

“Rui Castro is a small shop dedicated to the creation of chocolate experiences”

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










Sector/Activity: food (selling chocolat experiences)  
 Circular Business Model Category: circular base service  
 Circular Business Model Strategy(ies): TopHill/downhill  
 Circular Start-up type: circular base service

**STARTING POINT:**

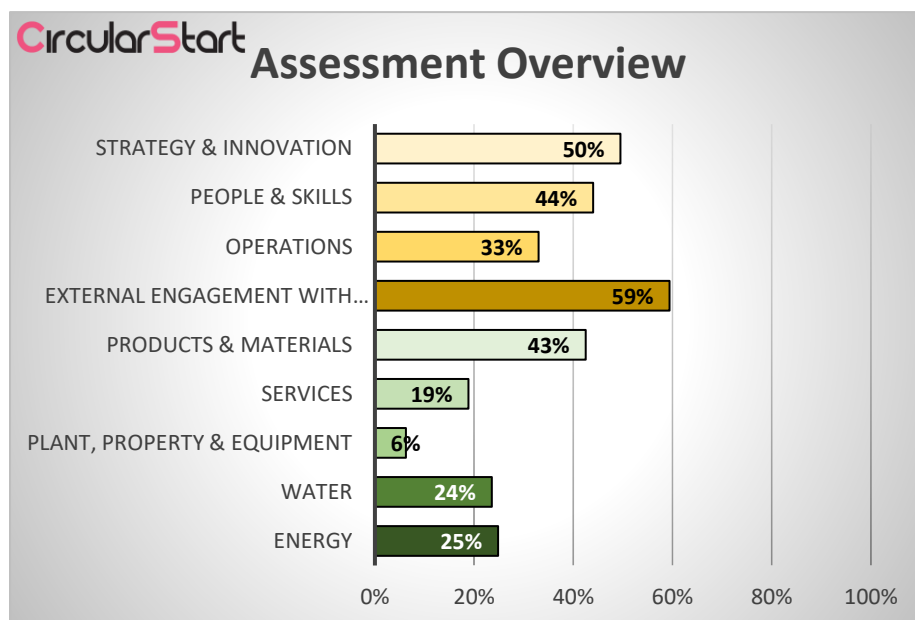
**Mission:** Presenting the “Portuguese language” market with the “art” of recreating gustatory proposals in the use of cocoa, surpassing the expectations of customers and other partners.

**Vision:** to be a company in the world of chocolate, sustained and recognized, generating unique and eternal experiences

**Values:** Proximity and empathy, creativity and innovation, respect for culture, passion and constant reinvention

 <b>KEY PARTNERS</b>	 <b>KEY ACTIVITIES</b>	 <b>VALUE PROPOSITION</b>	 <b>CUSTOMER RELATIONSHIPS</b>	 <b>CUSTOMER SEGMENTS</b>
MP Suppliers Image and multimedia consultants Financial Institution Type A customer Opinion Leaders: leaders and social media Strategic Partners: local development associations, economics, cultural and plastic artists Chocolatiers and pastry chefs food-based product clusters Specialist/analysts	Purchasing management (selection of raw materials) / control of receipt of raw materials Commercial management Billing management - B2B Distribution and delivery management Promotion and communication Management of technological processes   <b>KEY RESOURCES</b> Human resources/promoters (knowledge) Technological equipment: cutting material, cold material, temperer, printer Capital Brand (after notoriety)	Proximity and empathy Respect for culture Passion and regular Reinvention Creativity and innovation product consistency	B2B Personal relationship with visit and meeting plan Participation in workshops/events flavour tasting B2C Street shop and online shop Content in specialty magazines   <b>CHANNELS</b> Traditional channel - placement in distribution chains (stations, hotels, Museums, stores, ...) Street store and online store Chocolate Fair.	Museums/ Culture Hotels Tourism post Traditional Commerce and gourmet companies (develop custom-made products) Final Consumer wine cellars Exporting
 <b>COSTS</b> Structure activity costs: space adaptation works; Licenses, certifications, communication, MP, training. GGF: Rent, Sub-contract, security, leasing, <u>others...</u>		 <b>REVENUES</b> Initial investment through the CPE project, Expected financial premium from CIG, Equity Customer building Reinvestment of generated capital		



**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		
Unit 6	X			
Unit 7	X			
Unit 8	X			
Unit 9	X			












**FINAL CIRCULAR BUSINESS MODEL:**

**Mission:** To present the “Portuguese language” market with the “art” of recreating gustatory proposals, sustainable in the use of cocoa, surpassing the expectations of customers and other partners.

**Vision:** In 2023, to be a company in the world of chocolate, sustainable and recognized, generating unique and eternal experiences.

