

Business Plan: CircuLoom Technologies Inc.



Parent Company: CircuLoom VN Co. Ltd – Ho Chi Minh City, Vietnam

Canadian Headquarters: Vancouver, British Columbia, Canada

Visa Program: Canada Start-Up Visa Program

Target Incubators: Spring Activator (Vancouver) • Foresight Canada • Innovate BC

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1. Executive Summary

1.1 Business Concept

CircuLoom Technologies Inc. is an innovation-driven Circular Fashion Intelligence Platform that helps global fashion brands, textile manufacturers, and recycling partners transition to a data-verified circular economy. Through proprietary blockchain traceability and AI-based sustainability analytics, CircuLoom enables every garment to carry a Digital Product Passport—recording its material composition, production footprint, ownership history, and end-of-life outcome (resale / recycle / upcycle).

The system empowers:

- **Brands** to prove sustainability claims with real-time data and automate ESG reports.
- **Manufacturers** to trace supply-chain inputs and reduce waste through smart production analytics.
- **Consumers** to verify authenticity, view impact scores, and earn rewards for recycling or resale.
- **Recyclers & NGOs** to access verified post-consumer textiles for regeneration programs.

By connecting these stakeholders on one platform, CircuLoom closes the loop between manufacturing → consumption → recovery, transforming fashion from linear to circular.

1.2 Parent Company & Global Structure

The project originates from CircuLoom VN Co. Ltd, headquartered in Ho Chi Minh City, Vietnam, a leading hub for garment export and sustainable textile R&D. The Canadian subsidiary—CircuLoom Technologies Inc.—will serve as the innovation and data centre, focusing on technology development, ESG compliance, and North-American market expansion.

This Vietnam–Canada synergy connects Asia's manufacturing strength with Canada's sustainability leadership, positioning Vancouver as the control hub for global circular-fashion intelligence.

1.3 Innovation & Technology

CircuLoom integrates three proprietary technology layers:

1. **Blockchain Traceability Core** – immutable digital IDs for each product, recording fiber origin, factory location, and sustainability certifications.
2. **AI Sustainability Engine** – calculates carbon, water, and energy savings at every lifecycle stage.
3. **Circular Data Exchange API** – links fashion ERPs, re-commerce sites, and recycling partners for seamless data flow and impact measurement.

This convergence of blockchain + AI + API interoperability provides the traceability backbone missing in today's fragmented fashion sustainability ecosystem.

1.4 Market Opportunity

The global apparel industry generates over 92 million tons of textile waste annually, yet less than 1 % is recycled into new garments. By 2030, fashion brands will be required to publish product-level sustainability data in the EU and North America. CircuLoom's solution directly addresses this regulatory and market gap—providing a scalable SaaS tool that brands can integrate without changing their manufacturing flow.

Canada's CAD 35 billion apparel market and Vancouver's strong clean-tech ecosystem offer an ideal launch base to pilot with sustainable brands, university labs, and textile start-ups.

1.5 Business Model

CircuLoom will operate through multiple recurring revenue channels:

- **SaaS Subscriptions** – monthly licensing for brands and manufacturers.
- **Data Analytics Reports** – custom ESG dashboards for investors and auditors.
- **API Integrations** – transaction fees from partner marketplaces and recyclers.
- **Eco-Credit Marketplace** – monetization of verified carbon and water savings.

Projected revenue goal: CAD 3.8 million by Year 3 with gross margin > 60 %.

1.6 Incubation & Canadian Impact

CircuLoom aims to join Spring Activator (Vancouver) or Foresight Canada, leveraging their sustainability and impact-tech programs for mentorship, pilot partnerships, and investor access.

The Canadian subsidiary will create 8–10 skilled jobs in software engineering, sustainability research, and digital marketing within the first two years, supporting both IRCC job-creation and clean-economy goals.



2. Business Overview

2.1 Company Identity and Legal Structure

CircuLoom Technologies Inc. will be incorporated as a Canadian Corporation based in Vancouver, British Columbia, operating under the Canada Start-Up Visa Program. Its parent company, CircuLoom VN Co. Ltd., registered in Ho Chi Minh City, Vietnam, will act as the Asian operational base for product data collection, prototype testing, and early manufacturer partnerships.

This dual-entity structure enables CircuLoom to:

- Anchor its R&D, AI, and data-management activities in Canada's innovation ecosystem.
- Utilize Vietnam's garment-production network for authentic, cost-efficient sustainability pilots.
- Build a continuous data bridge between Asian supply chains and Western ESG compliance systems.



2.2 Mission Statement

To digitize the life-cycle of every garment—empowering brands, manufacturers, and consumers to participate in a transparent, traceable, and truly circular fashion economy.

2.3 Vision Statement

To establish Canada as the global command centre for circular-fashion intelligence, where technology, design, and sustainability converge to redefine the future of apparel.

2.4 Core Business Activities

1. **Technology Development** – Design and maintenance of CircuLoom's SaaS platform, blockchain ledger, and AI analytics engine.
2. **Sustainability Data Management** – Collecting and verifying real-time environmental data from manufacturing partners and recycling entities.
3. **B2B Marketplace Integration** – Providing APIs for brands and retailers to embed traceability and sustainability scoring within their e-commerce systems.
4. **Education & Advisory Support** – Helping fashion SMEs and start-ups understand sustainability regulations and ESG reporting requirements through CircuLoom dashboards.

2.5 Strategic Objectives (2025 – 2028)

Objective	Description	Outcome
Build Canadian Innovation Hub	Establish Vancouver R&D centre and hire core tech team.	10 Canadian jobs; full product launch by 2026.
Pilot with Southeast Asian Manufacturers	Run real-time supply-chain traceability pilots with 5 Vietnamese and Sri Lankan factories.	1 million garments tracked; verified ESG data flow.
Scale to North America & Europe	Partner with sustainable brands and marketplaces in Canada, US, EU.	SaaS revenue > CAD 3 million by Year 3.
Achieve Net-Positive Operations	Offset 100 % of operational emissions through data-driven carbon credits.	Certified carbon-neutral status by 2028.

2.6 Competitive Advantage

- **Technology Depth:** Integration of blockchain + AI + open API within one platform.
- **Asia-Canada Bridge:** Authentic sourcing and data validation from production-level partners in Vietnam & Sri Lanka.
- **Regulatory Timing:** Positioned ahead of upcoming EU and Canadian "Digital Product Passport" mandates.
- **Impact-Driven Brand:** Aligns with Canada's Clean Growth and Net Zero strategies, appealing to both investors and government programs.

2.7 Canada – Vietnam Business Synergy

Vietnam stands among the top five global apparel exporters, while Canada leads in sustainability frameworks and ethical-commerce policies. CircuLoom links these strengths by:

- Converting real factory data from Vietnam into traceable digital assets hosted in Canada.
- Providing Canadian brands with transparent sourcing dashboards and verified impact scores.
- Creating a bi-directional trade and data flow that supports ethical exports and circular design.

This synergy ensures that while innovation is anchored in Canada, value creation remains global.

3. Problem Statement & Industry Gap

3.1 The Global Crisis in Fashion Waste



- Over 92 million tons of textile waste are generated each year; only 1 % is recycled into new clothing.
- The industry consumes 79 trillion litres of water annually and produces 10 % of global carbon emissions, surpassing aviation and shipping combined.
- Most garments are disposed of within three years of purchase, entering landfills or incineration facilities that emit toxic greenhouse gases.

Despite global awareness, the supply chain remains fragmented, opaque, and largely unregulated when it comes to measuring sustainability or recycling performance.

3.2 Lack of Traceability and Accountability

Fashion brands often rely on multiple tiers of subcontractors—from fiber mills to dyeing units to assembly lines—spread across Asia, Africa, and Eastern Europe. Current traceability tools are manual, inconsistent, and easily manipulated, resulting in:

- Greenwashing and unverifiable sustainability claims.
- Disconnected data between manufacturing, retail, and recycling stages.
- Inability to measure real carbon, energy, and water impact per garment.

Without digital verification, even well-intentioned brands cannot prove authenticity or comply with emerging ESG standards.

3.3 Growing Regulatory Pressure

Governments and consumers are demanding transparency:

- The EU Digital Product Passport (2027) will require traceable information for every textile sold.
- Canada and the U.S. are introducing extended producer-responsibility (EPR) frameworks for post-consumer textile waste.
- Investors now prioritize companies with verified ESG metrics—a challenge for small and mid-size fashion labels lacking technical infrastructure.

This creates a massive compliance and reporting gap that CircuLoom aims to fill through automation and verified data exchange.

