

“It's a small electronic device, based on Bluetooth technology, that you can attach to your four-legged friend's keys or collar, or stick to an object. The 33 mm high and wide device has a discreet hole in one of the corners and, in the box, comes a sticker for that task. There's also a version with a bracelet so you can put it on a child's arm when you need extra security.

The next step is to pair Lapa with the smartphone, and this process is super simple. Once the app that comes with the product is installed, just press lightly on the surface of the Lapa for your mobile phone to detect it. You can then give it a name, a short description (optional) and even add a photo. In case you have several Lapas for different objects, it's a big help.”

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

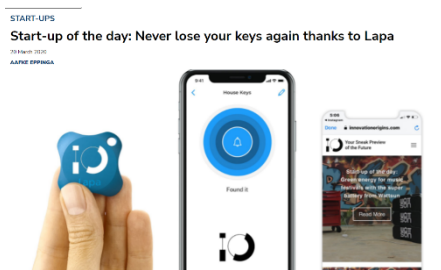
Sector/Activity: product and service (lapa device)
 Circular Business Model Category: circular base service
 Circular Business Model Strategy(ies): uphill/TopHill/downhill
 Circular Start-up type: circular base service

STARTING POINT:

Mission: Portuguese innovation that can help you never lose something or someone important again.

Vision: to be a company that connecting and help people

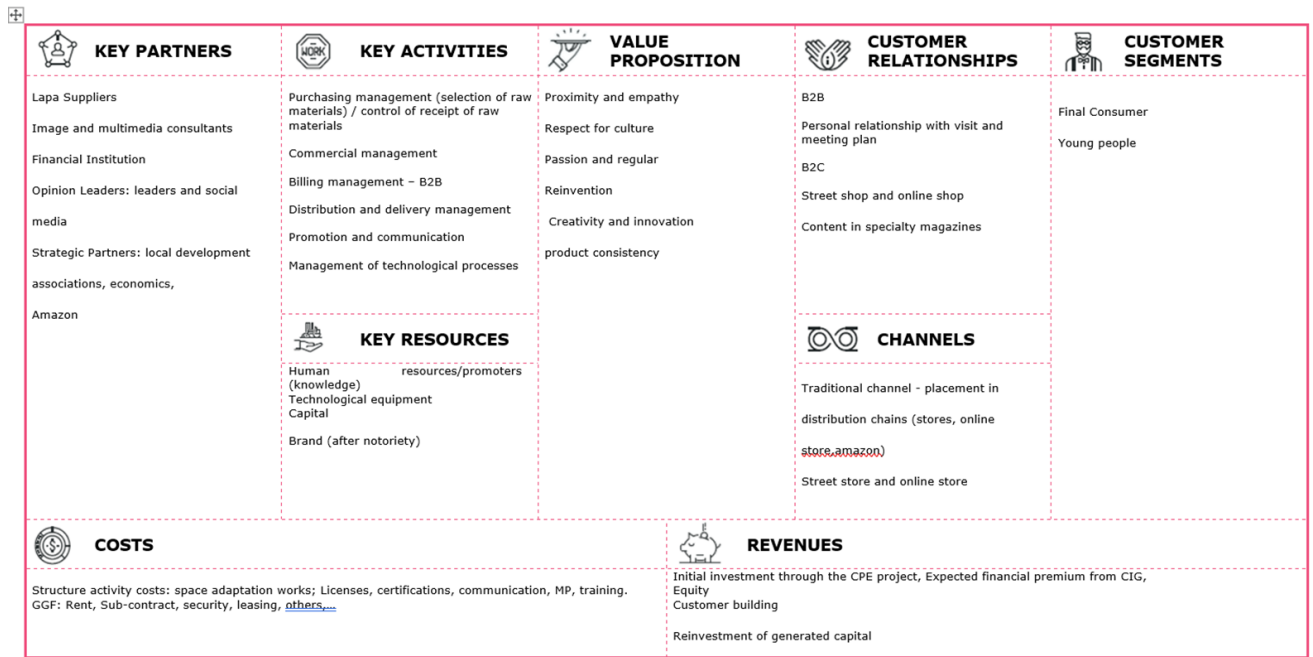
Values: Proximity, sustainable, creativity and innovation, passion and constant reinvention



