

start CIRCLES

SUSTAINABLE BUSINESS MODEL CANVAS WORKSHOP-
Beenatural d.o.o.

Description of the business idea:

The Slovenian start-up BeeNatural offers natural cosmetics (esp. CremeOne). Based on the two studies within the Start Circles project about the different environmental impact of (bio)polyethylene (PE) or polylactic acid (PLA) and furthermore, at what point a dispenser with exchangeable capsules has a lower environmental impact than the current face cream containers (again with PE and PLA). The capsule system can lead to significant environmental improvements over the original glass packaging under certain circumstances (e.g., user involvement), with the potential for further development through more effective packaging redesign. The results have shown that it is potentially worthwhile to pursue this type of approach if the requirements are met. It has been shown that dispensers, if carefully designed and the environmental impact is acceptable, offer a great opportunity to reduce both cosmetic and packaging waste and also reduce the amount of natural resources required for packaging. Therefore the goal of this business model consultation was to discuss how a business model for a device (e.g., dispenser) can look like.

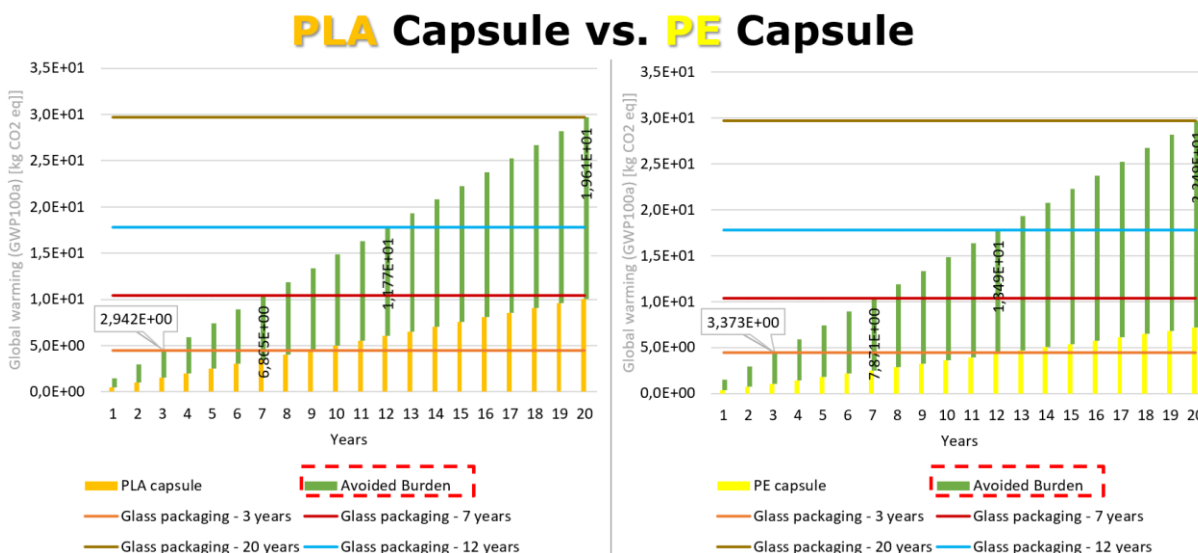


Figure 1: e-BEA Global warming impact category according to CML method for PE and PLA capsule



1) Customer segments:

The following customer segments have been identified: Cosmetic companies interested in the data collected from the dispenser to optimize their sales. The second segment are end consumers, especially younger people (mobile users) and environmentally conscious people.

2) Value proposition:

The primary value proposition is seen in the system around the dispenser, particularly the data collected from users to identify usage patterns. In addition, value is to be added by building a community around the dispenser system, as the dispenser should function as a tool alongside others in the SMART home segment. In addition, the device should be self-sufficient by generating its own energy (e.g., through solar power), and furthermore, it should reduce plastic waste by reducing the amount of plastic needed.

3) Social/environmental benefits:

The following social and environmental benefits have been identified: less waste and material savings through the use of less plastic that complies with the principles of the circular economy. In addition, there could also be an opportunity for an environmentally friendly business model that could also support educational content towards sustainability.

4) Channels:

Since the customer segments are both B2B and B2C, the points of contact are found in direct sales for end user as well as providing/selling data for the cosmetic industry.

5) Customer relations:

In order to build up a community and to make the dispenser available, various Kickstarter platforms will be targeted as soon as a prototype is available in order to distribute the product via the community.

6) Revenue streams:

The following revenue generating opportunities were discovered: sale of assets (dispensers), sale of data, the possibility of licensing could also be an option.

7) Key Activities:

The following key activities were identified: Designing a prototype of the dispenser system, collaboration with partners & R&D, (esp. IT solution), marketing in order to reach customer.

8) Key resources:

The following key resources were identified: Design(ers), collaboration with partners & R&D (funding), as well as the formulation of the product(s) (atm. CremeOne)

9) Key partners:

Beenatural works closely with the Startup Hub in Slovenia. The main partners to reach out to are stakeholders for SMART housing systems to include the dispenser system, manufacturer to build the dispensers and programming companies for building the data structure for the dispenser.

10) Cost structure:

The following costs were identified: Research and development costs, Materials, employees, Design

11) Social Impact/Environmental Impact:

Potential social or environmental impacts identified were product footprint (LCA) if the dispenser consumes more than the current system. The dispenser system might exclude people who have no possibility for using SMART devises/home systems.

Next steps and open questions:

- Material & technical research to build up a prototype.
- Build up collaborations
- Find investors