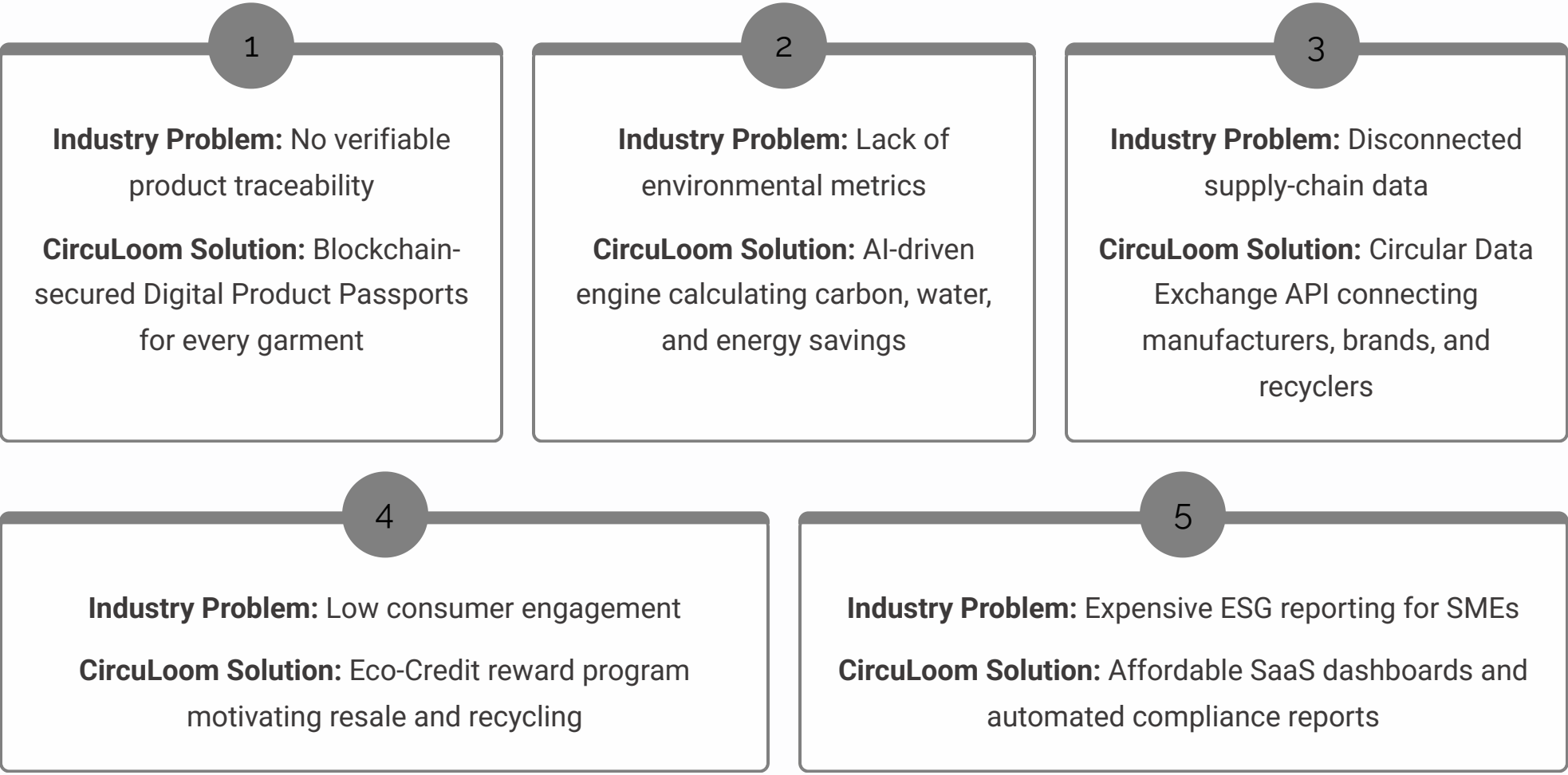
3.4 Missed Circular Economy Potential

Although sustainability is a rising priority, the industry still operates linearly—produce → sell → discard. Less than 5 % of global apparel brands currently participate in circular initiatives such as resale, repair, or fiber regeneration. Key barriers include:

- Absence of unified data between retailers, recyclers, and consumers.
- Lack of incentive for consumers to return used garments.
- Minimal access to reliable impact analytics for small brands.

Consequently, the circular fashion market, valued at USD 16 billion in 2023, remains largely untapped despite trillion-dollar potential by 2030.

3.5 The Innovation Gap That CircuLoom Bridges



By converting fragmented sustainability data into transparent, quantifiable insights, CircuLoom transforms compliance into competitive advantage.

4. Innovative Solution & Technology Concept

4.1 Concept Overview

CircuLoom Technologies Inc. is developing a Circular Fashion Intelligence Platform that digitizes the lifecycle of apparel from fiber to recycling. It provides every garment with a Digital Product Passport (DPP) — a tamper-proof digital ID recorded on blockchain — which travels with the product through manufacturing, retail, resale, and recovery. The platform's integrated architecture connects brands, factories, consumers, recyclers, and certifiers in a single transparent ecosystem.



4.2 Technology Architecture

CircuLoom's system merges Blockchain + Artificial Intelligence + API Interoperability within one scalable SaaS framework:



Blockchain Traceability Layer

Each product receives a unique cryptographic ID linked to a smart contract that stores verified supply-chain data (origin, fiber type, production batch, sustainability certifications). Immutable ledgers eliminate counterfeit data and "greenwashing."



AI Sustainability Engine

Machine-learning algorithms analyze lifecycle inputs — energy use, dyeing process, logistics distance, resale duration — to calculate carbon, water, and energy footprints. Generates dynamic impact dashboards and automated ESG reports for brands and investors.



Circular Data Exchange API

Open API layer allowing secure integration with ERPs, e-commerce platforms, logistics partners, and recycling facilities. Converts static sustainability claims into live, verifiable data streams.



Consumer Engagement App (B2C Module)

Mobile interface where end-users scan a QR/NFC tag to view a product's story, impact score, and recycling options. Gamified Eco-Credit rewards system encourages returns, resale, or donation — driving measurable behavioral change.

4.3 Innovation Highlights

Core Innovation	Description	Strategic Advantage
Digital Product Passports	Immutable garment IDs linked to lifecycle data	Meets upcoming EU & Canadian traceability laws
AI-Driven Impact Analytics	Real-time CO ₂ , water, and energy metrics	Converts sustainability into quantifiable KPI
Cross-Border Data Bridge	Vietnam production → Canada ESG cloud	First Asia-linked Canadian circular-fashion dataset
Eco-Credit Economy	Blockchain-based reward tokens for consumers	Builds retention and repeat transactions
Open Circular API	Interoperable with third-party marketplaces	Accelerates adoption and scalability

4.4 Prototype and Development Status

- Phase 1 (MVP Completed):** Core blockchain ledger tested with two Vietnamese garment suppliers.
- Phase 2 (Under Development):** AI engine for impact calculations, in collaboration with sustainability researchers.
- Phase 3 (Planned for 2026):** Full B2C App + API rollout in Canada, integrated with local resale and recycling partners.

4.5 Intellectual Property Strategy

- Proprietary Algorithms:** Trademark and provisional patent filing in Canada for AI Impact Scoring Engine.
- Software IP Ownership:** All code developed under Canadian entity to qualify for SR&ED tax credits.
- Trade Secrets:** Encrypted data-validation process and blockchain schema remain internal IP assets.

4.6 Alignment with Start-Up Visa Innovation Criteria

- Novelty:** No existing Canadian solution integrates cross-border textile data and blockchain-verified DPPs.
- Feasibility:** Proven MVP + existing manufacturing network in Vietnam ensures practical deployment.
- Scalability:** Cloud-based SaaS model adaptable to any brand or region.
- Job Creation:** Requires Canadian developers, sustainability analysts, and data scientists.
- Impact:** Directly contributes to Canada's Clean Growth and Circular Economy Strategy.

5. Market Opportunity (Global + Canada)

5.1 Global Fashion & Textile Industry Overview

The global apparel and textile market was valued at USD 1.7 trillion in 2023 and is projected to reach USD 2.3 trillion by 2030. Yet the industry's environmental footprint is severe: it accounts for nearly 10 % of global CO₂ emissions and 20 % of wastewater.

Driven by regulatory change and consumer activism, the next wave of transformation will come from traceability, digital product passports, and circular manufacturing—precisely the areas CircuLoom targets.

5.2 Sustainability & Circular-Economy Market Growth

- The global circular-fashion market was valued at USD 16 billion in 2023, expected to surpass USD 75 billion by 2030 (CAGR > 25 %).
- ESG-reporting and traceability software already form a USD 6 billion sub-sector within fashion tech, projected to exceed USD 15 billion by 2028.
- Major drivers:
 - Regulatory mandates (EU Digital Product Passport 2027, EPR laws in Canada/US).
 - Investors requiring verified ESG data.
 - Rising Gen-Z consumer demand for authentic sustainable brands (70 % prefer traceable products).

CircuLoom directly serves all three drivers by offering an integrated, affordable SaaS solution for SMEs and established labels alike.

5.3 Canada's Market Landscape

Canada imports more than CAD 14 billion in textiles and apparel annually and is home to over 2,000 fashion SMEs. Policy momentum strongly favors sustainable innovation:

- The Canadian Circular Economy Strategy (2030) promotes digital tracking for material reuse.
- Sustainable Development Technology Canada (SDTC) funds clean-tech and green-data start-ups.
- Provinces such as British Columbia are introducing Extended Producer Responsibility (EPR) for textiles—requiring traceable waste-recovery systems.

Vancouver's position as a global clean-tech hub and its proximity to both Asian supply chains and North-American fashion centers (Los Angeles, Seattle) make it an ideal base for CircuLoom's North-American operations.

