

“Nako is an ethical, feminist, vegan, animalist, sustainable and coherent textile brand. NAKO is also about solidarity and circular economy. Solidarity because each collection will allocate part of its profits to a social project linked to that collection. And circular economy because all the turbans and scrunchies that you can now find at NAKO have been made using fabrics from second-hand garments. Garments with history: from her aunts, her friends, her grandmother... Garments that are usually old "because they are of much higher quality. The cotton thread that was used in the past was more sustainable, longer and more resistant, which allows me to give a second life to these products much more easily.”

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

Sector/Activity: Textile

Circular Business Model Category: Uphill / Tophill

Circular Business Model Strategy(ies): Circular Sourcing / Circular Design / Long life design / Lifer extension services / Material recapture / Closed Loop recycling

Circular Start-up type: Design-based

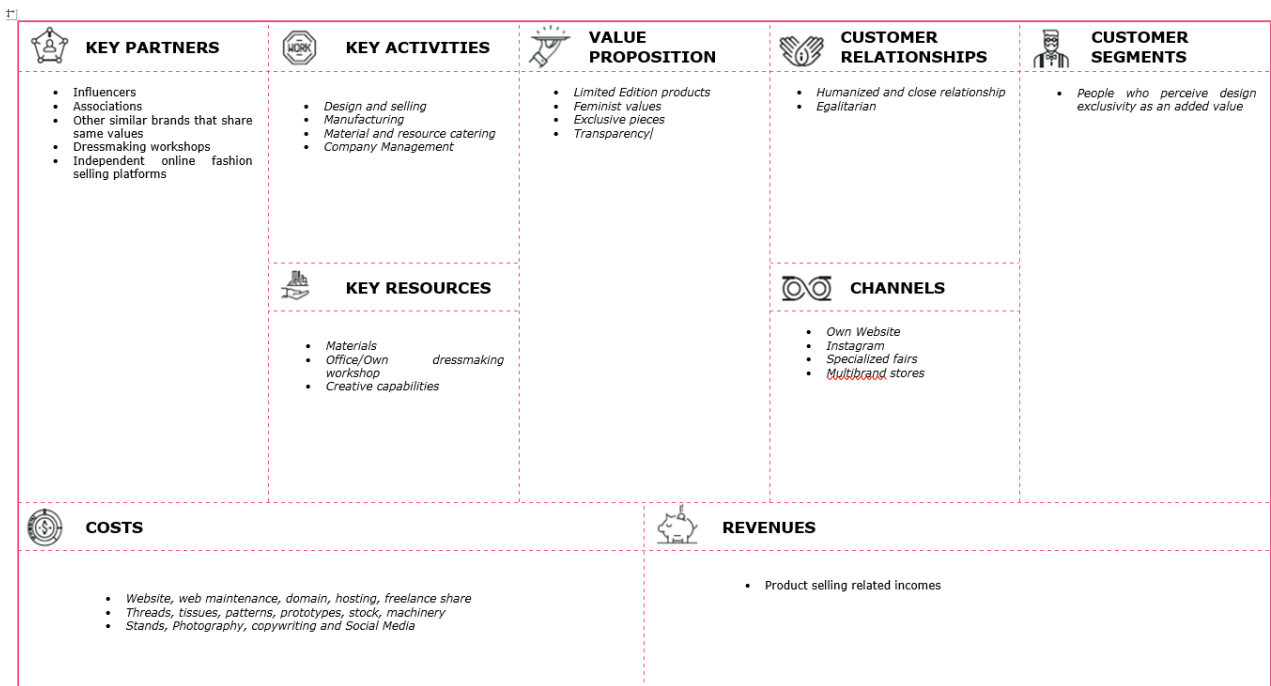
STARTING POINT:

