

“Swagerl is a start-up that is active in intelligent, IT supported comparison platform for food”

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

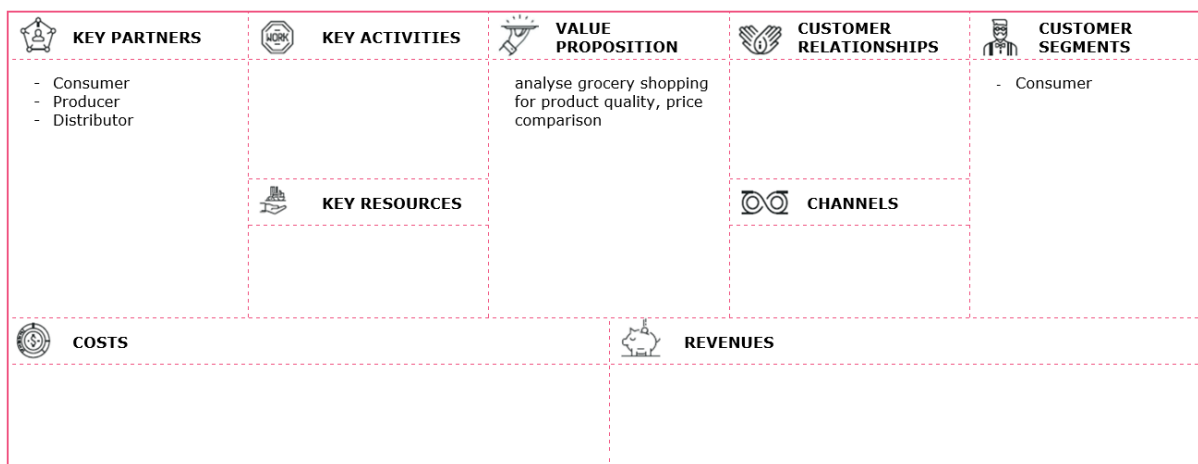
Sector/Activity: ICT
Circular Business Model Category: Uphill / Tophill
Circular Business Model Strategy(ies): Maximising Production Efficiency / Circular sourcing / Results oriented services
Circular Start-up type: Design / Service based

STARTING POINT:

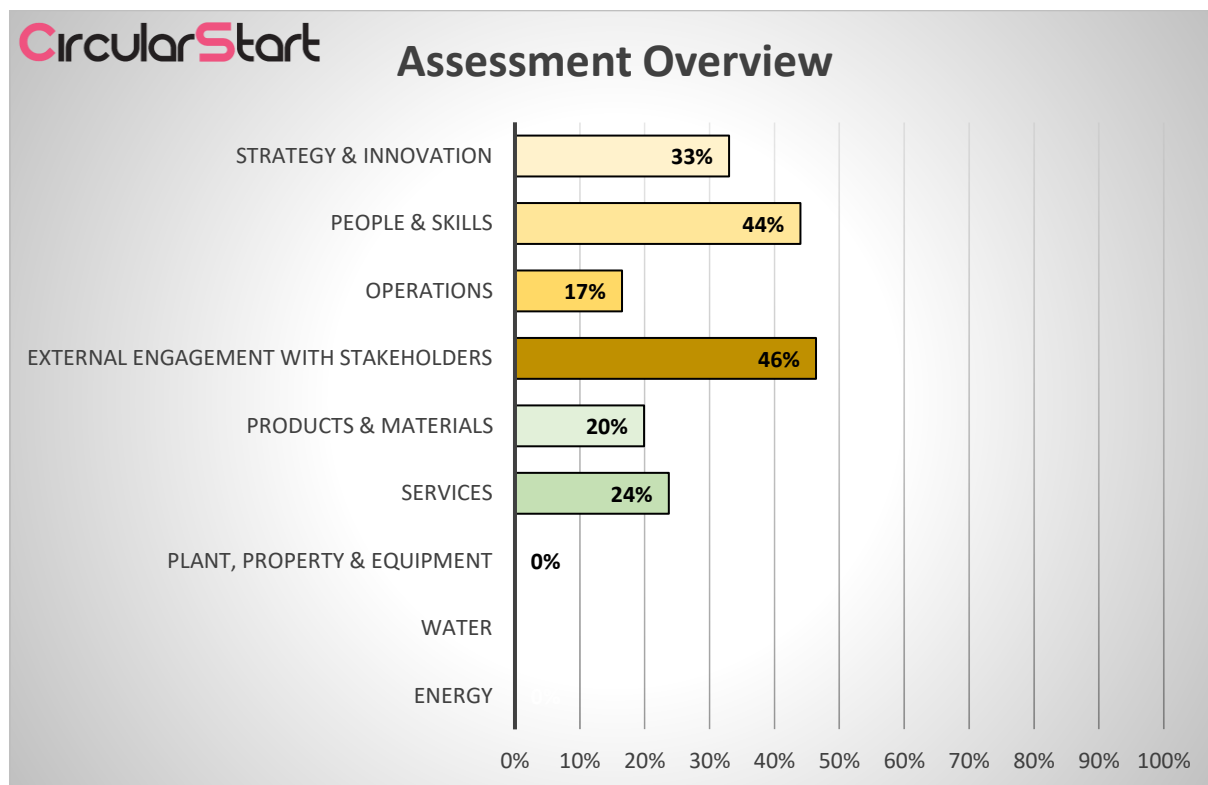
Mission: Transparency in grocery shopping regarding climate relevant impact