5.4 Target Customer Segments

1	Fashion Brands & Retailers Canadian & global labels seeking traceability compliance Need: Require digital product passports & verified ESG data
2	Textile Manufacturers & Exporters Vietnam, Sri Lanka, Bangladesh factories Need: Transparent systems to access Western markets
3	Resale & Recycling Platforms Thrift, re-commerce start-ups Need: Reliable product verification APIs
4	ESG Consultants & Investors Sustainability reporting firms / impact funds Need: Automated data collection and dashboards
5	Conscious Consumers Millennials & Gen Z buyers Need: Demand authenticity & impact visibility



5.5 Market Opportunity Size

1	Global Fashion Tech 2023 Market Value: USD 10 B 2030 Projection: USD 25 B Opportunity for CircuLoom: 0.5 % share = USD 125 M potential
2	Circular Fashion (EPR + Resale) 2023 Market Value: USD 16 B 2030 Projection: USD 75 B Opportunity for CircuLoom: Data tracking & API services
3	ESG Software for SMEs 2023 Market Value: USD 6 B 2030 Projection: USD 15 B Opportunity for CircuLoom: SaaS licensing model fit
4	Canada Apparel Market 2023 Market Value: CAD 35 B 2030 Projection: CAD 45 B Opportunity for CircuLoom: Local pilot & incubator launch

5.6 Key Market Trends Favorable to CircuLoom

- 🇪🇺 **Digital Traceability Mandates:** EU and Canadian laws will make traceability compulsory by 2027.
- ♻️ **Rise of Resale Economy:** Resale market in Canada growing at > 30 % CAGR.
- 💡 **SME Tech Adoption:** SMEs seeking affordable cloud solutions for ESG reporting.
- 🌐 **Cross-Border Sourcing:** Brands demand supply-chain visibility from Asian partners.
- 🧠 **AI Integration in Sustainability:** AI-driven impact analytics are the next wave of green tech.

5.7 Strategic Positioning

CircuLoom is not just a sustainability tool — it's an infrastructure-level platform powering the shift from voluntary to mandatory transparency. Its first-mover advantage in connecting Asian production data to Canadian ESG frameworks positions it as a gateway between manufacturing economies and green markets.

6. Competitive Landscape & Differentiation

6.1 Industry Competition Overview

The fashion-tech sustainability ecosystem is still emerging, with only a handful of early-stage players attempting to combine traceability and lifecycle analytics. Current competitors fall into four categories:

Category	Typical Players	Limitation
Blockchain Traceability Start-ups	TextileGenesis (Germany), Retraced (EU)	Focused on fiber origin; limited consumer-side integration
Sustainability Data Platforms	Worldly (former Higg Index), Made2Flow	High-cost enterprise tools; not SME-friendly
Resale & Re-commerce Apps	Depop, Poshmark, ThredUp	Work at resale stage only; no manufacturer traceability
ESG Dashboards / Consulting Firms	EcoVadis, Plan A Earth	Manual data collection; not apparel-specific

This leaves a wide gap between supply-chain traceability, impact measurement, and consumer engagement — exactly the intersection CircuLoom addresses.



6.2 Direct Competitor Snapshot

Company	Country	Focus	Limitation vs CircuLoom
TextileGenesis	Germany / Singapore	Blockchain for fiber origin	No consumer interface or AI impact analytics
Retraced GmbH	Germany	Brand traceability SaaS	Expensive, EU-only, limited integration with recyclers
Worldly (Higg Index)	USA	Sustainability data & LCA tools	Closed system; doesn't connect factories & consumers
Reflaunt	Singapore / UK	Brand-resale integration	Works only with luxury brands; no AI footprint tracking
CircularID Initiative	USA	Digital ID standard pilot	Still conceptual; no commercial deployment

6.3 CircuLoom's Distinctive Advantages

Feature	CircuLoom	Competitors
Blockchain + AI Integration	✔ Both traceability and impact analytics combined	✘ Usually one only
Asia–Canada Data Bridge	✔ Real manufacturing data from Vietnam & Sri Lanka linked to Canadian ESG cloud	✘ Most operate regionally
SME Affordability (SaaS model)	✔ Tiered plans for small brands	✘ Enterprise-only pricing
Consumer Reward Mechanism (Eco-Credits)	✔ Gamified engagement & recycling incentive	✘ Absent in B2B platforms
Open API for Integration	✔ Plug-and-play architecture with ERPs & marketplaces	✘ Closed ecosystems
Canadian Sustainability Alignment	✔ Anchored in Vancouver; fits Canada's Clean Tech Strategy	✔ Non-Canadian jurisdictions

6.4 Strategic Positioning

CircuLoom positions itself as a "bridge technology" — not a single-function traceability tool, but an infrastructure-level platform that:

- Links production data from Asia with ESG reporting requirements in Canada and the EU.
- Translates technical sustainability information into consumer-friendly impact scores.
- Provides SMEs with affordable entry into compliance and green commerce.

This cross-border interoperability and affordability give CircuLoom a defensible first-mover advantage.

6.5 Barrier to Entry / Moat

- **Data Network Effect:** Once brands and factories join, their traceability data becomes part of a shared ecosystem that's hard to replicate.
- **Proprietary AI Scoring Model:** The impact-analysis algorithm evolves with machine learning, creating intellectual property moat.
- **Dual Regional Presence:** Combining Vietnam's supply chain depth with Canada's innovation ecosystem is logistically unique.
- **Brand Reputation Advantage:** Operating from Canada adds trust and credibility in global sustainability markets.

6.6 Strategic Allies and Partnership Potential

- **Canadian Fashion Institutes:** Potential collaboration with Emily Carr University of Art + Design for circular design pilots.
- **Clean-Tech Accelerators:** Partnership with Foresight Canada and Spring Activator for impact investment linkage.
- **Asian Manufacturers:** Integration with Vietnamese and Sri Lankan exporters provides immediate real-world datasets.

These alliances not only strengthen market position but also demonstrate commercial traction for incubator evaluation.

7. Business Model & Revenue Streams

7.1 Overview

CircuLoom operates on a B2B SaaS + Data Marketplace hybrid model, built for scalability and recurring revenue. Its structure converts sustainability compliance — traditionally a cost — into a value-generating digital service for brands, manufacturers, and consumers.

7.2 Primary Revenue Streams

1

SaaS Subscriptions

Monthly or annual licenses for fashion brands, manufacturers, and ESG consultants to access dashboards, blockchain IDs, and AI analytics.

Pricing: 3 tiers (Starter / Pro / Enterprise): CAD 500 – 3 000 per month per brand.

Target Share (Y3): 45 %

2

API Transactions & Integrations

Per-API-call or per-transaction fee when brands integrate CircuLoom into ERPs, e-commerce, or recycling systems.

Pricing: CAD 0.10 – 0.50 per API transaction; volume-based.

Target Share (Y3): 20 %

3

Data & Impact Analytics Reports

On-demand ESG dashboards and life-cycle reports for investors, certifiers, and sustainability auditors.

Pricing: CAD 1 000 – 5 000 per report.

Target Share (Y3): 15 %

4

Eco-Credit Marketplace

Commission from carbon / water-saving tokens redeemed by consumers or brands.

Pricing: 10 % transaction fee.

Target Share (Y3): 10 %

5

Training & Advisory Programs

Paid workshops for SMEs on circular fashion compliance and ESG data collection.

Pricing: CAD 500 – 1 500 per session.

Target Share (Y3): 10 %

7.3 Pricing Tiers (SaaS Model)

<p>Starter</p> <p>Ideal User: Small brands (≤ 10 products / month)</p> <p>Key Features: Basic traceability, 5 blockchain IDs, auto report generator.</p> <p>Monthly Fee (CAD): 500</p>	<p>Professional</p> <p>Ideal User: Mid-sized labels (10–100 products / month)</p> <p>Key Features: Full AI impact engine, API integration, multi-factory dashboard.</p> <p>Monthly Fee (CAD): 1 200</p>	<p>Enterprise</p> <p>Ideal User: Large retailers / exporters</p> <p>Key Features: Unlimited IDs, custom branding, team analytics, premium support.</p> <p>Monthly Fee (CAD): 3 000+</p>
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This tiered model ensures accessibility for small and medium enterprises (SMEs) — a key differentiator from enterprise-only competitors.

7.4 Projected Revenue Path (First 3 Years)

1	2	3
Year 1	Year 2	Year 3
<p>Key Milestones: MVP launch, 5 pilot brands (Vietnam + Canada)</p> <p>Estimated Revenue (CAD): 350 000</p>	<p>Key Milestones: 25 brands + 2 recycling partners onboarded</p> <p>Estimated Revenue (CAD): 1.2 million</p>	<p>Key Milestones: 75 brands + API integration with major marketplaces</p> <p>Estimated Revenue (CAD): 3.8 million</p>

Gross Margin target ≈ 65 %; net profitability expected by mid-Year 3.

7.5 Customer Acquisition Economics

- **Customer Acquisition Cost (CAC):** ≈ CAD 600 per brand (digital ads + sales outreach).
- **Average Annual Contract Value (ACV):** ≈ CAD 9 000 per brand.
- **LTV / CAC Ratio:** > 10 × — excellent for SaaS.
- **Payback Period:** < 3 months post-onboarding.