Mission: Changing and contributing towards a better world

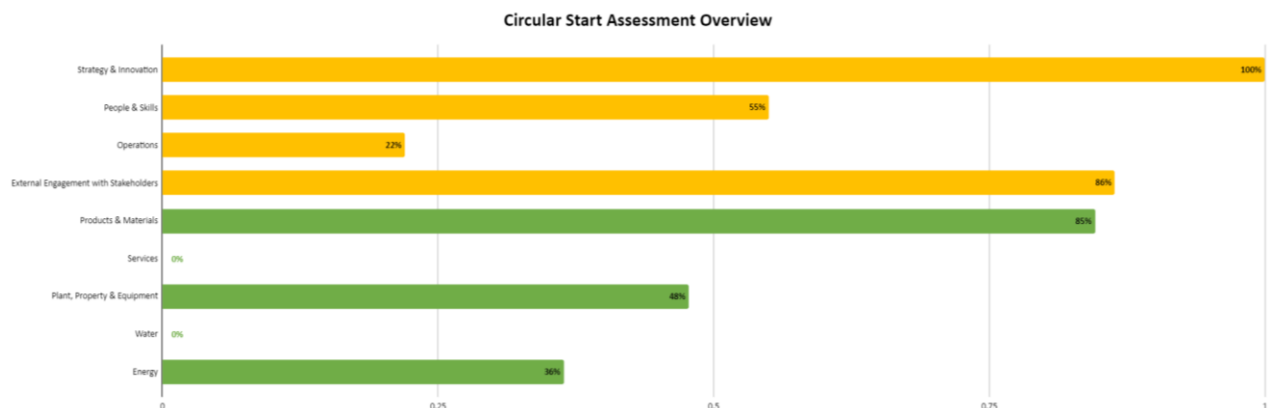
Vision: NAKO as referent in the ethical, feminist, vegan, animalist, sustainable and coherent textile sector.

Values: Ethical, feminist, vegan, animalist, sustainable and coherent





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



FOLLOWED LEARNING PATH:










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:

Mission: Changing and contributing towards a better world

Vision: NAKO as referent in the ethical, feminist, vegan, animalist, sustainable and coherent textile sector.

Values: Ethical, feminist, vegan, animalist, sustainable and coherent

 KEY PARTNERS	 KEY ACTIVITIES	 VALUE PROPOSITION	 CUSTOMER RELATIONSHIPS	 CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Influencers Associations Other similar brands that share the same values Dressmaking workshops Independent online fashion selling platforms Social Dressmaking workshops 	<ul style="list-style-type: none"> Design and selling Manufacturing Material and resource catering Company Management Design for recycling Local manufacturing High sustainability standard based procurement 	<ul style="list-style-type: none"> Limited edition products Feminist values Exclusive pieces Transparency Actual sustainability Ethic fashion Made in Spain 	<ul style="list-style-type: none"> Humanized and close relationship Egalitarian Sensitization relationship Agile Reverse Logistics structure and reusable packaging 	<ul style="list-style-type: none"> People who perceive design exclusivity as an added value People who care about local fashion, ethics and sustainability Ecologists Social activists Vegan people
	 KEY RESOURCES <ul style="list-style-type: none"> Fabrics Office/own dressmaking workshop Creative capabilities Sustainable and recyclable tissues Resource optimization 		 CHANNELS <ul style="list-style-type: none"> Own website Instagram Specialized fairs Multibrand stores Sustainable fashion related fairs Product renting Second hand markets 	
 COSTS <ul style="list-style-type: none"> Website, web maintenance, domain, hosting, freelance share Threads, tissues, patterns, prototypes, stock, machinery Stands, photography, copywriting and social media Second hand material procurement 		 REVENUES <ul style="list-style-type: none"> Product selling related incomes Selling own products in second hand markets Sample selling 		

