

“Epiclay is a start-up that is active in Climate-enhancing architectural surfaces”

This case study shows the transformation of this start-up business model thanks to the CircularStart training materials.

Sector/Activity: Building industry
Circular Business Model Category: Uphill / Tophill / Downhill
Circular Business Model Strategy(ies): Circular sourcing / Circular design / Long Life / Life Extension Services / Remanufacturing - Refurbishment
Circular Start-up type: Design / Nature based

STARTING POINT:

Mission: Green Cities and its buildings easy, applicable, circular based for decreasing temperature and pollution in cities

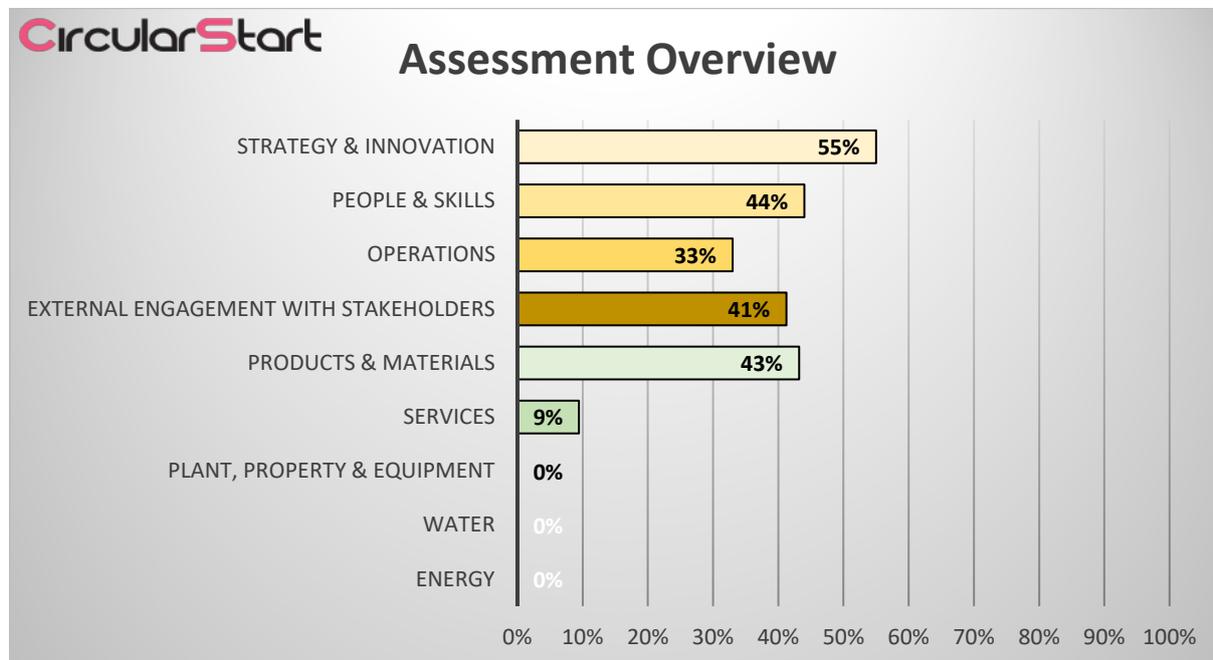
Vision: Climate-enhancing architectural surfaces that allow facades and indoor areas to be greened in a soil free and circular economy compliant way

Values: Enabling significantly positive impact by increasing air quality and lower urban heat by a circular based material with plants resistance over the whole life cycle for easy adapting and low amortisation costs in the building industry

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
	 KEY RESOURCES - Renewable clay material - dry resistant plants - water sensors	Enabling significant positive impact by increasing air quality and lower urban heat by a circular based material with plants resistance over the whole life cycle for easy adapting and low amortisation costs in the building industry	 CHANNELS	- building industry
 COSTS		 REVENUES		



Initial circularity profile – Results from the application of the Assessment Tool



FOLLOWED LEARNING PATH:

Units	IDEATION	INTEGRATION	VALIDATION	IMPLEMENTATION
Unit 1	x	x	x	x
Unit 2	x	x		x
Unit 3	x	x		
Unit 4	x			
Unit 5	x			
Unit 6				
Unit 7	x			
Unit 8	x			
Unit 9				



FINAL CIRCULAR BUSINESS MODEL:

Mission: Green Cities and its buildings easy, applicable, circular based for decreasing temperature and pollution in cities

Vision: Climate-enhancing architectural surfaces that allow facades and indoor areas to be greened in a soil free and circular economy compliant way

Values: Enabling significantly positive impact by increasing air quality and lower urban heat by a circular based material with plants resistance over the whole life cycle for easy adapting and low amortisation costs in the building industry