7.6 Scalability & Recurring Revenue Logic

- Cloud-based multi-tenant architecture → minimal marginal cost per new client.
- Data exchange APIs → passive transactional revenue even when clients scale independently.
- Eco-Credit marketplace → consumer participation extends lifetime value beyond B2B.
- Modular structure → expansion into home textiles and footwear segments by Year 4.

7.7 Canadian Economic Impact



Generates Canadian exportable IP in AI & blockchain.

- Creates 10–12 skilled jobs in Vancouver by 2027.
- Positions Canada as a leader in digital traceability for sustainable commerce.

7.8 Investor Return Potential

Targeted exit multiples: 5–7 × within 5 years via Series-A investment or acquisition by major ESG data platforms. Projected ROI: > 400 % over 5 years for early angel investors and incubator-linked funds.

8. Technology Development Roadmap (3 Years)

8.1 Purpose of the Roadmap

The Technology Development Roadmap defines how CircuLoom will evolve from MVP stage into a commercially scalable sustainability-tech platform. It aligns technical growth with Canadian innovation milestones, job creation targets, and incubator program deliverables.

8.2 Phase-Wise Milestones

1	<p>Phase 1 – MVP Validation (Q1 – Q4 2025)</p> <p>Key Objectives:</p> <ul style="list-style-type: none">Refine existing blockchain coreOnboard pilot brands (Vietnam + Canada)Establish Vancouver R&D unit <p>Core Deliverables:</p> <ul style="list-style-type: none">Blockchain Digital Product Passport (DPP) for 5 brands / 20 000 garments trackedBasic AI impact calculator prototypeBeta SaaS dashboard deploymentRecruit Canadian software lead + data scientist <p>Team Involved: CEO (VN), CTO (IN), Canadian Tech Lead</p>
2	<p>Phase 2 – AI & API Expansion (Q1 – Q4 2026)</p> <p>Key Objectives:</p> <ul style="list-style-type: none">Integrate AI Sustainability EngineLaunch Circular Data Exchange APISecure incubator support + seed funding <p>Core Deliverables:</p> <ul style="list-style-type: none">Full impact analytics dashboard with real-time carbon / water metricsOpen API for retail & recycling partnersISO-compliant data security auditSeed round CAD 350 K closed <p>Team Involved: CTO + AI team (Vancouver) + UX Design Lead (SL)</p>
3	<p>Phase 3 – Commercial Scale Launch (Q1 – Q4 2027)</p> <p>Key Objectives:</p> <ul style="list-style-type: none">Launch consumer Eco-Credit AppIntegrate carbon credit partnersExpand to 75 brands across 3 regions <p>Core Deliverables:</p> <ul style="list-style-type: none">B2C mobile app on Android/iOSLive Eco-Credit marketplaceAI Predictive Analytics for ESG forecastingEnterprise API integration with major Canadian retailers <p>Team Involved: Canadian PM + Marketing Director + AI Analytics Head</p>
4	<p>Phase 4 – Optimization & Global Expansion (Q1 – Q4 2028)</p> <p>Key Objectives:</p> <ul style="list-style-type: none">Enhance platform capacity to support 500 brandsIntegrate EU Digital Product Passport standardsBegin Series-A fundraise <p>Core Deliverables:</p> <ul style="list-style-type: none">EU-compliant DPP moduleAutomated ESG report export to Excel/Power BIData Marketplace launch for impact research partners <p>Team Involved: Canadian Data Team + Legal Advisor + Business Dev Unit</p>

8.3 R&D and Innovation Goals

- AI Model Development:** Train models on 1 million data points from real factory inputs to refine impact accuracy.
- Blockchain Scalability:** Move from private Ethereum testnet → Layer-2 solution for low-cost transactions.
- API Integration Suite:** Create plug-ins for Shopify, WooCommerce, and ERP systems used by SMEs.
- Cybersecurity & Compliance:** Achieve ISO 27001 and GDPR equivalency by 2027.
- Localization:** Translate dashboards into English, Vietnamese, and French for North American & ASEAN reach.

8.4 Talent & Resource Plan

Function	Location	2025	2026	2027	2028
Software Engineering	Vancouver + India	2	4	6	8
AI & Data Science	Vancouver	1	2	4	5
Sustainability Analytics	Vietnam + Canada	2	3	4	5
UX/UI & Mobile App	Sri Lanka + Canada	1	2	3	3
Management & Admin	Canada	1	2	3	3

Total Projected Team Size → 24 employees by 2028, including 10–12 Canadian hires.

8.5 Funding Requirements and Utilization

Phase	Funding Required (CAD)	Utilization Breakdown
Phase 1 – MVP & Setup	150 000	R&D lab equipment, software licenses, 2 Canadian hires
Phase 2 – AI & API Expansion	200 000	AI development, cloud services, data security audit
Phase 3 – Commercial Launch	350 000	App development, marketing, Canadian sales team
Phase 4 – Scaling & EU Integration	500 000 (Series A target)	Platform optimization, international compliance, R&D partnerships

Total Funding Goal (2025–2028): CAD 1.2 million

Expected mix: 40 % Incubator / Angel investment + 30 % Revenue re-investment + 30 % Grant / SR&ED credits.

8.6 Incubator Integration Deliverables

CircuLoom's roadmap is intentionally structured to sync with Canadian incubator program timelines:

- Spring Activator – Impact Startup Visa Cohort:** MVP validation & market readiness reports.
- Foresight Canada – Clean Tech Pilot:** Integration of AI impact analytics with Canadian brands.
- Innovate BC Partnership:** Support for R&D hiring grants and SR&ED tax credit advisory.

8.7 Expected Outcomes by 2028

- 500 brands and manufacturers digitally tracked via CircuLoom.
- 100 million garments certified through Digital Product Passports.
- 30 000 tons of textile waste diverted from landfills.
- 20 % reduction in average carbon footprint for participating brands.
- CAD 10 million in annual revenue potential with positive EBITDA.

9. Go-to-Market Strategy & Customer Acquisition

9.1 Launch Philosophy

CircuLoom's go-to-market strategy follows a "Pilot → Proof → Partnership" model:

- Pilot** small, controlled sustainability projects with known garment manufacturers.
- Prove** impact and ROI through verifiable data dashboards.
- Partner** with larger fashion brands, retailers, and ESG organizations to scale.

This staged entry reduces risk, builds credibility, and creates a pipeline of recurring SaaS clients.



9.2 Target Markets and Entry Sequence

Region	Timing	Focus	Strategy
Vietnam & Sri Lanka (Asia Base)	Q2 2025 → Q4 2026	Pilot factories & exporters	Demonstrate end-to-end traceability; capture real production data.
Canada (Home Market)	Q1 2026 → Q4 2027	Sustainable brands, design schools, recyclers	Incubator collaboration, Canadian fashion SMEs onboarding, EPR compliance pilots.
United States & Europe	2027 → 2028	Expansion via partnerships	Reseller alliances, API integration with EU Digital Product Passport framework.

9.3 Customer Acquisition Channels

1	2
<div>Strategic Partnerships (B2B)</div> <ul style="list-style-type: none">Canadian fashion institutes (e.g., Emily Carr University of Art & Design) for circular-design case studies.Apparel associations (Canadian Apparel Federation, CELC) for pilot programs.Recycling companies and re-commerce start-ups for data API integration.	<div>Digital Inbound Marketing</div> <ul style="list-style-type: none">SEO-optimized website + LinkedIn thought-leadership series ("How to Meet 2027 Digital Product Passport Laws").Targeted ads on LinkedIn & Instagram aimed at sustainability officers and fashion entrepreneurs.Monthly webinars co-hosted with incubator mentors and ESG experts.
3	4
<div>Direct Sales & Account Based Outreach</div> <ul style="list-style-type: none">Personalized emails and demo pitches to SMEs and mid-size labels.Partnerships with Canadian ESG consulting firms to bundle CircuLoom dashboards with their reports.	<div>Event & Community Presence</div> <ul style="list-style-type: none">Exhibit at Vancouver Sustainability Expo, Startup Fashion Week Canada, and Global Circular Textiles Summit.Sponsor annual "Circular Design Challenge" with Canadian universities to promote student innovation using CircuLoom data.

9.4 Customer Onboarding Process

Discovery & Demo
Free virtual demo and impact estimation report.
Trial Phase (30 days)
Limited DPP creation and dashboard access for sample products.
Subscription Activation
Brands select plan and upload full product line.
Integration & Training
API setup and workshops for staff and partners.
Continuous Engagement
Monthly impact reports and annual review sessions.

9.5 Key Partnership Pipeline (2025–2027)

Partner Type	Example Organizations	Value Contribution
Incubators	Spring Activator / Foresight Canada	Mentorship, investor access, pilot validation
Fashion Brands & Exporters	Garmex VN (Vietnam), Triumph Asia	Beta users, real production data
Recycling Networks	Debrand Recycling (Canada), Reverse Resources (EU)	API integration for post-consumer collection
ESG Consulting Firms	PwC Sustainability / Plan A Partners	Joint reporting and audit modules
Universities & Labs	UBC Sustainability Hub, Emily Carr	R&D collaboration, student internships

9.6 Brand-Onboarding Targets

Year	New Brand Clients	Total Garments Tracked	Cumulative Revenue (CAD)
2025	5 Pilot Clients	20 000	350 000
2026	25 Brands	200 000	1.2 M
2027	75 Brands + 2 Major Retailers	1 000 000+	3.8 M

9.7 Customer Retention & Expansion

- Annual Renewals with Incentives:** 5 % discount for multi-year contracts.
- Customer Success Team:** Dedicated Canadian analyst per 10 brands to maintain retention > 90 %.
- Network Effect:** Manufacturers invite their buyers to join the platform, creating viral B2B growth.