Vision: data transparency in the value chain from the producer to the consumer

Values: analyze grocery shopping for product quality, price comparison



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		
Unit 4	x			
Unit 5				
Unit 6	x			
Unit 7	x			
Unit 8	x			
Unit 9				

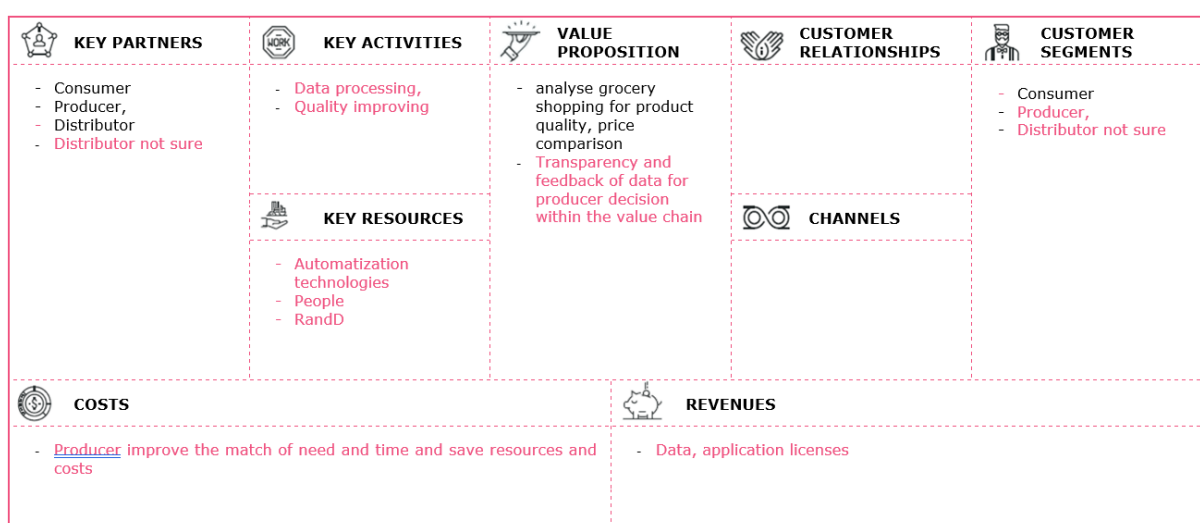


FINAL CIRCULAR BUSINESS MODEL:

Mission: Transparency in grocery shopping regarding prices, sources in the value chain in between the whole stakeholders

Vision: data transparency in the value chain from the producer to the consumer

Values: analyze grocery shopping, behavior and price product comparison for consumers, more market feedback, monitoring, competitive intelligence on prices, development and purchase decisions for producers

