

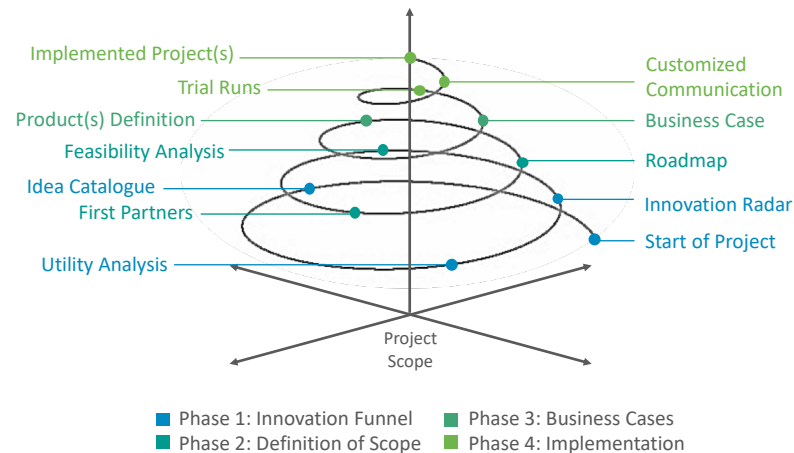


[www.rethink-resource.com](http://www.rethink-resource.com)

## OUR STORY

We are a Swiss company with a focus on material streams and resource efficiency. Our experienced team works with a hands-on approach to maximize the value from material streams and support circular product innovation. We understand your need for a responsible and sustainable handling of resources.

### *Project Structure: The RethinkResource Helix™*



We offer project based consulting services where we develop and implement Re-use cases in collaboration with our innovation partners in the ecosystem around the Circular Economy. It is particularly important to us to assist our customers during the implementation in order to create sustainable added value.

## WHY WORK WITH US?

1

### **Swiss Roots**

We combine Switzerland's deep-rooted innovation culture with the agility of a vibrant start-up.

2

### **Hub For Real Innovation**

We unite academia, industry, technology experts, start-ups and public institutions under one roof.

3

### **Circular Expertise**

We are not classic consultants with a niche interest – circularity is everything we do.

4

### **We Get Our Hands Dirty**

With your side-stream.

5

### **We Want You To Succeed**

We commit all we have to validate our mission towards a regenerative economy.



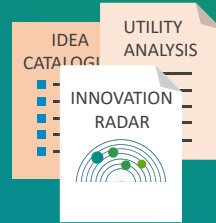
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## A PROJECT WITH US:

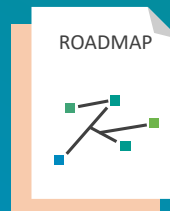
### Step 1: Innovation Funnel

During the opportunity generation phase we create mapping of all relevant areas of the innovation ecosystem. We then proceed to the opportunity selection phase where the most relevant factors like TRL, time to market, volume potential, margin and sustainability are rated to select the most promising opportunities.



### Step 2: Definition of Scope

Technological Feasibility and Regulatory Feasibility are now in the focus. We concentrate on the value chain segmentation (internal, external, B2B, B2C) and initiate first contacts to possible innovation partners. This step is concluded with a go / no go decision concerning the considered opportunities.



### Step 3: Business Cases

A detailed product definition will help create the right narrative and marketing strategy for the identified circular ideas. Detailed Cost / Benefit calculations will then support make / buy / license decisions. A selection of the innovation partners will set the starting signal for implementation.



### Step 4: Implementation

Trial Runs and necessary process engineering will dominate the beginning of this step. With positive results, cooperation agreements and / or technology licenses will be signed. If required, investment decisions will also be accompanied.

