

# Starting into a Circular Business Model

**Business:** ReComplete

**Student:** Anna Franziska Reichert

**Course:** 2nd-Year Business BSc

**Date:** 6th June – 1st July 2022

**ReComplete (previously Benthos Buttons), based in Falmouth, Cornwall, is a start-up business that aims to recycle Personal Protective Equipment (PPE) sourced from Treliske Hospital in Truro, transforming it into stylish and useful products.**

## Project



- ReComplete wanted support to develop their business concept more fully.
- Franziska carried out market research on the use of virgin and recycled plastics, competitor analysis and outlook of possible suppliers.
- Key issues identified were a lack of widescale facilities and infrastructure to recycle, and that the proposed product (stabiliser surfboard fins) is a niche market within the UK.
- Based on this analysis, Franziska developed a solid business plan for the organisation to

implement opportunities in recycling PPE from hospitals for new consumer products.

## The Impact



This will enable ReComplete to start up as a circular business, write better proposals for funding, and incorporate social and organisational aspects of sustainability into their business as they grow.

“A very efficient programme bringing some fantastic students to real life briefs, helping both the students and the local businesses. I had a great 4-weeks with the intern I was assigned to. We explored deeply into our business plan, giving me and the business a better insight into what we would like to achieve. Thank you, Arca and the University of Exeter”

**Niall Jones**, Co-Founder and Sustainable Product Designer, ReComplete

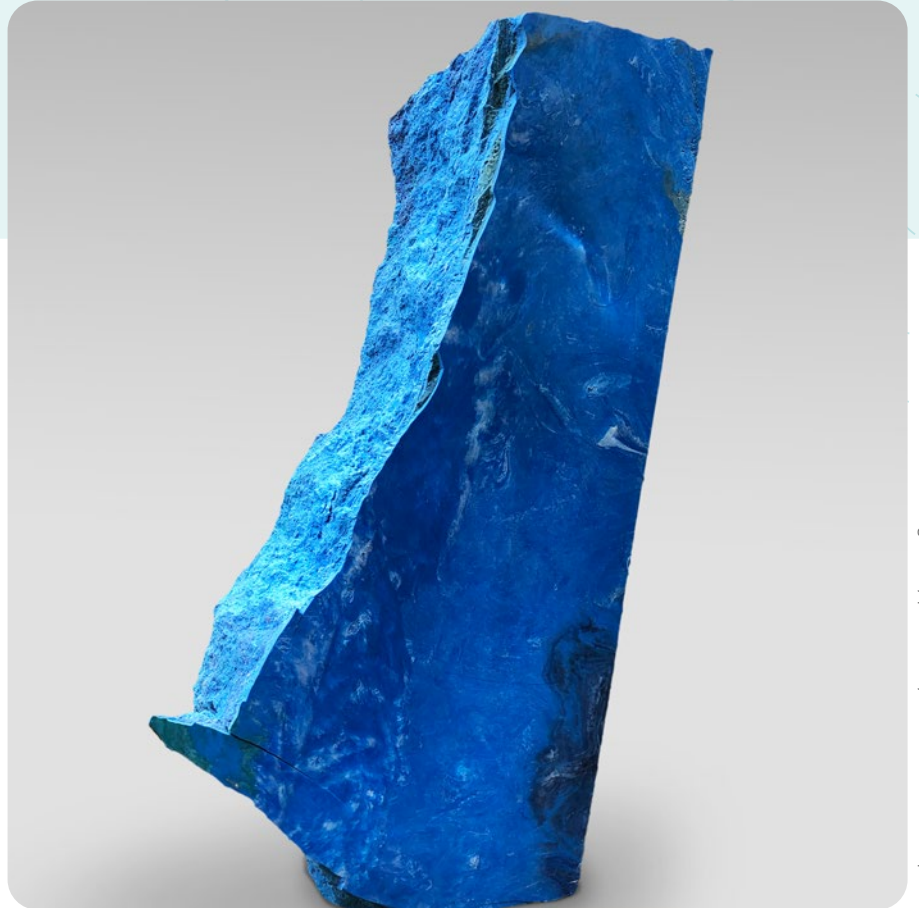


Image kindly provided by Niall Jones of ReComplete