

“GEO FUTURE is a company whose activity is Digital Sustainability with Content Development and IT Applications, Consultancy and Advice to Public and Private Entities in the areas: Modernization (Digital Transformation, Circular Economy and Sustainability), Tourism, Communication, Organization of Events, Business Development and Application Preparation.

GEO FUTURE develops its work with the objective of providing advanced, sustainable and innovative solutions, in order to provide its customers with tools that provide a greater competitive advantage and allow them to create economic, social and environmental value. The sensitivity and professionalism of the multidisciplinary team is the guarantee of the company's excellence and progress, as well as the partnerships it has.”

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

Sector/Activity: digital sustainability consultant
Circular Business Model Category: circular base service
Circular Business Model Strategy(ies): TopHill/downhill
Circular Start-up type: circular base service

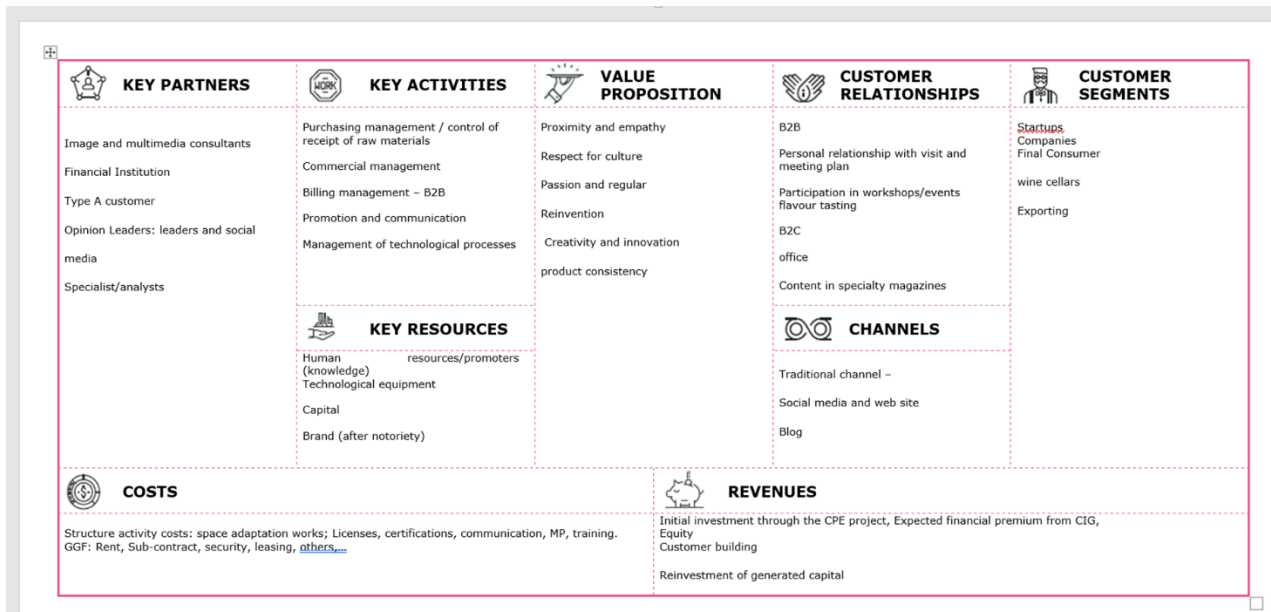
STARTING POINT:

Mission: Helping creating more green business

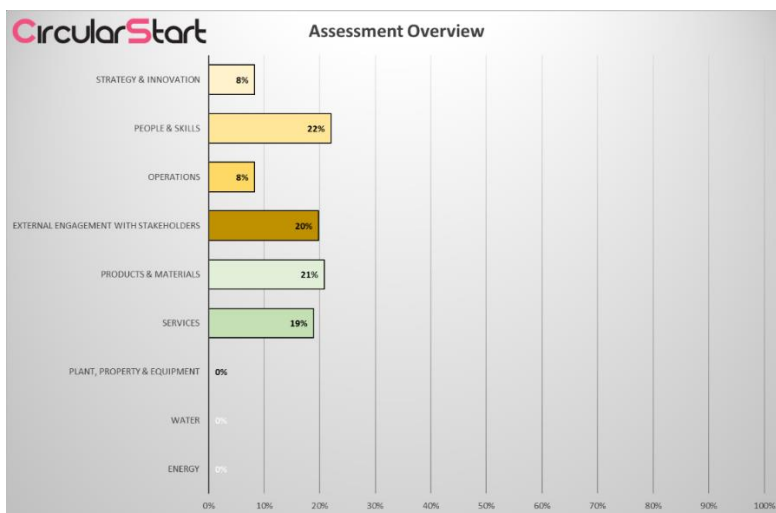
Vision: Creation of economically profitable models that at the same time create a positive impact on the planet.