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> - Regional ceramic producer can diversify its offers by using existing equipment 	<ul style="list-style-type: none"> - Diverse pilot installation - grow up plants and assemble modules 	Enabling significant positive impact by increasing air quality and lower urban heat by a circular based material with plants resistance over the whole life cycle for easy adapting and low amortisation costs in the building industry	 CHANNELS	<ul style="list-style-type: none"> - building industry - Outdoor facade companies and - indoor walls producer, seller
 COSTS		 REVENUES		
<ul style="list-style-type: none"> - lower investment cost for production and maintenance for themselves and customers 		<ul style="list-style-type: none"> - Pot. energy and climate impact saving 		

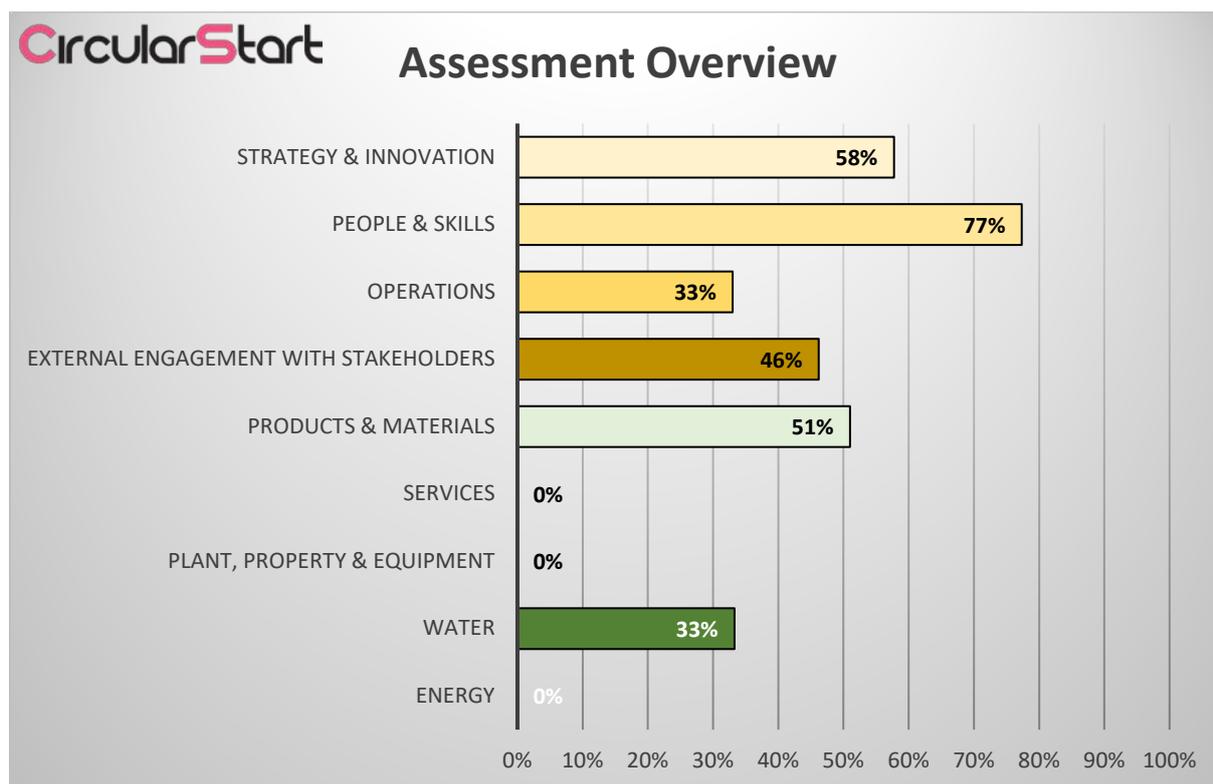
WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULARSTART MATERIALS?



- + **Vision:** + SDG 11/12
- + **Mission:** + more focus on temperature reduction and air pollution
- + **Key activities:** + validation of who prepare the plants for the facade elements
- + **Key partners:** + finalise regional supplier contract

- + **Customer value:** validation of maintenance time and necessary certificates

Resulting circularity profile – Results from the application of the Assessment Tool



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Extending payed pilot field demonstration with stakeholders	Till the end of summer 21	Founders in cooperation	Amount of paying stakeholders for field demonstration, get relevant financed
Validation of lifetime in context of specific engineer standards and market requirements	Till the end of summer 21	Founders in cooperation	Change of materials

KEY MESSAGES



- + *“Confirmation of my own feeling in status quo”*
- + *“Good reference work”*
- + *“Get an impression also for later stages and measures”*
- + *“Guidance helps for further steps”*