

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

Irri Sarri is the reusable alternative to conventional take away coffee cups. The solution based on build-to-last and reuse circular strategies aims to replace the unsustainable and disposable material intensive take away coffee cup for their reusable and recyclable ones. Under a 4€ fee, any consumer can enjoy his take away coffee using the Irri Sarri cup and claim the deposit whenever they want to give it back on any of the bars membered in the Irri Sarri network.

This case study shows how this actual circular startup, through the CircularStart workshop and materials, has evolved from a basic reuse based business model to a more comprehensive solution emphasising on the community creation, reverse logistics structure, ecodesign and value chain partnership strengthening.

Sector/Activity: Food and beverages

THIS IS TO BE FILLED AFTER PASSING THROUGH THE LEARNING:

Circular Business Model Category: Uphill, Tphill and Downhill

Circular Business Model Strategy(ies): Maximizing production efficiency, Long life design, Life extension services, Product-oriented-services, Use-oriented-services, reuse /redistribute

Circular Startup type: Design based










STARTING POINT:

Include the initial business idea, and mission/vision/value and the initial BMCanvas (in case they were defined already – if they do not start from zero)

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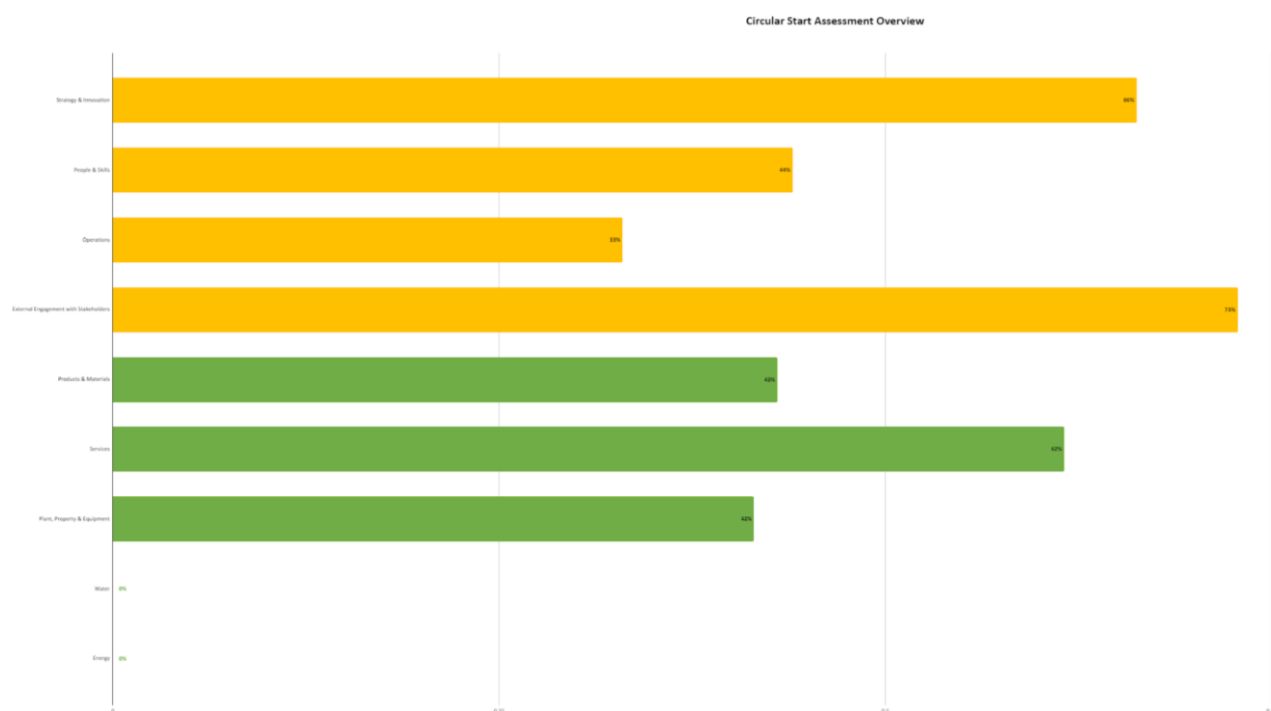
 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Communicators making visible the service benefits to the end user to create a greater community Platform developers for service digitalisation Cup and cover manufacturing 	<ul style="list-style-type: none"> The reusable alternative to the single use cups 	<ul style="list-style-type: none"> Reusable and recyclable packaging system Replicable and adaptable to outdoor spaces and events Compliance of European and Spanish disposable plastic in hostelry legislation Measurable results Easy, comfortable to use and communicate Free for the final user Scalable 	<ul style="list-style-type: none"> Physical presence. Visibility in the street through the bars Own social media and third party agreements Clusters and associations: Hostelry, environment, food, recycling industries... 	<ul style="list-style-type: none"> Event organisers Environment and sustainability public administration authorities Hostelry: Bars, cafeterias, coffee roasters Hostelry associations Other public administration: City councils, regional development agencies, deputations
	 KEY RESOURCES		 CHANNELS	
	<ul style="list-style-type: none"> Cups and covers Community Externalised sales team 		<ul style="list-style-type: none"> Own on-site distribution channel 	
 COSTS			 REVENUES	
<ul style="list-style-type: none"> Cup purchase Logistics and communication plan development. Communication Fair and event materials Human resources Service digitalisation platform agreements and <u>colaboration</u> 			<ul style="list-style-type: none"> Monthly fee from the Bars, cafeterias, etc. for belonging to the <u>Irri Sarri</u> network Public administration agreements <u>Irri Sarri</u> cup selling to the associated establishments and event organisers Logistics and management service on events and fairs 	