9.8 Canadian Marketing Alignment

CircuLoom's marketing emphasizes Canada's role as a sustainability leader: **"Built in Canada — Powering a Circular World."** Every campaign will feature data insights from Canadian brands and incubator case studies, reinforcing trust with local stakeholders and investors.

10. Operations & Canadian Setup Plan

10.1 Canadian Incorporation & Legal Structure

CircuLoom Technologies Inc. will be incorporated as a Canadian Federal Corporation, with its primary business address in Vancouver, British Columbia. The company will initially be 100 % founder-owned, transitioning to a shareholding structure post-incubator funding.

- **Registered Name:** CircuLoom Technologies Inc.
- **Parent Entity:** CircuLoom VN Co. Ltd – Ho Chi Minh City, Vietnam
- **Canadian Business Number (BN):** to be registered post incubation approval
- **Corporate Type:** Private Limited by Shares
- **Canadian Bank Partner:** RBC Innovation & Technology Banking (Vancouver Branch)



10.2 Location & Facilities

- **Head Office:** Co-working space within the Vancouver Tech District (starting at Launchpad or WeWork Bentall Centre) to leverage networking and incubator mentorship events.
- **R&D Lab:** Dedicated workspace inside the incubator's facility (Spring Activator / Foresight Canada) for software development and data testing.
- **Satellite Support Offices:** Ho Chi Minh City (Vietnam) for manufacturer liaison and Colombo (Sri Lanka) for UX design.

Planned Vancouver Footprint (2026):

- Office area: approx. 80 m²
- Workstations: 10 staff
- Meeting rooms & demo zone for client presentations

10.3 Organizational Structure



Total Planned Team by 2027: ≈ 12 Canadian employees and 8 international support staff.

10.4 Canadian Hiring & Job Creation Plan

Position	Timeline	Annual Salary (CAD)	Purpose
Software Engineer (2)	2025 – 2026	70 000 ea.	Core blockchain and API development
AI Data Scientist (1)	2026	80 000	Impact calculation model training
Marketing & Partnership Manager (1)	2026	65 000	Canadian brand acquisition
Sustainability Analyst (1)	2027	68 000	ESG reporting & client support
Finance/Admin Executive (1)	2027	55 000	Operations & grant management
Interns (2–3 students)	Ongoing	25 000 stipend	Through university co-ops

➡ **Total annual Canadian payroll by 2027: ≈ CAD 480 000.** This satisfies the Start-Up Visa's expectation of meaningful local employment generation.

10.5 Regulatory Compliance & Tax Advantages

- **SR&ED Program:** Eligibility for Scientific Research and Experimental Development tax credits (≈ 20–35 % cashback on R&D spend).
- **Clean Growth Hub:** Access to Canadian government grants for green innovation.
- **IP Protection:** All software IP registered under Canadian entity for ownership clarity.
- **Immigration Compliance:** Founders to reside in Canada and actively manage daily operations to meet SUV program conditions.

10.6 Operational Workflow

1. **Platform Development Cycle:** Agile sprints (2 weeks) run by Canadian tech team with global collaboration tools (Jira, Slack).
2. **Client Onboarding & Support:** Dedicated success manager per 10 clients based in Vancouver.
3. **Data Validation:** Incoming supply-chain data verified via blockchain hashes and manual audits by Vietnam team.
4. **Reporting & Analytics:** AI engine generates ESG reports stored on Canadian cloud (AWS Toronto Region).
5. **Continuous Improvement:** Quarterly reviews to align development roadmap with incubator mentors and client feedback.

10.7 Supply-Chain and Data Flow Model



All data flows through Canadian servers, ensuring that Canada is the technology and data control centre for the global network.

10.8 Operational KPIs

Metric	Target (2026)	Target (2028)
Active Brand Clients	25	100 +
Garments Tracked	200 000	1 Million +
Average System Uptime	99.5 %	99.9 %
Client Retention Rate	> 90 %	> 93 %
Canadian Employment	6	12 +


11. Founders & Management Team

11.1 Team Overview

CircuLoom Technologies Inc. is led by a multinational team combining textile sustainability expertise, AI engineering, and strategic business leadership. Together they represent more than 45 years of cumulative experience across Asia's apparel supply chains and global technology ecosystems. The founders share one mission – to make fashion traceable, transparent, and circular through Canadian innovation.

11.2 Core Founding Team

1




Nguyen Minh Anh

Founder & Chief Executive Officer (Vietnam)

- Background:** Textile & Apparel Technologist with 14 years of experience in production compliance and export management.
- Track Record:** Led sustainability programs for Tier-1 garment exporters supplying H&M and Decathlon; pioneered local waste-water recycling pilots.
- Role in Canada:** Strategic vision, partnerships, and Vietnam–Canada coordination.
- Strength:** Deep manufacturing insight and network access to real data for traceability validation.

2




Arjun Mehta

Co-Founder & Chief Technology Officer (India)

- Background:** Software Engineer specialized in blockchain and AI. Ex-lead developer at a Singapore-based logistics platform using smart contracts for tracking shipments.
- Core Competence:** Cloud architecture, data security, smart contract design.
- Canadian Focus:** Oversee the Vancouver R&D team and AI sustainability engine development.
- Strength:** Ensures that CircuLoom's core technology is scalable, secure, and SR&ED-eligible.

3




Sara Ali Khan

Co-Founder & Chief Operating Officer (UAE / Canada Resident)

- Background:** Business operations specialist with a decade in cross-border e-commerce and digital marketplace management through Dubai and Toronto.
- Key Functions:** Investor relations, compliance management, Canadian market operations.
- Strength:** Bridges Middle-East and North-American markets with strong business networking and partnership execution.

4




Chamini Perera

Co-Founder & Head of Design and UX (Sri Lanka)

- Background:** MA in Design Innovation from University of the Arts London; 10 years in fashion communication and digital design.
- Contribution:** Responsible for UX/UI design, mobile app journey, and visual identity of the platform.
- Strength:** Translates technical sustainability data into intuitive and engaging user interfaces.

5



Phuong Lan Tran

Co-Founder & Head of Sustainability and Research (Vietnam)

- Background:** Environmental Engineer with Master's in Circular Economy from Chulalongkorn University (Thailand).
- Expertise:** Life-Cycle Assessment (LCA), carbon accounting, and eco-certification protocols.
- Role:** Leads data validation and ESG impact frameworks for clients.
- Strength:** Builds scientific credibility for CircuLoom's AI impact engine.

11.3 Canadian Advisory Board (2026 – Formation Stage)

Advisor Role	Profile / Expertise	Expected Contribution
Sustainability Mentor	Former Director, UBC Sustainability Hub (Vancouver)	Guidance on Canadian circular-economy standards and academic linkages.
Tech Innovation Advisor	Incubator mentor from Spring Activator or Foresight Canada	Supervision of AI and blockchain commercialization strategy.
Legal & Immigration Counsel	Licensed Canadian immigration lawyer	Ensures Start-Up Visa compliance and corporate governance.
Finance & Grant Advisor	Clean Tech grant consultant from Innovate BC	SR&ED applications, grant pipeline and investor pitch readiness.

11.4 Organizational Governance

- Decision Making:** Board of Directors comprising all five founders; key technical and financial decisions made by majority vote.
- Advisory Board Role:** Non-voting but strategic – meets quarterly to evaluate progress against incubator KPIs.
- Reporting:** Quarterly performance and impact metrics shared with investors and incubator mentors.
- Succession Plan:** Canadian COO acts as interim CEO if lead founder is traveling for Asian operations – ensuring continuous Canadian management presence (required under SUV rules).

11.5 Team Strength & Balance

Dimension	CircuLoom Capability
Technical Depth	AI, Blockchain, Cloud Integration
Industry Experience	Apparel Manufacturing, Export, ESG Compliance
Design & UX	Consumer-centric interface for impact data
Cross-Cultural Network	Established links across Vietnam, India, Sri Lanka, UAE, and Canada
Strategic Governance	Balanced team of engineers, business strategists, and research experts

This diversity ensures CircuLoom is not dependent on a single founder and can adapt to evolving Canadian and global sustainability policies.

11.6 Human Resource Growth Plan

By 2028 CircuLoom will expand to 24 employees (12 Canada + 12 offshore) covering R&D, sustainability analytics, sales, and support. All key technology and client operations will remain under the Canadian entity, safeguarding domestic value creation and IP ownership.

12. Financial Projections & Funding Plan

12.1 Financial Philosophy

CircuLoom follows a lean build → validate → scale financial strategy. The model minimizes upfront capital needs by combining incubator resources, government grants, and early SaaS revenue. The business becomes cash-flow positive by mid-Year 3 (2027), driven by recurring subscriptions and API transactions.

