

## CHALLENGE

# Feedback Loops

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How might we make use of each other's data to create new service offerings that improve the circularity of materials?

## CASE STUDY: BUNDLES



Bundles uses Internet of Things technology to provide customers with a pay-per-wash service on washing machines. The monthly tariff is adjusted retrospectively based on actual usage data.

## CHALLENGE

# Asset Sharing

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How might we work together to maximise the use of physical infrastructure or assets?

## CASE STUDY: SPACIOUS



In popular coworking cities like NY, there are over 2,000 empty restaurants during the day. Spacious is tapping into these under-utilized spaces, which might be a boon to remote workers who might not reliably find a spot to work in a popular café.

## CHALLENGE

# Closed Loop

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How might we collaborate to create a closed loop system to recirculate materials after use?

## CASE STUDY: SPLOSH



Customers of Splish subscribe to receive pouches of concentrated cleaning products which either safely dissolve as part of the the product or can be sent back for refill.

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# Waste as a Resource

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How might we collaborate turn  
waste into a resource?

## CASE STUDY: REGRAINED



ReGrained fights food waste by upcycling “spent” grain harvested from craft beer into healthy, delicious, and sustainable food.