# **Key partners**



#### Marketing partners

Student accommodation accomodation renting platforms online selling platform focused on young people charities, secondhand shops

#### Supply chain partners

Recyclable bedding supply company

#### Reverse supply chain partners

Certified laundry company

Logistics company

Recycling and sorting center

Recycled industrial and agricultural supply company

#### Other partners

Third sectors: animal rescue, homeless shelter Partner for incentive: airport transport companies, telecommunication companies, transhipment companies

#### **Governmental partners**

# Key activities



#### Promotion of service

ToC service

Online virual community operating

Ordering Service on Mobile application and website service

ToB service

Retrieving and refurbishing of used bedding linens Transporting and distributing of the resold beddings

#### **Service maintainance**

Continuous development of platform and services

#### **Reverse logistic**

Cooperation with reverse supply chain partners Control of bedding sorting, inspection, cleaning, packaging and re-distribution

# **Key resources**



### **Equipments**

Physical assets (servers, computers, Internet connection) Warehouse

mobile application and website

#### Commodity supply

Beddings supplyments

retrieved beddings from students

#### Manual

warehouse control group logistic group system developement and maintain group regional administrators.

#### financial

Support from government, sponsors

#### invisible/intangible

Support from government, sponsors Assets from reverse supply chain partners

# value proposition

refurbishing and eventually reselling.



### We created a RE-USE BASED CLVC(closed loop value chain) SYSTEM to provide a flexible bedding subscription service for students and third party

We intend to inspire lifestyle change in GenZ attitudes through user experience, accessibility and virtual community. At the same time, with the support of existing local facilities, we create a reverse logistics based system under the collaborative strategy to close the loop and maximise the value of the supply chain.

accommodation companies covering shipping, returns,

Followings are key values for different segments

#### For students

Suitable beddings tailored to sleeping habits Hotel standard bedding hygiene and cleaning services

High quality and convenient beddings service at an affordable price.

Efficient and flexible return and exchange at any time An online community to help alleviate sleep disorders

#### For business partner

high quality additional service brings in increasing customers satisfaction and customer volume

The Eco-friendly concept of the service improve brand

Obtaining data on customers' preferences

Reduce expenses on landfill tax and commercial waste disposal

### For environment

reduce micro fibre pollution and greenhouse gas emissions

(\$)

ennergy and resource saving

### For society

promote a just, fair and inclusive circular textile system. raise public concious about sustainablity

# **Customer relationships**



### Customer relationship management can be broken down into 3 sections based on Steve Blank's customer relationship funnel: get, keep, grow. Below are the relationships in service categorized in these three sections:

#### For students

Promotional materials, posters, advertisements

Partnering with third party platforms for bedding selection and ordering

Sleep-related information sharing

Flexible return service

Automated service through Q&A section

#### **Grow & reflect**

Virtual online community

Incentives upon completion of recycling

#### For students accomodations

We hope that through a mutually beneficial partnership and a transparent information management, our longterm sustainable cooperation can be built.

Online platform real-time updates: including stock, shipping and sales volumes

Manual contact with regional administrator

## Channels



#### advertising

word of mouth

Physical recycling site

Mobile application and website

Partner website embedding

**Government Promotion** 

# **Customer segments**

#### Customers

**Enrolled students** 

Student accomodations Downcycle company:

recycled material company, recycled industrial and agricultural supply company

#### Beneficiaries

Third sectors:

animal rescue, homeless shelter

Cooperated educational association

## **Future**

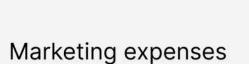


1. At the beginning of the company's development, the company will be based on the international students in Glasgow, and when the business model runs smoothly and the user feedback is good, the user group can be positioned at the international students in Scotland and the

2. When the feedback from international students is good, we can add short-term working people to the user group

3. When the company grows to a certain volume, we can establish a textile bank to expand the category of used bedding.

# **Cost Structure**



Transport charges Corporate Services Hiring Fee system develop and maintainance cost Expenditure on physical items such as packaging, recycling bins

## **Revenue Streams**

subscription fee from customers financial supply from sponsor Downcycle material resell income



