Slides planning

CircuLink
Textile Waste into Value (able) products?

Why (90 sec)
- introduce team and connection to project
- Statistics for the waste in SG/Asia and beyond

What
- Existing Solutionss
- Our differentiators

How
- MVP: data management and online platform?
- Pilot
- Validation
- Prototyping
- Scale (Our business goals)

Impact
- Environmental: Reduce virgin fabric demand by circulating deadstock (measure via kg/tonnes circulated)
- Systemic: Activate real transactions and shorten time-to-redistribution so material value doesn’t degrade.
- Social: Empower ASEAN SMEs/designers with access + visibility, improving their competitiveness globally.

Call for Action
- Start executing: Recruit 5 suppliers + 10 buyers for a 90-day pilot across India-Indonesia-Singapore.
- Apply for GET Grant to fund pilot operations + MVP build.
- Seek ecosystem supoprt:(e.g., Singapore Fashion Council) to support supplier onboarding and buyer outreach.

Conclusion Slide + Key Next Steps

Coco Gothic

Glacial Indifference


CIRCULINK
TEXTILE WASTE TO VALUE
ET5131 Final Pitch
Team 2


HOOK
Textile waste starts long before consumers ever touch the clothes.

(visual: simple lifecycle bar: “Production → Retail → Use → Disposal” with “Surplus” highlighted near Production)

VISION

STAGE	APPROX. LOSS
RAW FIBRE PRODUCTION	5-15%
YARN & FABRIC MAKING	10-20%
GARMENT MANUFACTURING	15-25%
RETAIL AND UNSOLD STOCK	10-40%
CONSUMER USE	5-10%
END-OF-LIFE WASTE	70-85%

To become a leading brand in the organic food industry

recognized for our commitment to sustainability and our contribution to a healthier planet.

MISSION

(visual: simple lifecycle bar: “Production → Retail → Use → Disposal” with “Surplus” highlighted near Production)

Extraction	Production	Distribution	Use	End of Use

STAGE	APPROX. LOSS
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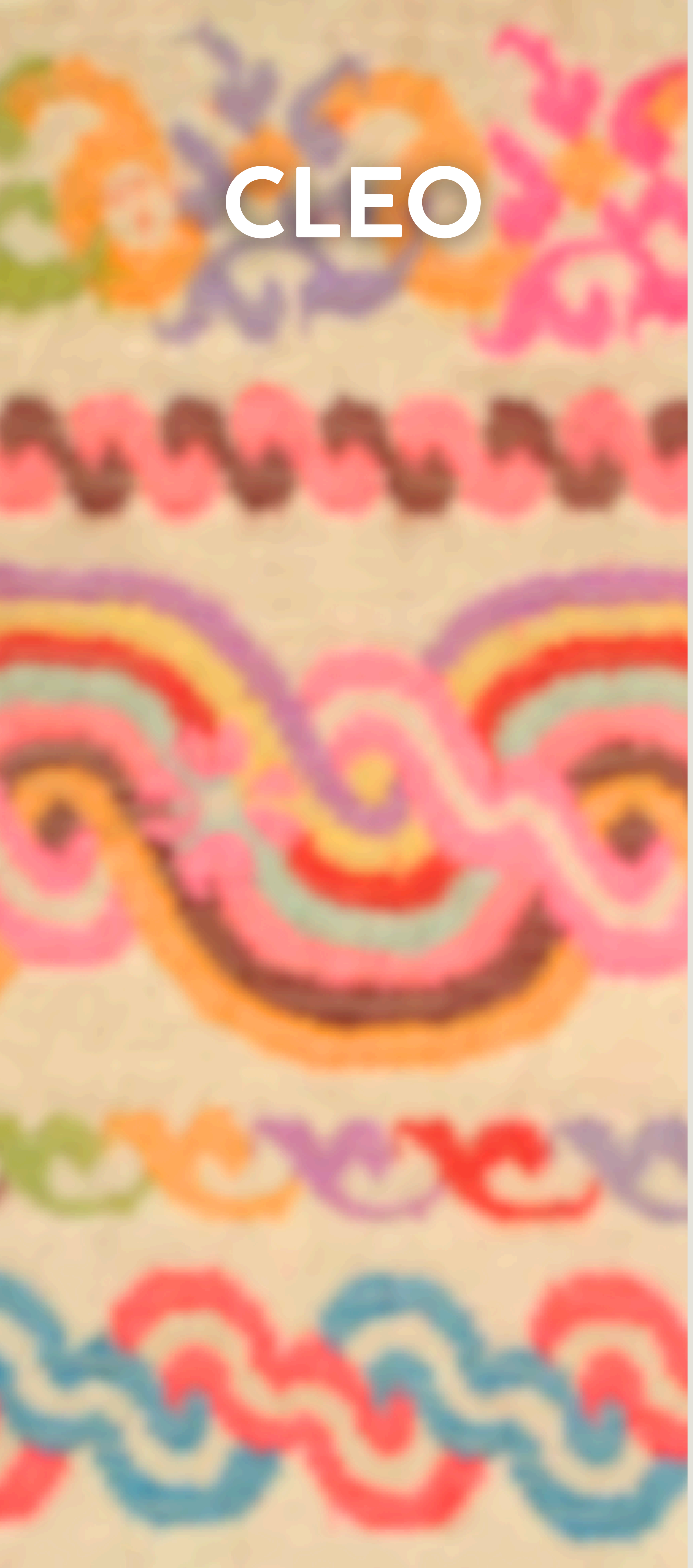
IN SINGAPORE