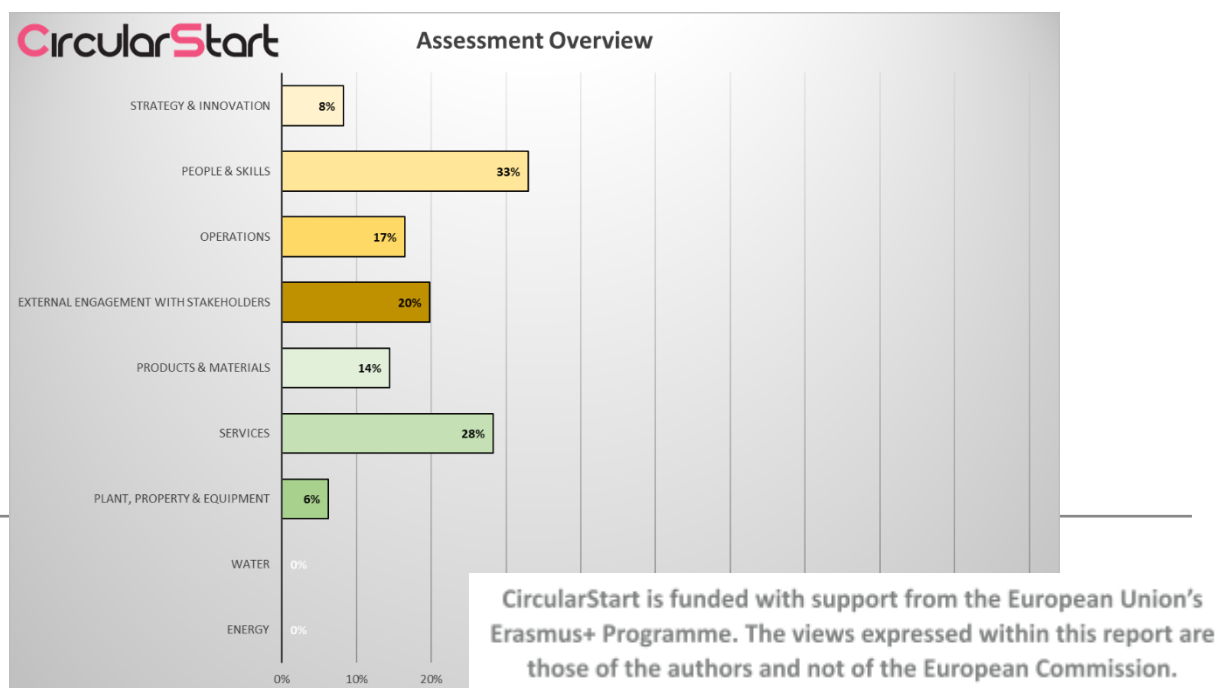
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Initial circularity profile – Results from the application of the Assessment Tool



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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	X
Unit 5	X	X		X
Unit 6	X	X		
Unit 7	X	X		
Unit 8	X			
Unit 9	X			

FINAL CIRCULAR BUSINESS MODEL:

Mission: Circular/reusable Portuguese innovation that can help you never lose something or someone important again.

Vision: to be a sustainable company that connecting and help people

Values:

Proximity and Empathy

Criativity and innovation Respect for Culture and Local Communities

Passion and Constant Reinvention

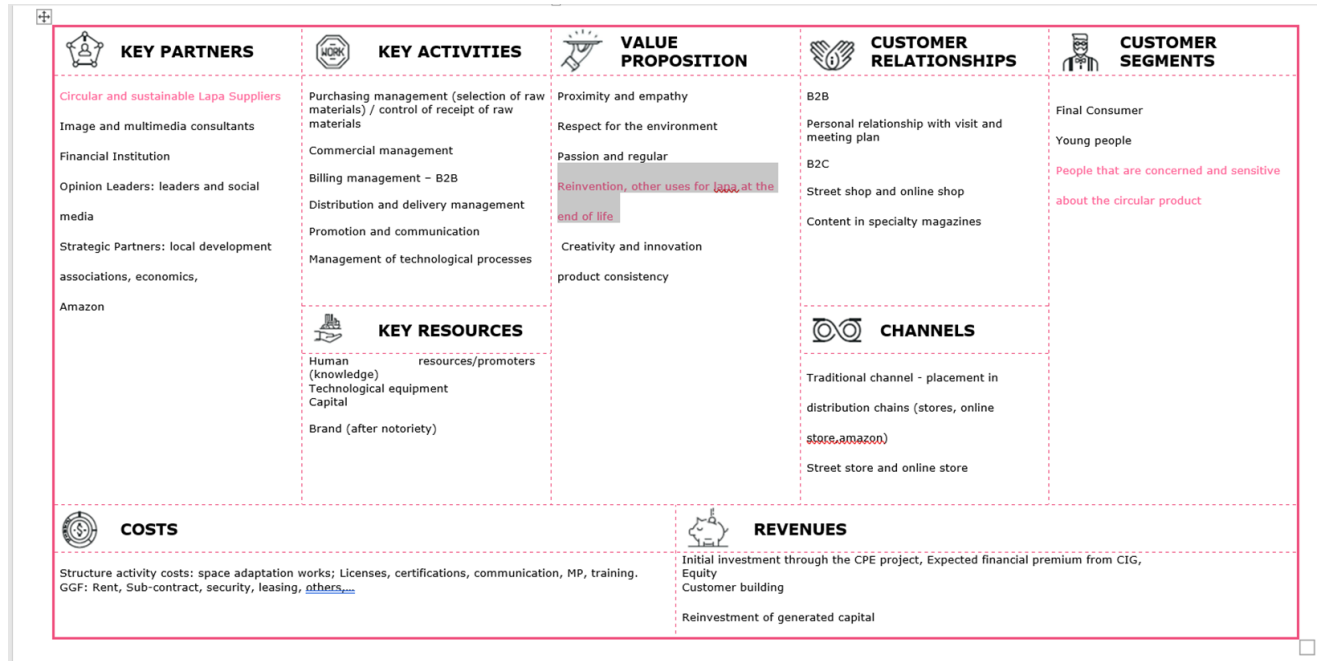
Reusable products

Extention life of the lapa device

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



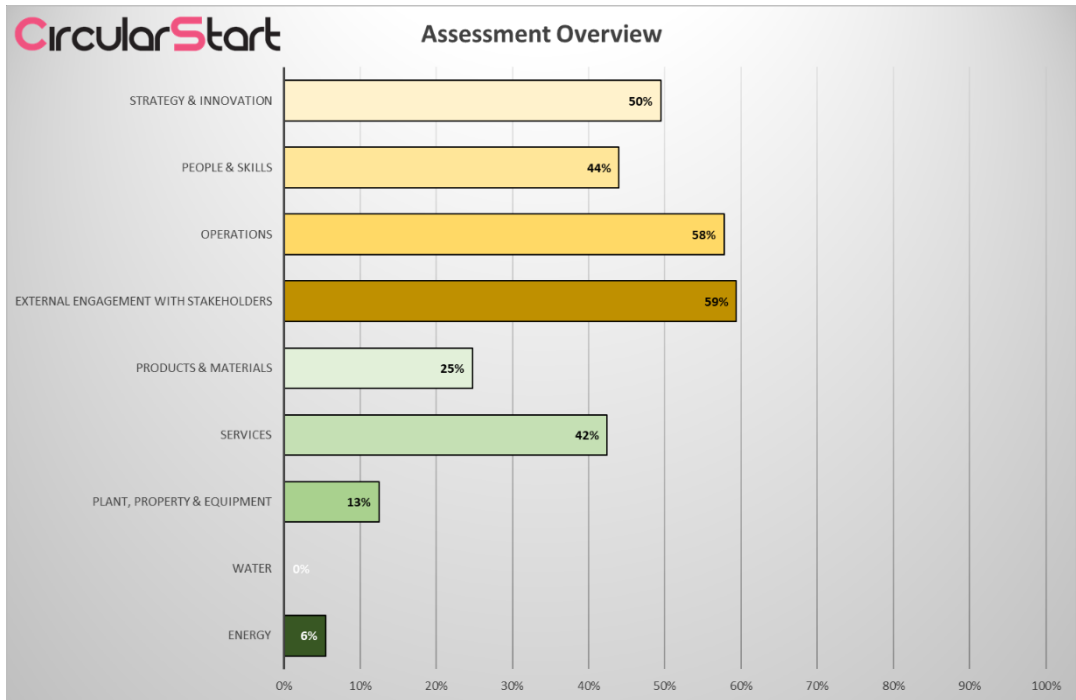
- + **Vision:** Being a sustainable business
- + **Strategic Orientation:** Extend the life of the lapa device
- + Find others reuses for the lapa device
- + Offering to the consumer a platform for the collecting old lapa devices

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



NEXT STEPS

WHAT	WHEN	HOW	POSSIBLE DIFFICULTIES?
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		(People, Resources needed)	
Recycling packing and devices	now	Patterns, suppliers	Some difficulties to found a pack really sustainable
Recycling old lapa devices		Suppliers	The consumer could find some points where

KEY MESSAGES



- + *“Reusable packing “*
- + *Life extension lapa device*
- + *Reuse*
- + *Recycling platform*

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