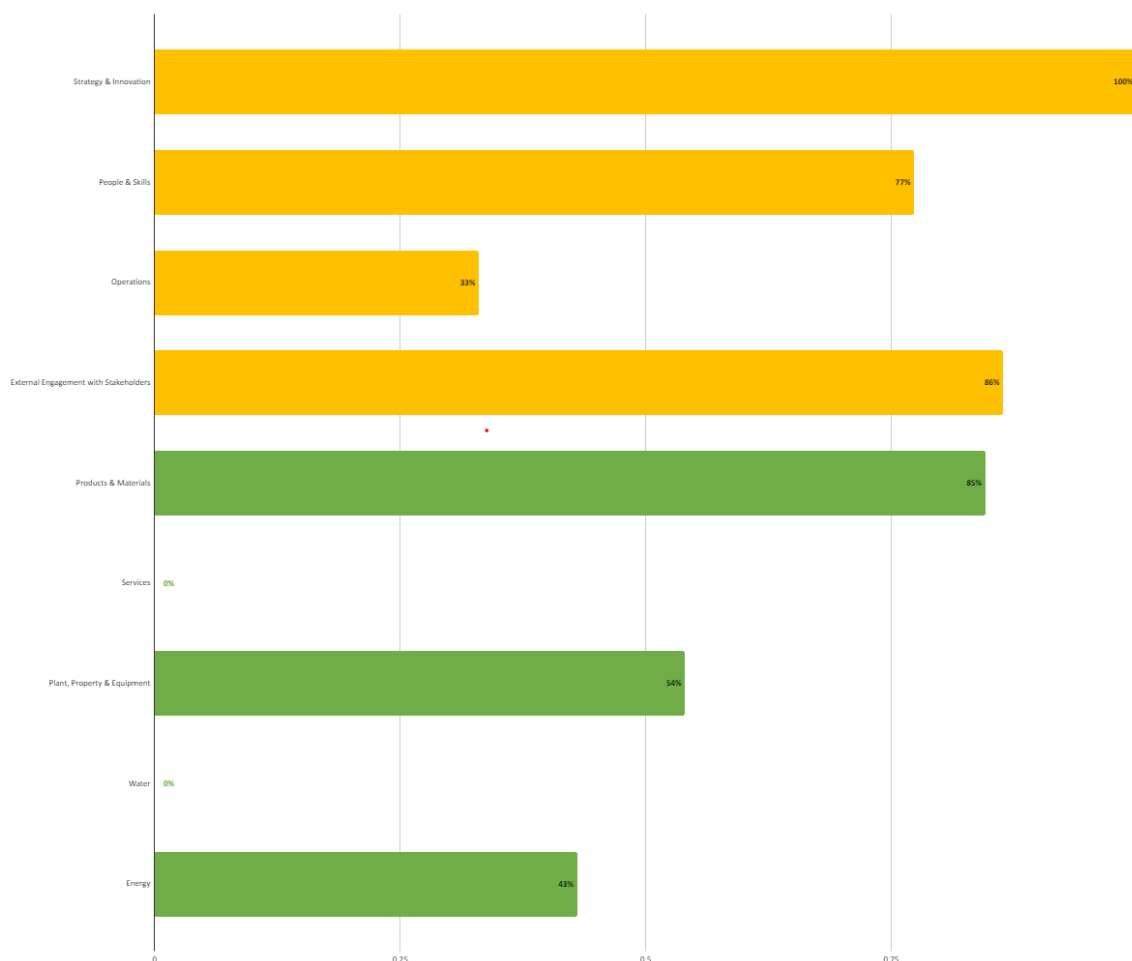
WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULAR-START MATERIALS?



- + **Value proposition:** Ethic fashion, Made in Spain, Actual Sustainability attributes
- + **Customer Segments:** New segments considered; Ecologists, Social activists and Vegans
- + **Channels:** Product renting and second hand markets
- + **Revenue streams:** Sample selling and selling own product through second hand markets

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

Circular Start Assessment Overview



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Research on what second hand markets could we sell the products	Q3 2021	Nako Team	Finding our target group in these second hand markets
Using more sustainable fabrics	2022	Nako Team and Workshop	Find the one filling our and our customer’s needs

KEY MESSAGES



“The materials are easy to follow and provide valuable information”

“The CircularStart course gives a systemic approach to find proper solutions that adds value to businesses”

“The assessment tool provides an easy and useful diagnosis of the current state of the business”