

“Holloid is a start-up that is active in holographic phase contrast microscopy for real-time analysis of physical characteristics, including motion and interactions, of cells and other colloids”

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










Sector/Activity: ICT
Circular Business Model Category: Uphill / Tophill
Circular Business Model Strategy(ies): Maximising Production Efficiency / Circular sourcing / Life Extension Services / Results oriented services
Circular Start-up type: Design / Service based

STARTING POINT:

Mission: Explore the condition and characteristics in your small physical parts in the process fluid in real time

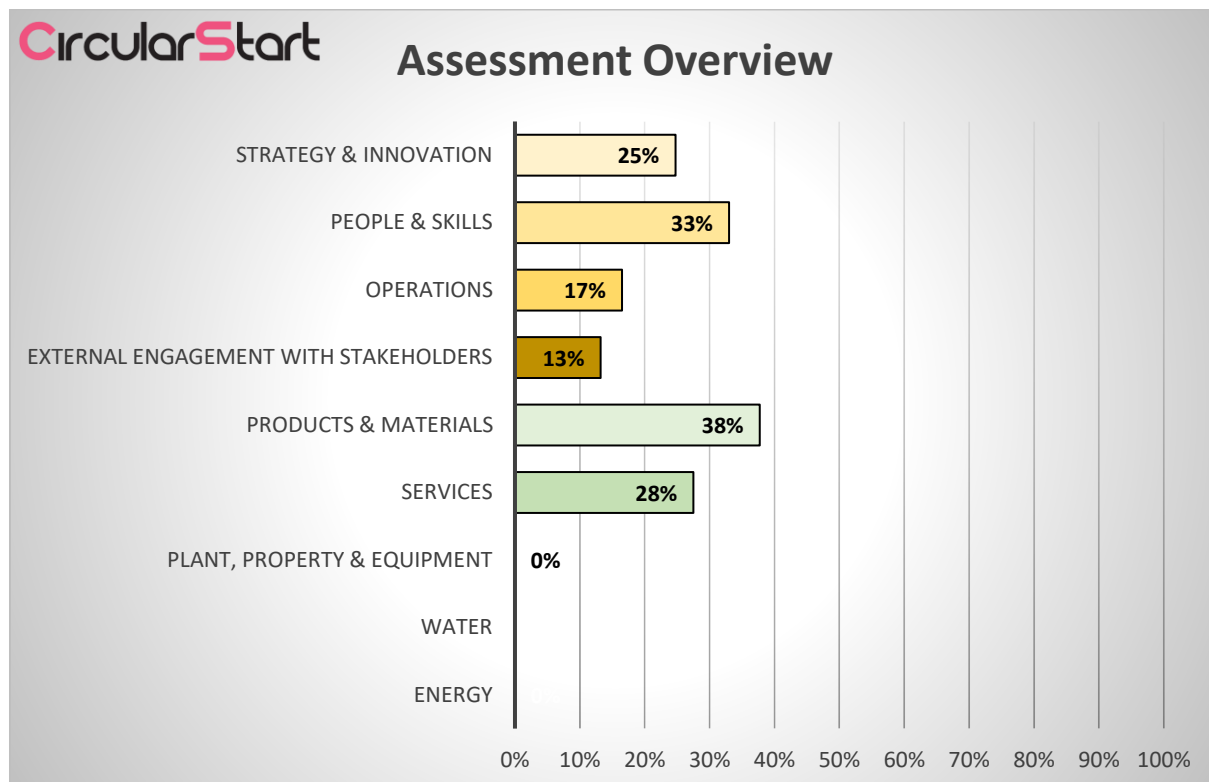
Vision: digital, real time analytical detection, characterization, interaction of cells and other colloids

Values: additional parameter for control the quality of cells and other colloids in fluids including motion, interactions, and physical characteristics by low costs

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
	 KEY RESOURCES	additional parameter for control the quality of cells and other colloids in fluids including motion, interactions, and physical characteristics by low costs	 CHANNELS	- Fluid process technology operator
 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	x
Unit 3	X	x		
Unit 4	X			
Unit 5	X	x		
Unit 6	X			
Unit 7	x			
Unit 8	X			
Unit 9				












FINAL CIRCULAR BUSINESS MODEL:

Mission: Exploring the condition and characteristics of your small physical parts in the process fluid, for efficiency in the resource flows of production facilities in real time.