Values: green business, positive impact on the planet and resources





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



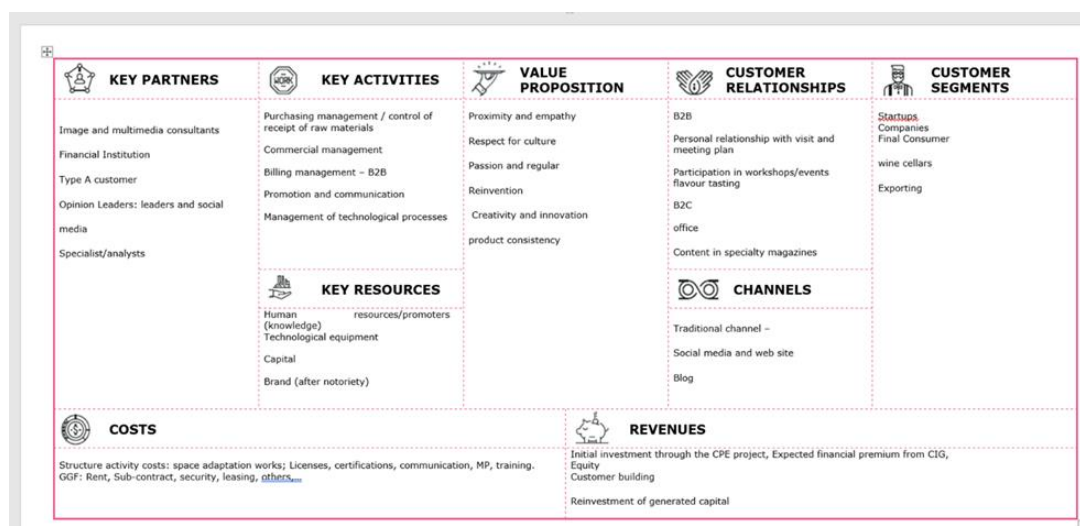
FOLLOWED LEARNING PATH:

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

FINAL CIRCULAR BUSINESS MODEL:

Mission: Helping creating more circular business

Vision: Creation of economically profitable models that at the same time create a circular business



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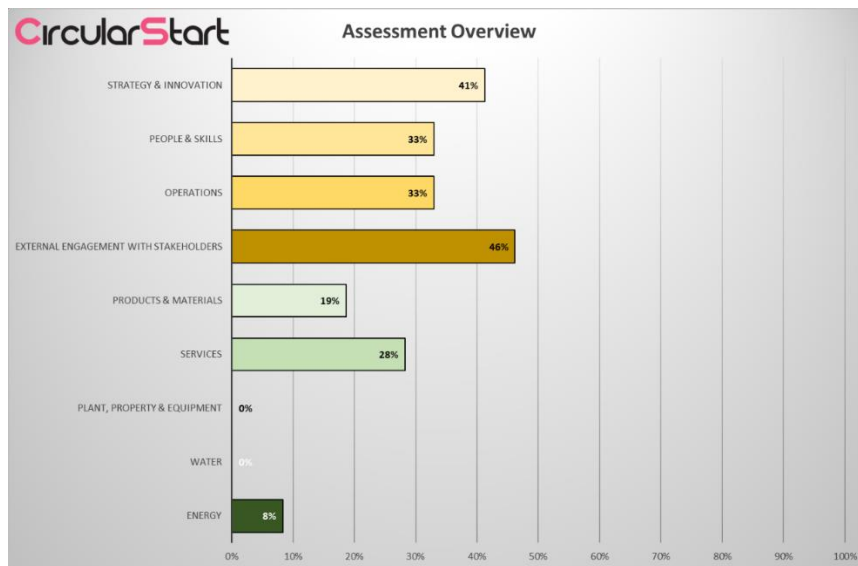
CircularStart is funded with support from the European Union’s Erasmus+ Programme. The views expressed within this report are those of the authors and not of the European Commission.

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



- + **Vision:** a more circular orientation
- + **Strategic Orientation:** helping the customers creating services and products with a bigger extend life

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



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Fair trade		suppliers	The consumer could find some products less expensive

KEY MESSAGES



+ *“creating tutorial to customers”*