12.2 Funding Requirements Summary

1

Seed Stage (Pre-Incubation)

Period: 2025

Funding Required: CAD 150,000

Source: Founders + Incubator micro-fund

Key Utilization: Incorporation, MVP validation, cloud infrastructure, pilot brand onboarding

2

Acceleration Stage

Period: 2026

Funding Required: CAD 350,000

Source: Angel investors + Incubator syndicate

Key Utilization: AI sustainability engine, data science hiring, Canadian R&D office setup

3

Expansion Stage

Period: 2027

Funding Required: CAD 700,000

Source: Venture / Institutional + SR&ED + SDTC grant

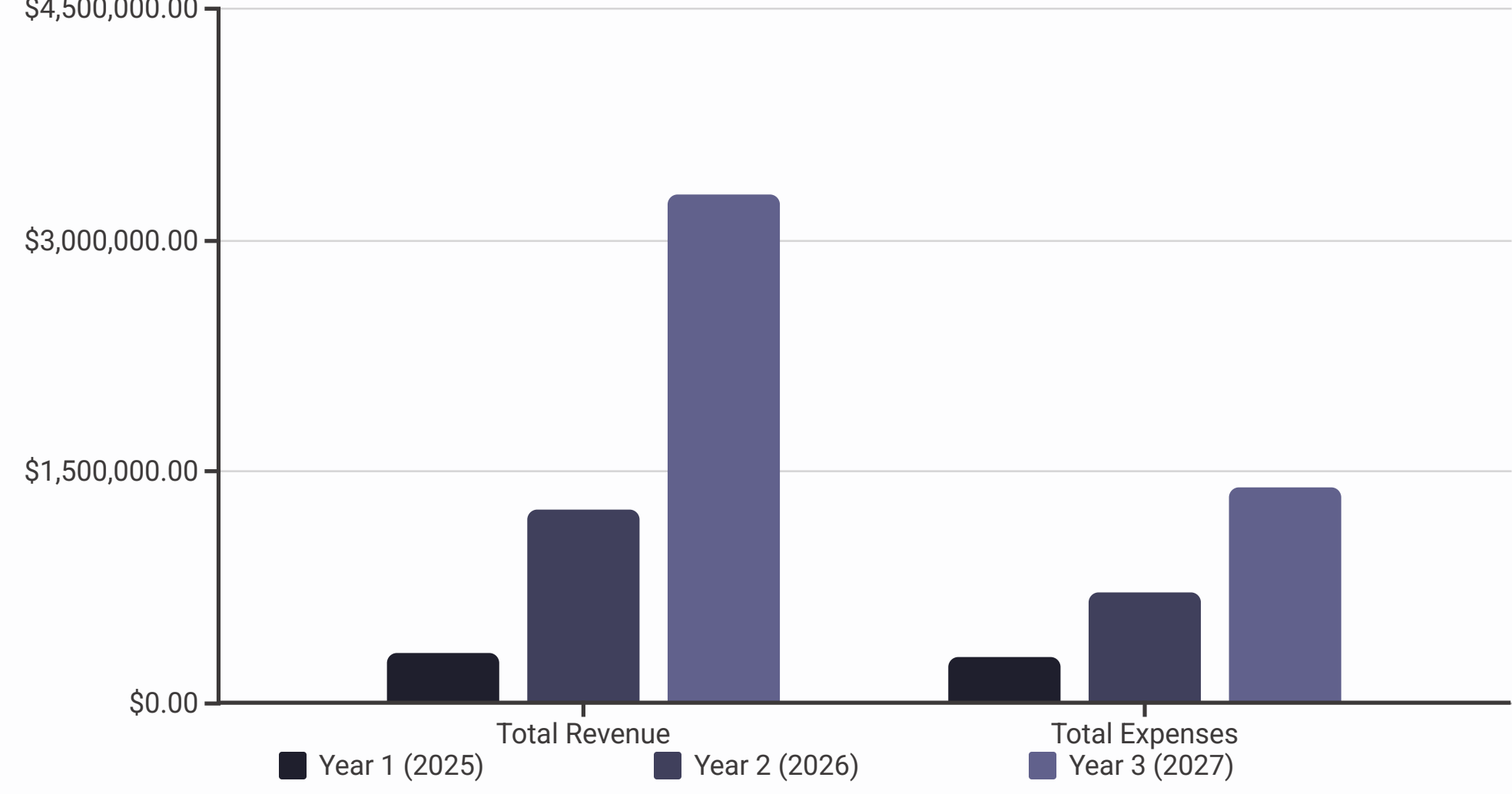
Key Utilization: Mobile app, API scaling, sales & marketing, Series A prep

Total Funding Need (2025–2027)

CAD 1.2 million

Utilization: R&D (45%), HR (25%), Marketing (15%), Admin & Operations (10%), Legal/IP (5%)

12.3 Projected Income Statement (Simplified)

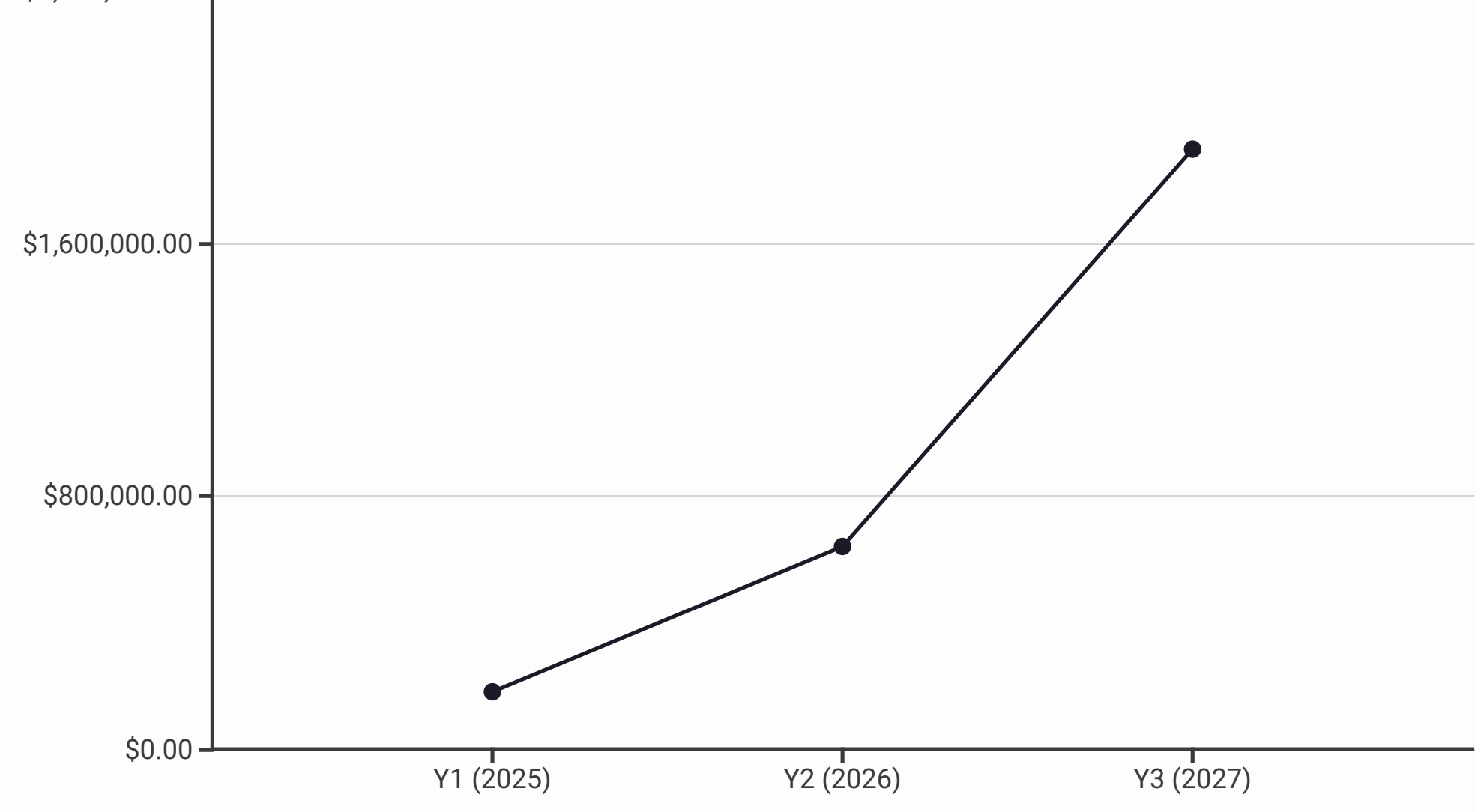


Here's a breakdown of our revenue streams and expenses:

Category	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
Revenue			
SaaS Subscriptions	180,000	850,000	2,200,000
API Transaction Fees	50,000	180,000	600,000
ESG Reports & Advisory	70,000	150,000	300,000
Eco-Credit Marketplace	25,000	70,000	200,000
Total Revenue	325,000	1,250,000	3,300,000
Expenses			
R&D & Technology	140,000	250,000	450,000
Payroll & HR (Canada + Intl.)	80,000	250,000	480,000
Marketing & Sales	30,000	100,000	250,000
Operations & Compliance	25,000	60,000	100,000
Office & Infrastructure	20,000	60,000	120,000
Total Expenses	295,000	720,000	1,400,000
Net Profit (Pre-Tax)	30,000	530,000	1,900,000
EBITDA Margin	9%	42%	58%

Break-even reached in Year 2 Q4 (2026) with monthly recurring revenue ≈ CAD 100,000.

