“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.**

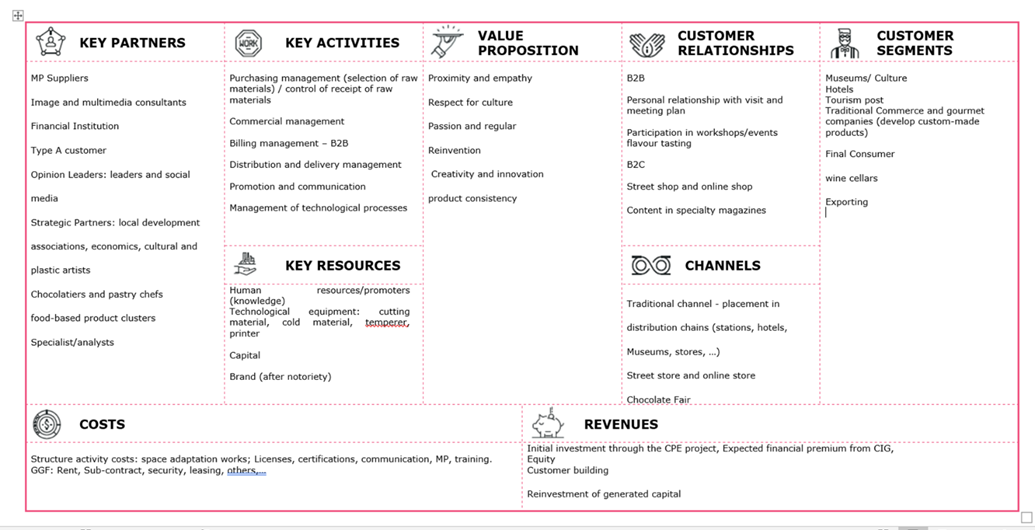
|  |
| --- |
| Sector/Activity: food (selling chocolat experiences)  Circular Business Model Category: circular base service  Circular Business Model Strategy(ies): TopHill/downhill  Circular Start-up type: circular base service |

# **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



**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:**

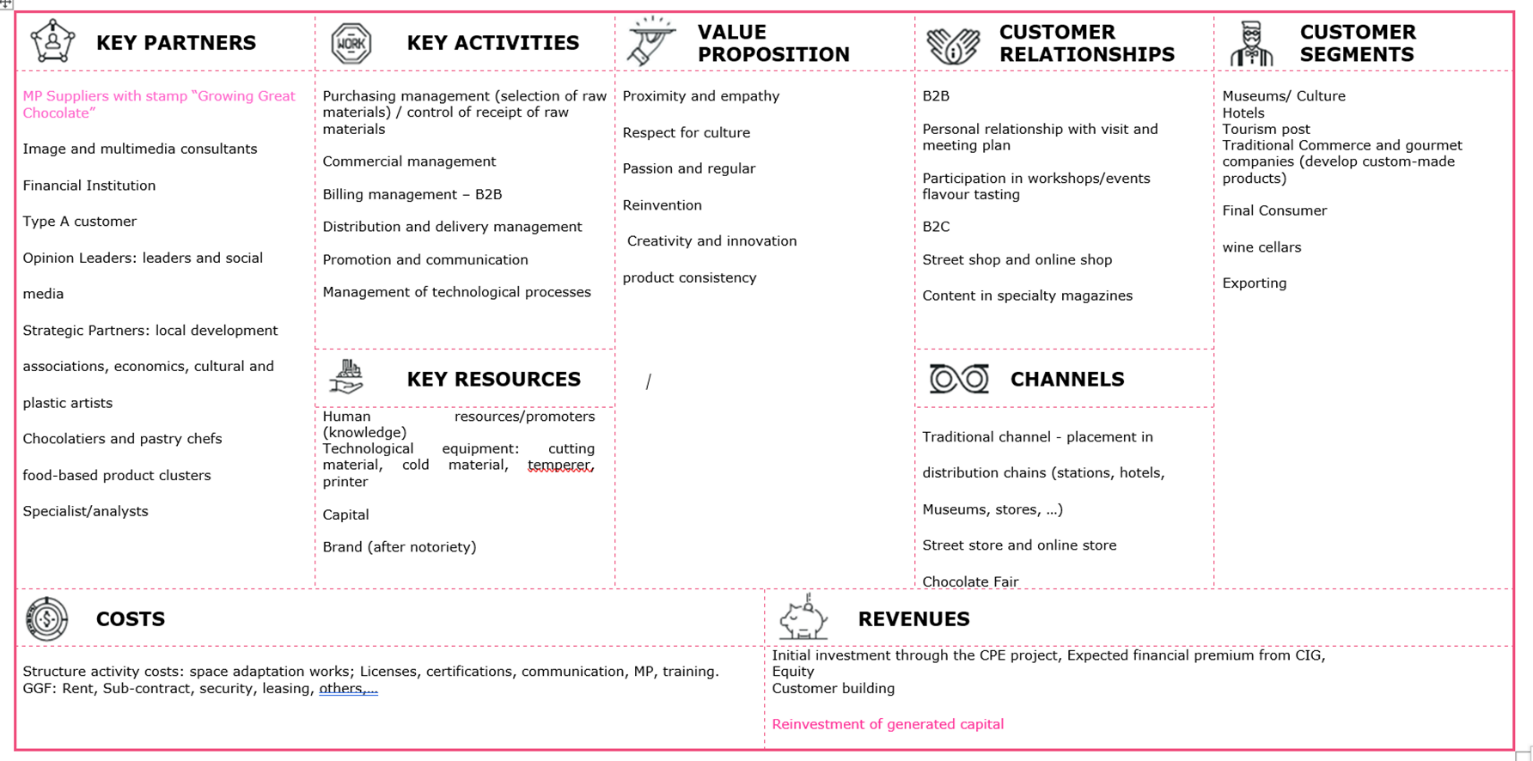
**Mission:** To present the “Portuguese language” market with the “art” of recreating gustatory proposals, sustainable in the use of cocoa, surpassing the expectations of customers and other partners.

**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



# **WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WHERE 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? |
| Reclying 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**

|  |  |
| --- | --- |
| *Dibujo de una persona  Descripción generada automáticamente con confianza media* | * *“Respect for the origin of cocoa”* * *“Fair trade”* * *“Reusable packing “* |
|  | |