

# Summary of potential CE business model elements to consider

<p><b>Key Partners</b> </p> <p><b>Circular materials supplier:</b> Supplier of circular materials</p> <p><b>Reverse logistics:</b> Provided by a third party?</p> <p><b>Technology:</b> Partners providing key technologies.</p>	<p><b>Product design:</b> Design-for-"X" (repair; maintenance; disassembly; remanufacturing; recyclability; material substitution; etc.)</p> <p><b>Reverse logistics:</b> Executed in-house by organisation?</p> <p><b>Service provision:</b> Provision of 'product-as-service'; and/or value-added services (e.g. preventative maintenance, asset diagnostics etc.)</p> <p><b>Key Resources</b> </p> <p><b>Asset management platform:</b> Booking, paying, tracking assets.</p> <p><b>Specialised production process:</b> Specialised processes and facilities (e.g. remanufacturing; 3D manufacturing; etc.)</p> <p><b>Assets:</b> Assets or product stock available to provide as a service.</p>	<p><b>Lower (lifetime) cost:</b> Lower cost of product, or reduced lifetime cost of ownership to an end-user.</p> <p><b>Performance:</b> Provides outcome and level of performance corresponding to a customer's 'job-to-be-done' (e.g. equipment up-time; output; etc.). Includes product-service system models.</p> <p><b>Access:</b> Convenience of on-demand availability; flexibility; and greater range of choice. Models include: Pay-as-you-go; rental; leasing.</p> <p><b>Sustainability:</b> Provides a sustainability-related outcome that is valued by the customer (environmental, social, etc.).</p> <p><b>Co-value:</b> Value provided to a 'vertical customer' outside of the main value chain.</p>	<p><b>Customer Relationships</b> </p> <p><b>Long-term or recurring?</b> Such as a subscription, part of a long term relationship service, etc.</p> <p><b>Transactional?</b> Single sale, one-off transaction.</p> <p><b>Channels</b> </p> <p><b>Re-sale channel:</b> Distinct sales channel, separate from 'new' product sales</p> <p><b>Return channel:</b> Collection or return channel for product at end of life.</p> <p><b>Secondary material market:</b> Markets for sale of recovered materials (co-products; scrap; recycled, etc.)</p>	<p><b>Customer Segments</b> </p> <p><b>New customer segment?</b> Sale to a different customer segment</p> <p><b>Vertical customer?</b> Customer outside of main product value chain</p>
<p><b>Cost Structure</b> </p> <p><b>Labour:</b> Labour cost (increase or reduction?)</p> <p><b>Materials:</b> Materials costs (increase or reduction?)</p> <p><b>Waste Disposal:</b> Cost of disposing waste outputs (increase or decrease?)</p> <p><b>Financial Incentive:</b> To incentivise take-back or return of product.</p> <p><b>Financing cost:</b> Cost of customer financing (e.g. for leasing solutions)</p>		<p><b>Revenue Streams</b> </p> <p><b>Product sale revenue:</b> Sale of product, component, or material (customer-owned)</p> <p><b>Bundled product-service sale revenue:</b> Sale of product and service bundle (customer-owned)</p> <p><b>Service sale revenue:</b> Sale of service only (no ownership)</p> <p><b>Waste-as-value:</b> Revenue stream from waste or co-product being used instead of disposed</p>		
<p><b>Social and environmental</b> </p> <p>Potential decrease of jobs in new products or virgin material sector</p> <p>Potential increase of environmental impacts due to additional transport between value chains</p>		<p></p> <p>Reduced waste to landfill.</p> <p>Reduced waste to incineration.</p> <p>Due to lower item cost, access offered on an ad-hoc basis to users unable to afford purchase of asset.</p> <p>Increase of jobs in circular materials/ repair and refurbishment/ service/ recovery and recycling sector.</p>		