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

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FOLLOWED LEARNING PATH:

Include a nice table/diagram with the units where the start-up passed through (same template for all, with the specific selection in each case – to be elaborated)

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










FINAL CIRCULAR BUSINESS MODEL:

Include the final business idea, mission/vision/value and the final BMCanvas

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 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Communicators making visible the service benefits to the end user to create a greater community Platform developers for service digitalisation Cup and cover manufacturing Send the disposed cups to plastic recyclers to create new cups Irri Sarri communication materials made of coffee grounds: Designers Last mile distribution: <u>Txita</u> company Material innovation: <u>Inèdir Innova</u> 	<ul style="list-style-type: none"> The reusable alternative to the single use cups 	<ul style="list-style-type: none"> Reusable and recyclable packaging system Replicable and adaptable to outdoor spaces and events Compliance of European and Spanish disposable plastic in hostelry legislation Measurable results Easy, comfortable to use and communicate Free for the final user Scalable Community creation Fostering value chain actor partnership 	<ul style="list-style-type: none"> Physical presence. Visibility in the street through the bars Own social media and third party agreements Clusters and associations: Hostelry, environment, food, recycling industries... 	<ul style="list-style-type: none"> Event organisers Environment and sustainability public administration authorities Hostelry: Bars, cafeterias, coffee roasters Hostelry associations Other public administration: City councils, regional development agencies, deputations
	 KEY RESOURCES		 CHANNELS	
	<ul style="list-style-type: none"> Cups and covers Community Externalised sales team 		<ul style="list-style-type: none"> Own on-site distribution channel Collaboration and partnership with other value chain actors Build partnership with cross-cutting actors; hostelry providers, disposed oil based soap manufacturers 	
 COSTS	 REVENUES			
<ul style="list-style-type: none"> Cup purchase Logistics and communication plan development. Communication Fair and event materials Human resources Service digitalisation platform agreements and collaboration Hiring last mile logistics. 	<ul style="list-style-type: none"> Monthly fee from the Bars, cafeterias, etc. for belonging to the <u>Irri Sarri</u> network Public administration agreements <u>Irri Sarri</u> cup selling to the associated establishments and event organisers Logistics and management service on events and fairs Sale of cups made of recovered material 			

WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULAR-START MATERIALS?