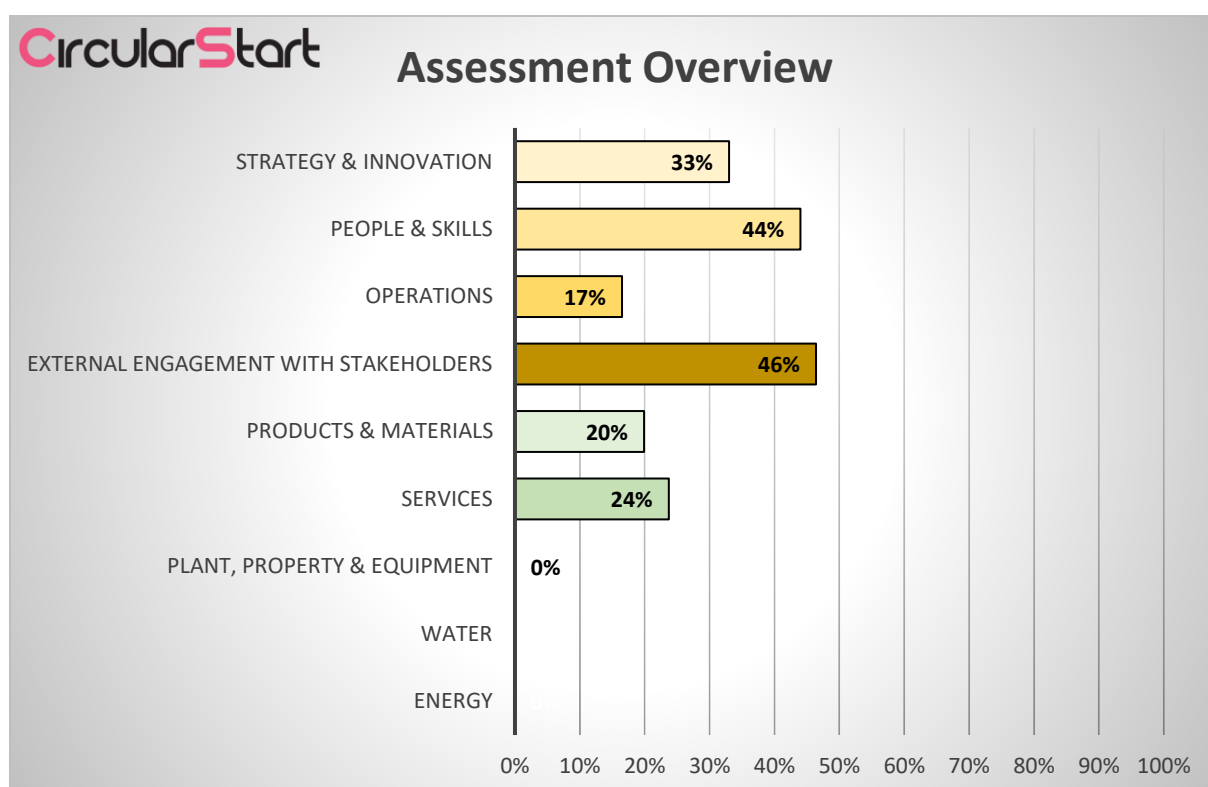


WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULARSTART MATERIALS?



- + **Customer:** + identification and validation of different potential use cases
- + **Key resources:** + Data generation for optimise transparency in the value chain
- + **Key activities:** + Service generation
- + **Value:** investigate the potential for scalability for more sustainability

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



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Further stakeholder problem centered interviews and validate hypothesis regarding value functions sustainability	Till the end of summer 21	Founders	get them for an interview, no specific need
Payed pilot field demonstration with stakeholders also for sustainability	Till the end of summer 21	Founders and pilot customers	Amount of paying stakeholders for field demonstration, get relevant financed

KEY MESSAGES



- + *“Inspiration for value contexts”*
- + *“Focus on the value chain and diverse stakeholders helps”*
- + *“Get ideas for indicators and measures*
- + *“Our software and sustainability are more in the leverage of the service for our customer”*