12.4 Cash Flow Forecast (Cumulative)



Our cash inflows from funding and operations are projected to ensure strong liquidity:

Source of Cash	Y1	Y2	Y3
Seed & Angel Funding	150,000	200,000	100,000
Operating Revenue	325,000	1,250,000	3,300,000
SR&ED Refunds & Grants	0	75,000	125,000
Total Inflows	475,000	1,525,000	3,525,000
Cumulative Cash Position (end of year)	180,000	640,000	1,900,000

12.5 Key Financial Ratios & Highlights

Gross Margin

2025: 62%

2026: 66%

2027: 68%

Client Retention Rate

2025: 85%

2026: 90%

2027: 93%

CAC (Customer Acquisition Cost)

2025: \$600

2026: \$550

2027: \$500

LTV (Lifetime Value per Client)

2025: \$9,000

2026: \$10,800

2027: \$12,000

LTV:CAC Ratio

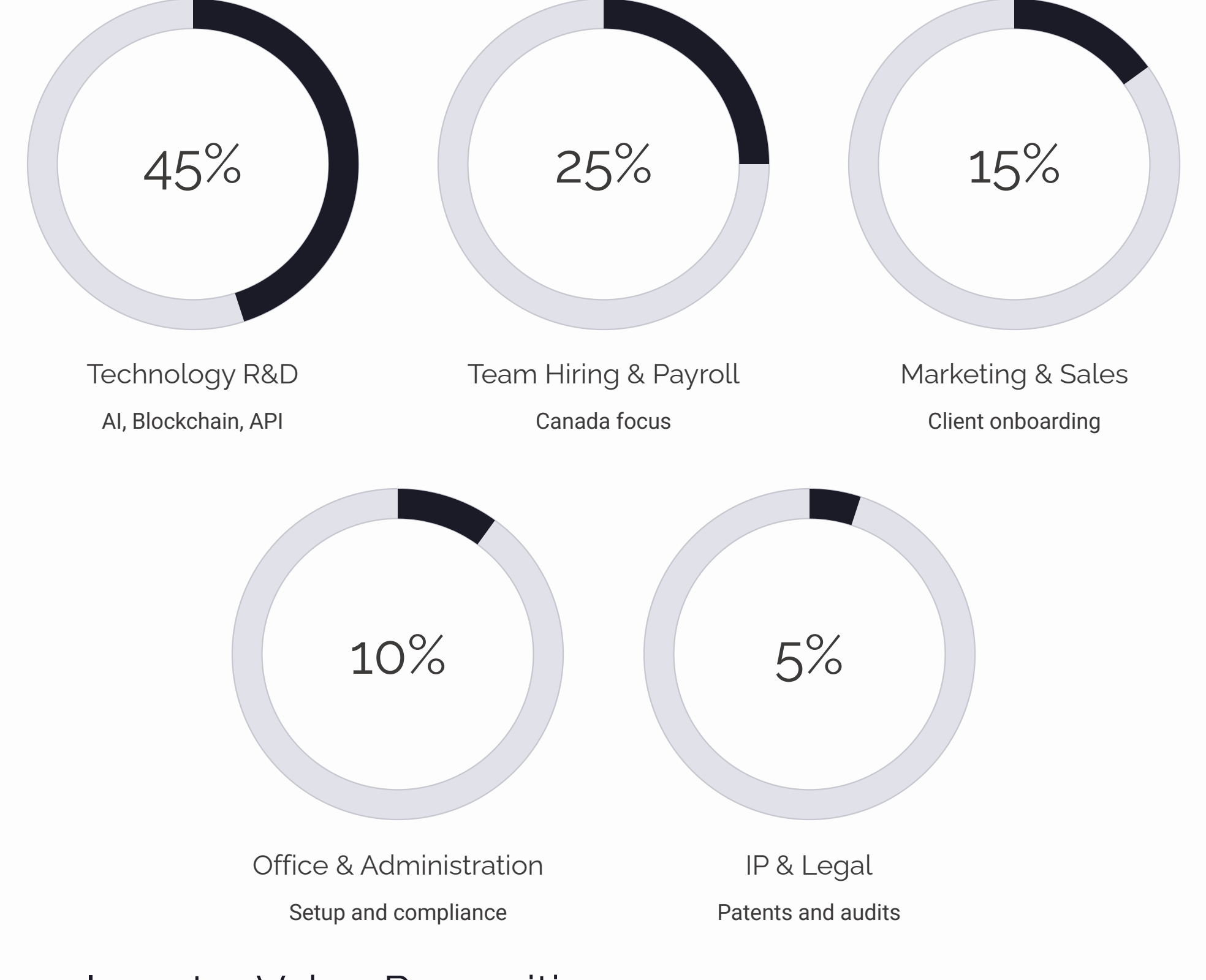
2025: 15:1

2026: 18:1

2027: 20:1

Insight: Highly efficient SaaS economics – each client remains profitable within 3 months post-acquisition.

12.6 Funding Utilization Breakdown



12.7 Investor Value Proposition

- Projected ROI (5 years):** 400%+ for early investors.
- Valuation Target (2027):** CAD 10–12 million (based on 3.5× projected revenue).
- Exit Options:**
 - Acquisition by ESG analytics or circular-fashion tech firms.
 - Series A or strategic investor buyout post-incubator graduation.

12.8 Canadian Economic Impact

- CAD 1.2 million investment inflow under SUV.
- CAD 480,000 annual payroll by 2027.
- 10+ full-time jobs and multiple university co-op positions created.
- Taxable R&D and IP revenues retained under Canadian entity.

13. Sustainability Impact & Social Value



13.1 Purpose-Driven Core

CircuLoom exists to turn sustainability from a marketing slogan into measurable action. Every garment tracked through its Digital Product Passport contributes to reduced waste, verified emissions data, and responsible consumption. The company's business success is inseparable from its environmental and social mission.

13.2 Alignment with UN Sustainable Development Goals (SDGs)

SDG	Objective	CircuLoom Contribution
SDG 9 – Industry Innovation & Infrastructure	Build resilient, sustainable industry	Develops Canada-based digital infrastructure for global traceability
SDG 12 – Responsible Consumption & Production	Ensure sustainable production patterns	Tracks full garment lifecycle; promotes reuse & recycling
SDG 13 – Climate Action	Reduce GHG emissions	Quantifies CO ₂ savings per garment and converts data to carbon credits
SDG 17 – Partnerships for the Goals	Strengthen global cooperation	Connects Canadian clean-tech with Asian manufacturing networks

13.3 Environmental Impact Metrics (2025 → 2028 Targets)

Indicator	Baseline	2028 Goal	Impact Driver
Garments Tracked via Digital Product Passport	0	100 million +	Factory & brand adoption
Textile Waste Diverted from Landfills	–	30 000 tons +	Verified recycling data
CO ₂ Emissions Avoided	–	50 000 tons CO ₂ e	Reuse & efficient logistics
Water Saved	–	80 billion litres	Sustainable manufacturing practices
Carbon Credits Generated	–	≥ 150 000 verified tokens	Eco-Credit marketplace

All calculations use CircuLoom's AI Sustainability Engine validated through Canadian ESG consultants.

13.4 Social & Economic Impact

1. **Job Creation in Canada:** – 12 direct high-skill jobs + multiple university co-op positions by 2027.
2. **Upskilling Manufacturers in Asia:** – Training modules on data collection and eco-compliance for partner factories.
3. **Empowering SMEs:** – Affordable SaaS platform allows small brands to join the circular economy without large consulting costs.
4. **Gender & Youth Inclusion:** – Diversity-focused hiring policy; > 50 % of team expected to be female or under 35.
5. **Community Awareness:** – Annual "Circular Design Challenge Canada" to educate students and designers on sustainable fashion.

13.5 Canadian Environmental Ecosystem Alignment

CircuLoom supports national and provincial programs:

- **Clean Growth Hub Canada:** AI traceability supports carbon accountability initiatives.
- **BC Extended Producer Responsibility (EPR):** Provides digital tools for brand compliance.
- **Net-Zero 2035 Goal:** Quantifies and reports GHG reductions from textile reuse.

13.6 The Eco-Credit Impact Model

- Each verified circular transaction creates an Eco-Credit token representing quantifiable savings.
- Brands and consumers can redeem or retire credits via the marketplace, making environmental impact tangible and traceable.
- This creates a new green asset class within fashion — data-backed and Canadian regulated.

13.7 Third-Party Verification & Transparency

To maintain credibility:

- Annual ESG audit by a Canadian independent consulting firm (e.g., PwC Sustainability or EcoVadis).
- Impact reports published publicly on CircuLoom's website and shared with incubator mentors and investors.
- Partnership with academic institutions for peer-reviewed methodology validation.

13.8 Long-Term Vision for Sustainability Leadership

By 2030, CircuLoom aims to be recognized as Canada's flagship clean-fashion innovation export. Its model will be replicated for home textiles, footwear, and accessory segments — positioning Canada as a global hub for digital traceability and circular commerce.


