

## PROJECT ZERO INCUBATOR OPENS APPLICATIONS NATIONWIDE

April 21, 2025

**Synergy Foundation** is accepting applications as of April 21, 2026 from ecopreneurs across Canada for its flagship **Project Zero Incubator Program** – now open nationwide for the first time after seven years of supporting early-stage ventures in British Columbia – with the support of the **City of Toronto** and **Alberta Ecotrust Foundation**.

The Project Zero Incubator is a six-month program that supports early-stage startups and innovators advancing circular economy solutions, helping them turn promising ideas into launch-ready ventures. From July to December, selected participants will refine their business models, strengthen core entrepreneurial skills, receive one-on-one mentorship, and connect with a national network of industry experts and peers. The program culminates in a final pitch event, where founders present their ventures to an audience of investors, industry experts, and media. **Applications for the 2026 intake will be accepted until 11:59 pm on Friday, June 19<sup>th</sup>**. More details about the program, including the application form, can be found at [www.project-zero.ca/incubator](http://www.project-zero.ca/incubator).

Since launching in 2019, the Project Zero Incubator has supported over 107 ventures, helped generate \$24 million in revenue, and contributed to the creation of more than 175 green jobs – prioritizing support for entrepreneurs from equity-deserving communities across the circular economy.

As Canada navigates economic uncertainty, rising material costs, and strained supply chains, the shift toward a circular economy has emerged as both an environmental imperative and a practical economic solution – positioning entrepreneurs as key drivers of a more resilient, sustainable economy.

One such graduate is **SeaFoam Materials** (2025 Cohort), a Vancouver-based startup transforming marine biomass into high-performance, carbon-storing building insulation made from seaweed and upcycled waste. The innovation helps developers meet increasingly strict embodied-carbon requirements and has the potential to reduce emissions associated with constructing an entire home by up to 20 percent, positioning one of the world's most carbon-intensive industries as a climate solution. "Project Zero has absolutely helped us take our business to the next level," said Chloe Doesburg, co-founder of SeaFoam. "We've received exceptional support from our coach, and it's been invaluable to be part of a community of founders building alongside us."

Since completing the incubator, SeaFoam has gained national visibility—winning the [COAST 2025 Pitchfest](#), joining the [Ocean Startup Project](#), and being named runner.up at the City of Toronto [Women4Climate](#) Pitch Competition—highlighting how circular materials can scale within Canada’s construction sector.

### Alumni Spotlight: Momentum Beyond the Program

Shellter Bio.Materials Upcycling (2024 Cohort) is [transforming oyster shells into bio.fertilizers and soil.enhancing products](#), turning an overlooked byproduct into a regenerative resource for agriculture and coastal ecosystems. “Shellter would simply not have come to be without the Project Zero Incubator Program,” said Raj Behari, founder of Shellter. “The pace and resources helped turn an early idea into a viable venture, and the diversity of mentors and professionals involved supported our growth at a critical early stage.”

ShareWares (2021 Cohort), a Vancouver.based city.wide borrowing platform for reusable packaging, recently launched [Canada’s first stadium.wide reusable cup program](#) in partnership with BC Place. The system combines reusable infrastructure with connected QR.code technology, normalizing reuse at major sporting and entertainment events and setting a new national benchmark for scalable circular solutions.

Learn more about alumni experiences through the following videos:

- [Timber Tiles](#) (2022 Cohort)
- [Salt Legacy](#) (2020 Cohort)
- [Supply Victoria](#) (2019 Cohort)

**What is a circular economy?**

The circular economy is an economic system designed to eliminate waste and pollution, circulate products and materials, and regenerate nature. Under this model, materials recirculate within the supply chain through reduction, reuse and repair, redistribution, reconditioning, and recycling processes, all powered by renewable energy.

**Project Zero**

**Project Zero** is an initiative of the Synergy Foundation focused on advancing Canada's circular economy (CE) through business incubation, innovation, and education. Project Zero's programs include the **Incubator**, which supports early-stage start-ups operating in Canada's CE, and the **Circular Economy Essentials**, a self-paced online course designed to build a strong understanding of circular economy principles and empower learners to integrate circular practices into everyday operations.

**Synergy Foundation**

**Synergy Foundation** is a nationally recognized organization with a reputation for executing scalable, hands-on projects that drive sustainable economic development, supporting communities and small to medium-sized enterprises (SMEs) in adopting circular economy practices and advancing green business operations. Other Synergy initiatives include **BC Green Business** and the **Ecostar Awards**.

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