**Values:**

- Proximity and Empathy
- Criativity and innovation
- Respect for Culture and Local Communities
- Passion and Constant Reinvention

 <b>KEY PARTNERS</b>	 <b>KEY ACTIVITIES</b>	 <b>VALUE PROPOSITION</b>	 <b>CUSTOMER RELATIONSHIPS</b>	 <b>CUSTOMER SEGMENTS</b>
<p>MP Suppliers with stamp "Growing Great Chocolate"</p> <p>Image and multimedia consultants</p> <p>Financial Institution</p> <p>Type A customer</p> <p>Opinion Leaders: leaders and social media</p> <p>Strategic Partners: local development associations, economics, cultural and plastic artists</p> <p>Chocolatiers and pastry chefs</p> <p>food-based product clusters</p> <p>Specialist/analysts</p>	<p>Purchasing management (selection of raw materials) / control of receipt of raw materials</p> <p>Commercial management</p> <p>Billing management – B2B</p> <p>Distribution and delivery management</p> <p>Promotion and communication</p> <p>Management of technological processes</p> <hr/> <p> <b>KEY RESOURCES</b></p> <p>Human resources/promoters (knowledge)</p> <p>Technological equipment: cutting material, cold material, temperer, printer</p> <p>Capital</p> <p>Brand (after notoriety)</p>	<p>Proximity and empathy</p> <p>Respect for culture</p> <p>Passion and regular</p> <p>Reinvention</p> <p>Creativity and innovation</p> <p>product consistency</p> <p>/</p>	<p>B2B</p> <p>Personal relationship with visit and meeting plan</p> <p>Participation in workshops/events flavour tasting</p> <p>B2C</p> <p>Street shop and online shop</p> <p>Content in specialty magazines</p> <hr/> <p> <b>CHANNELS</b></p> <p>Traditional channel - placement in distribution chains (stations, hotels, Museums, stores, ...)</p> <p>Street store and online store</p> <p>Chocolate Fair</p>	<p>Museums/ Culture</p> <p>Hotels</p> <p>Tourism post</p> <p>Traditional Commerce and gourmet companies (develop custom-made products)</p> <p>Final Consumer</p> <p>wine cellars</p> <p>Exporting</p>
<p> <b>COSTS</b></p> <p>Structure activity costs: space adaptation works; Licenses, certifications, communication, MP, training. GGF: Rent, Sub-contract, security, leasing, <a href="#">others...</a></p>		<p> <b>REVENUES</b></p> <p>Initial investment through the CPE project, Expected financial premium from CIG, Equity</p> <p>Customer building</p> <p>Reinvestment of generated capital</p>		

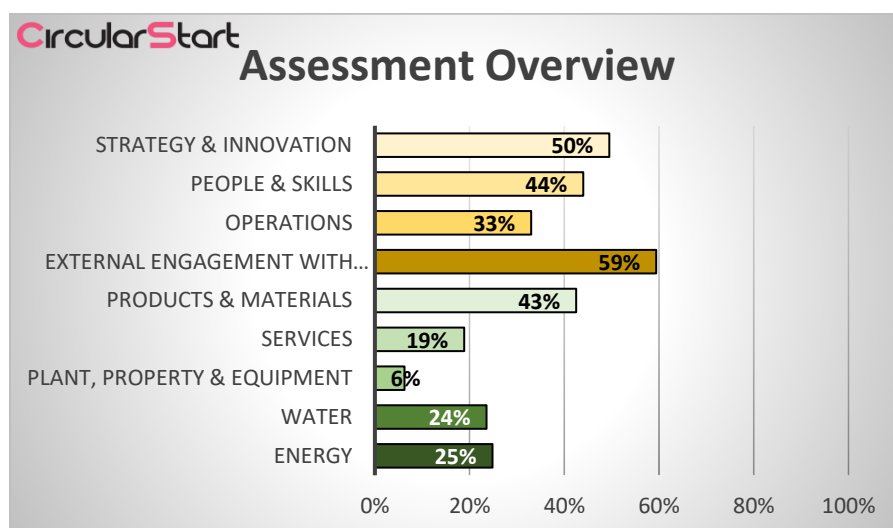


**WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULAR-START MATERIALS?**



- + **Vision:** Being a sustainable chocolat business
- + **Strategic Orientation:** Respect for the “origins” of Cocoa;  
Orientation to Traditions;  
Guidance for Portuguese Communities

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



## NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Recycling packing	now	Patterns, suppliers	Some difficulties to found a pack really sustainable
Fair trade		suppliers	The consumer could find some products less expensive

## KEY MESSAGES



- + *“Respect for the origin of cocoa”*
- + *“Fair trade”*
- + *“Reusable packing “*