Include main transformations/ideas/highlights

- + *Value Proposition: Improvement in community generation and fostering value chain actor partnerships*
- + *Key partners: Considering last mile distribution businesses as potential partners*
- + *Revenue Streams: Considering sale of cups made from recovered material*

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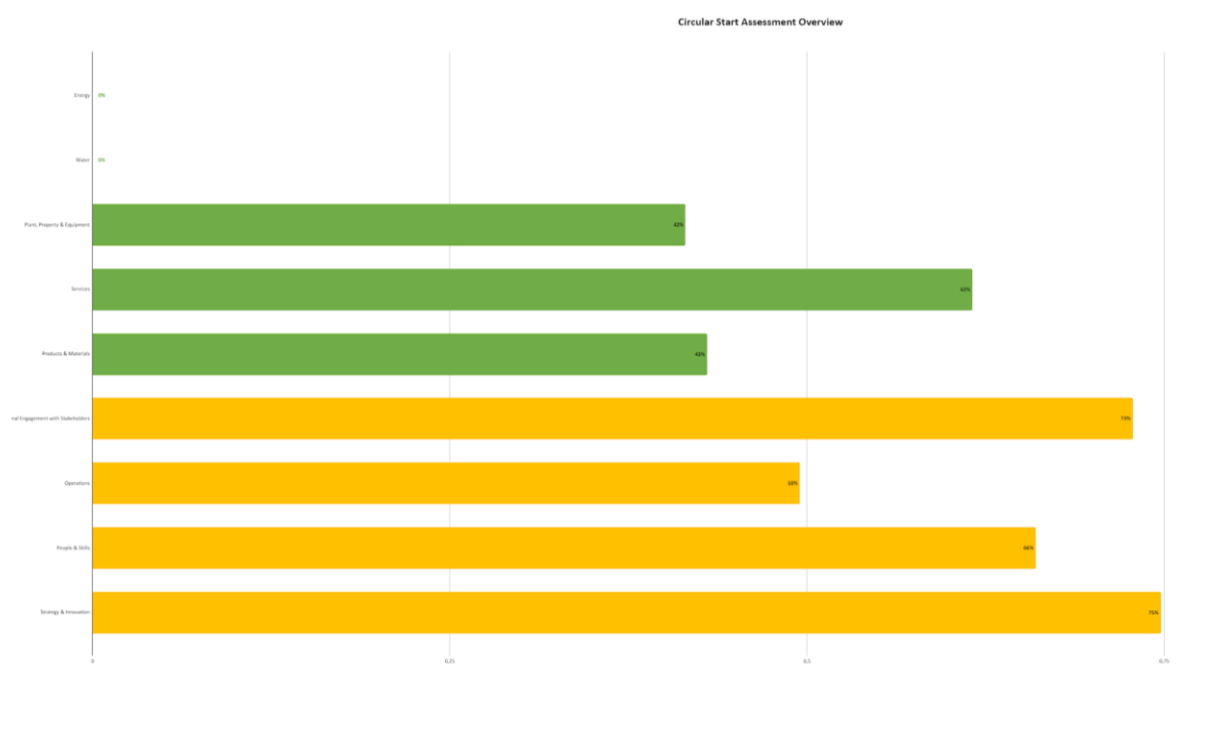


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Resulting circularity profile – Results from the application of the Assessment Tool

Screenshot with the result from the assessment tool result (after applying the training materials)



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NEXT STEPS

Include very briefly which are the commitments/steps that the start-up should take

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Contact stakeholders and explore new collaboration opportunities	Q3 2021	Sales team	Stakeholder reluctance to collaborate. Lack of interest.
Community creation and engagement improvement	2021 - 2022	Sales and marketing. Platform, Social media and digital marketing. Find the correct growth engine	Funding Lack of engagement
Product innovation. Find a more recyclable material keeping the current durability	2022	Technical partners. Funding	Funding Technical difficulties
Irri Sarri Network expansion	Q3 2021 - 2022	Entire team + value chain partners + end users	Funding Lack of interest

KEY MESSAGES

Include 4-5 key messages as learnt lessons from the start-up (own words)



“It allowed me to consider other circular economy related business models in a more detailed way”

“It helped me to redesign my business model in order to know where I could create more value through my product”

“The CircularStart materials are these kind of guides you take into account and look at when you need to re-consider any aspect of a circular business”

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