impact-driven Startups with Charlotte Lafont from Ring Capital

Key Learnings



Impact Must Be Core to the Value Proposition

Impact is not a “nice to have”, it must be central to the startup’s value creation. This means **impact should be inseparable from how the company makes money and delivers value**. That way, if difficult decisions need to be made, **impact won’t be compromised**. Keeping impact at the core also makes companies more resilient to regulation and more attractive to top talent.

Strong Product-Market Fit in Circular Startups Is Non-Negotiable

Circular startups must **prove there is demand now**, not just in the future. Charlotte encourages founders to be clear on where demand is, how their solution matches it, and whether they can be price competitive. Especially in sectors like construction or food, **unlocking the mass market often depends on affordability, scalability, and integration** with existing partners and infrastructure.

Great Tech Isn’t Enough: You Must Fit into the Existing Value Chain

Innovations that can’t be integrated into current systems struggle to scale. Even the best technologies, those with strong IP or developed at top research centers, **won’t succeed if the entire ecosystem has to change** to adopt them. Founders need to show **how their solutions can be integrated within today’s value chains** and bring immediate, clear value.

Circularity as Strategy, Not Compliance

Industrial players should **treat circularity and impact as core strategic pillars, not just regulatory or marketing responses**. Their engagement is key to creating demand and enabling scale. Circular startups should **look for partners who view sustainability as a long-term business driver**, not a box to tick. Charlotte also invited investors and funds to join the [United for Impact Initiative](#).

Listen to the full episode here:

<https://circularity.fm/how-to-get-vc-funding-for-circular-and-impact-driven-startups-with-charlotte-lafont-from-ring-capital/>