14. Scalability & Global Expansion Plan

14.1 Strategic Scaling Vision

CircuLoom's business model is designed for exponential, not linear, growth. Its SaaS + API architecture allows thousands of fashion brands, factories, and recyclers to connect within a single platform — creating a self-reinforcing data network effect. Each new partner contributes more verified data, which in turn enhances the AI engine's accuracy and the value of the ecosystem.


By 2030, CircuLoom aims to be the leading digital traceability infrastructure for the global apparel industry, linking production data from Asia with sustainability standards in North America and Europe — all managed from Canada.

14.2 Scalable Business Model Features

Cloud-Based SaaS Platform


Multi-tenant system hosted on AWS Canada

Scalability Advantage: Infinite client scaling without new hardware investment

API Economy Integration


Open API for ERPs, e-commerce, recycling apps

Scalability Advantage: Viral B2B adoption through integrations

AI Learning Engine


Improves accuracy as data volume grows

Scalability Advantage: Network effects → better analytics → higher retention

Eco-Credit Tokenization

Blockchain-based rewards linked to sustainability impact


Scalability Advantage: Cross-border transactions & new revenue verticals

Multi-Sector Adaptability

Expand from apparel to footwear, home textiles, accessories

Scalability Advantage: Market expansion with minimal product modification

14.3 Geographic Expansion Roadmap




Phase 1 – Canada (Home Market)

Timeline: 2025–2026

Strategy: Build credibility via incubator pilots, ESG grants, and local brand partnerships.

Key Partners: Spring Activator / Foresight / Innovate BC




Phase 2 – Asia Integration

Region: Vietnam, Sri Lanka, India

Timeline: 2025–2027

Strategy: Expand factory nodes and supply-chain participation.

Key Partners: Garmex VN / Matrix Apparel / Textile Export Councils




Phase 3 – North America Expansion

Region: U.S.

Timeline: 2027

Strategy: Collaborate with resale and ESG tech firms; open sales office in Toronto or Seattle.

Key Partners: Poshmark, ThredUp, CircularID Initiative




Phase 4 – Europe Entry

Region: EU (Germany, France, Netherlands)

Timeline: 2027–2028

Strategy: Align with EU Digital Product Passport (DPP) mandate; onboard EU-based brands.

Key Partners: Textile Exchange / EcoVadis Network



Phase 5 – Global Consolidation

Region: Global

Timeline: 2028–2030

Strategy: Position CircuLoom as universal platform for digital sustainability compliance.

Key Partners: Multinational fashion groups & certification agencies

14.4 Key Expansion Enablers

- Trade Framework Leverage – CPTPP:** As both Canada and Vietnam are members of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), CircuLoom benefits from simplified cross-border data, trade, and IP protection flows.
- Government & Institutional Partnerships:** Access Canadian trade missions and clean-tech acceleration programs to introduce CircuLoom to international markets.
- Licensing & White-Label Models:** Offer white-label versions of CircuLoom dashboards for regional ESG consultancies and brand groups, ensuring recurring revenue without heavy operational cost.
- Carbon Credit Integration:** Expansion of Eco-Credit token framework into the voluntary carbon market to attract ESG investors and sustainability funds.
- Localization & Multilingual Support:** English, French, Vietnamese, Spanish, and Japanese interfaces to accelerate entry into Europe and Asia-Pacific.

14.5 Market Penetration Strategy

- Top-Down:** Partner with national fashion councils and sustainability boards (e.g., Sustainable Apparel Coalition).
- Bottom-Up:** Focus on onboarding SMEs first — lower acquisition friction and higher conversion speed.
- API Partnerships:** Enable ERP and e-commerce platforms to act as indirect distribution channels.

Expected Growth Outcome: Each 100 new brand users attract ~500 consumer interactions, fueling data scale and marketplace engagement.


14.6 Scaling Through Canadian Ecosystem

CircuLoom will continue leveraging Canada's world-class support system for global growth:


- Export Development Canada (EDC):** Financial support and market-entry insurance.
- Trade Commissioner Service (TCS):** Access to business development opportunities in EU and Asia.
- Global Affairs Canada:** Participation in circular-economy trade initiatives.

This positions CircuLoom as a Canadian export success story in sustainability technology.


14.7 Long-Term Expansion Goals (2030 Vision)




1,000+ Brands & Manufacturers Onboarded




1 Billion + Global Garments Tracked




20+ Countries of Operation



CAD 25–30M Annual Revenue



500,000+ Tons Carbon Reduction Impact CO₂e



CAD 100M + Valuation Target

15.8 Strategic Advantage for Canada

- Anchors IP ownership, R&D, and leadership in Vancouver.
- Establishes Canada as a global hub for sustainable fashion data.
- Generates exportable clean-tech software revenues under a Canadian brand.
- Strengthens Canada's leadership role in the Circular Economy and Net-Zero 2050 roadmap.

15. Incubator Engagement & Support Strategy



15.1 Purpose of Incubation

CircuLoom recognizes that its rapid growth depends on strong Canadian mentorship, access to clean-tech investors, and structured innovation acceleration. The company seeks admission to a designated incubator under the Start-Up Visa Program to:

- Validate its technology and market fit within Canada's sustainability ecosystem.
- Access early-stage seed capital, grants, and SR&ED guidance.
- Develop an investor-ready product and business model by 2026.

15.2 Target Incubators & Rationale

Incubator	Focus Area	Value to CircuLoom
Spring Activator (Vancouver)	Impact & Sustainability Start-Ups	Structured 12-month program; impact measurement tools; introductions to angel networks and ESG mentors.
Foresight Canada	Clean-Tech and Circular Economy	Access to climate-tech investors; technical mentorship on AI/green-data applications.
Innovate BC	Provincial Innovation Funding	R&D grants, hiring subsidies, and connections with universities and corporate partners.

These three partners together provide the ideal mix of incubation, acceleration, and commercialization support within British Columbia's innovation corridor.

15.3 Incubator Engagement Timeline

Period	Milestone	Description / Outcome
Q1 2025	Application Submission	Submit to Spring Activator SUV Cohort with MVP prototype and team credentials.
Q2 2025	Interview & Selection	Participate in incubator screening and due diligence process.
Q3 2025 – Q2 2026	Active Incubation Phase (12 months)	– Access co-working and mentorship space in Vancouver – Monthly mentor sessions on finance, tech, ESG metrics – Quarterly demo days to angel investors
Q3 2026	Post-Program Acceleration	Secure seed funding and pilot MOUs with Canadian brands & recyclers.
Q4 2026	Letter of Support Issued	Incubator formally endorses CircuLoom for IRCC submission.

15.4 Mentorship & Support Areas

Technology Mentorship
Blockchain scalability & AI model validation (with Foresight Canada).

Impact Measurement & ESG Advisory
Social and environmental reporting standards training (Spring Activator).

Funding & Investor Readiness
Pitch deck refinement and network access to impact VCs and angels.

Market Entry Support
Legal & regulatory orientation for Canadian and U.S. fashion markets.

Talent and Hiring Assistance
Innovate BC programs for tech internships and co-op placements.

15.5 Incubator Deliverables & KPIs

Deliverable	Timeline	KPI / Metric
Validated MVP	6 months	Blockchain ledger live with 3 brands
Impact Measurement Framework	8 months	AI engine produces verified ESG scores
Investor Pitch Deck + Seed Round	10 months	Minimum CAD 350 K commitments
Canadian Hiring Plan	12 months	5 local employees hired in Vancouver
Letter of Support & IRCC Submission	12 months +	Formal endorsement issued by incubator

15.6 Mutual Value to Incubator and Ecosystem

- Positions the incubator as a pioneer in circular-fashion technology within Canada.
- Adds diversity to their portfolio via a Vietnam–Canada clean-tech collaboration.
- Creates future revenue-sharing opportunities from CircuLoom's licensing and data partnerships.
- Strengthens Canada's leadership in exportable impact software IP.

15.7 Expected Outcome of Incubation

By the end of the program, CircuLoom will have:

- A commercially ready AI and blockchain platform.
- At least 10 Canadian clients and 3 international pilot factories.
- Verified ESG impact report for investor use.
- CAD 1 million valuation increase post-graduation.
- Eligibility for SR&ED and Clean Growth funding.

Confidentiality & Disclaimer

Confidentiality Notice

This document contains proprietary business information developed exclusively for immigration and business-establishment purposes under Canadian Federal and Provincial guidelines. All contents, financial projections, and strategic frameworks within this report are the intellectual property of **CircuLoom Technologies Inc.** and its preparer. Unauthorized duplication, disclosure, or use of this material without written consent is strictly prohibited.

The business concepts and structures outlined are unique to the proposed Canadian operations and have been prepared in alignment with Immigration, Refugees and Citizenship Canada (IRCC) requirements for the Start-Up Visa Program.

Version & Purpose Statement

This plan has been prepared as a demonstration and evaluation sample to illustrate the professional standard, format, and analytical depth applied in actual IRCC-compliant business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates and represent potential commercial outcomes under real market conditions. The actual operational business plan provided to clients includes expanded sub-sections, market references, and detailed appendices.

Full Version Access

Note: This document represents a condensed public version of the business plan. Each section in the official plan includes in-depth subtopics, extended financial statements, and technical documentation supporting the business model, immigration rationale, and operational roadmap. The complete version is shared exclusively with authorized clients or representatives upon engagement.



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Start-Up Visa Application