Vision: Internet of optical microscopy

Values: additional parameter for control the quality of cells and other colloids in fluids including motion, interactions, and physical characteristics by low costs and more efficient

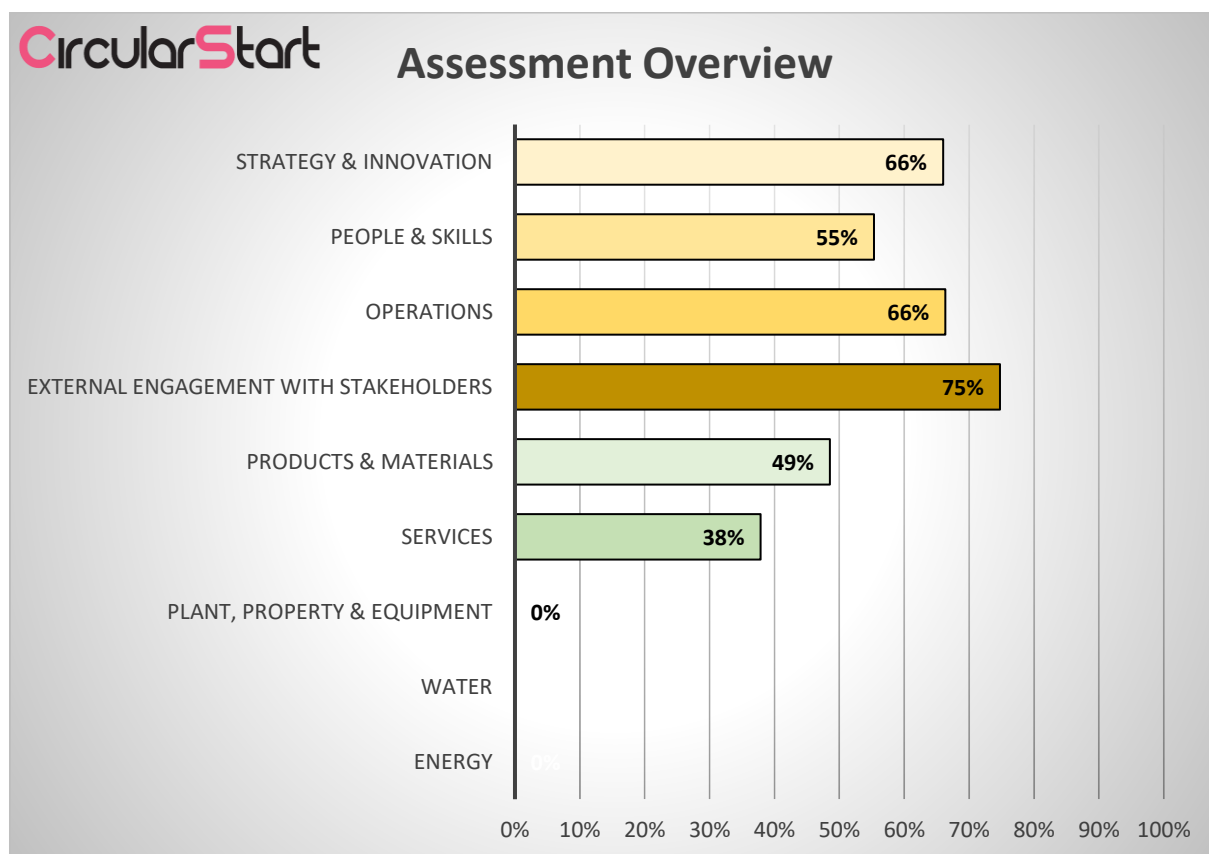
 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> - Agencies Quality control and regulatory, process technology provider, operator - Hardware providers 	<ul style="list-style-type: none"> - RandD; Data processing - co-operation, Services 	additional parameter for control the quality of cells and other colloids in fluids including motion, interactions, and physical characteristics by low costs		<ul style="list-style-type: none"> - Fluid process technology operator - Fluid, bio/chemical process technology provider, operator - Hardware provider
 KEY RESOURCES		 CHANNELS		
 COSTS <ul style="list-style-type: none"> - Lower waste, disposal costs 			 REVENUES <ul style="list-style-type: none"> - Savings in losses (waste, low quality charges,...) 	

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



- + **Customer:** + identification of different potential use cases in resource intensive production sectors based on liquids
- + **Key resources:** + Data generation for optimise and innovate the operation in a more efficient, safer and a higher quality way
- + **Value:** investigate the potential for saleability into different branches and its needs including sustainability

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



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Further stakeholder problem centred interviews and validate hypothesis regarding value functions sustainability	Till the end of summer 21	Founders	get them for an interview, no specific need
Paid pilot field demonstration with stakeholders also for sustainability	Till the end of summer 21	Founders and pilot customers	Amount of paying stakeholders for field demonstration, get relevant financed

KEY MESSAGES



- + *“We used contents also for finding pot. applications of our technology”*
- + *“Sustainability is not easy to focus on, circularity is good for one orientation”*
- + *“Also, good to orient and transform via TRL/MRL”*
- + *“A lot of know-how for offsite learning”*