189,000-254,000 TONNES

OF TEXTILE WASTE

THAT'S THE WEIGHT OF 3-4 MRT TRAINS WORTH OF CLOTHES THROWN EVERY SINGLE DAY !

ONLY 4% OF TEXTILE WASTE WAS RECYCLED IN 2021-2022.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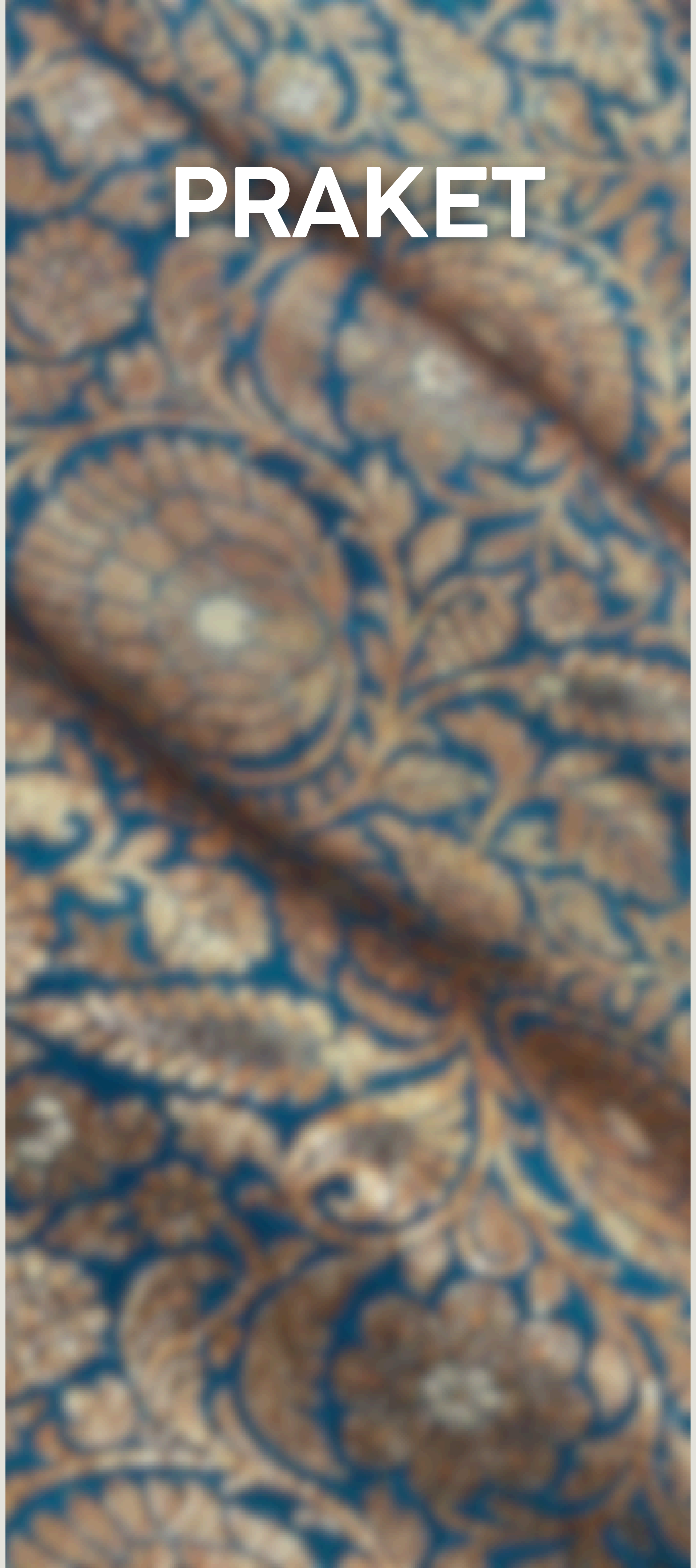
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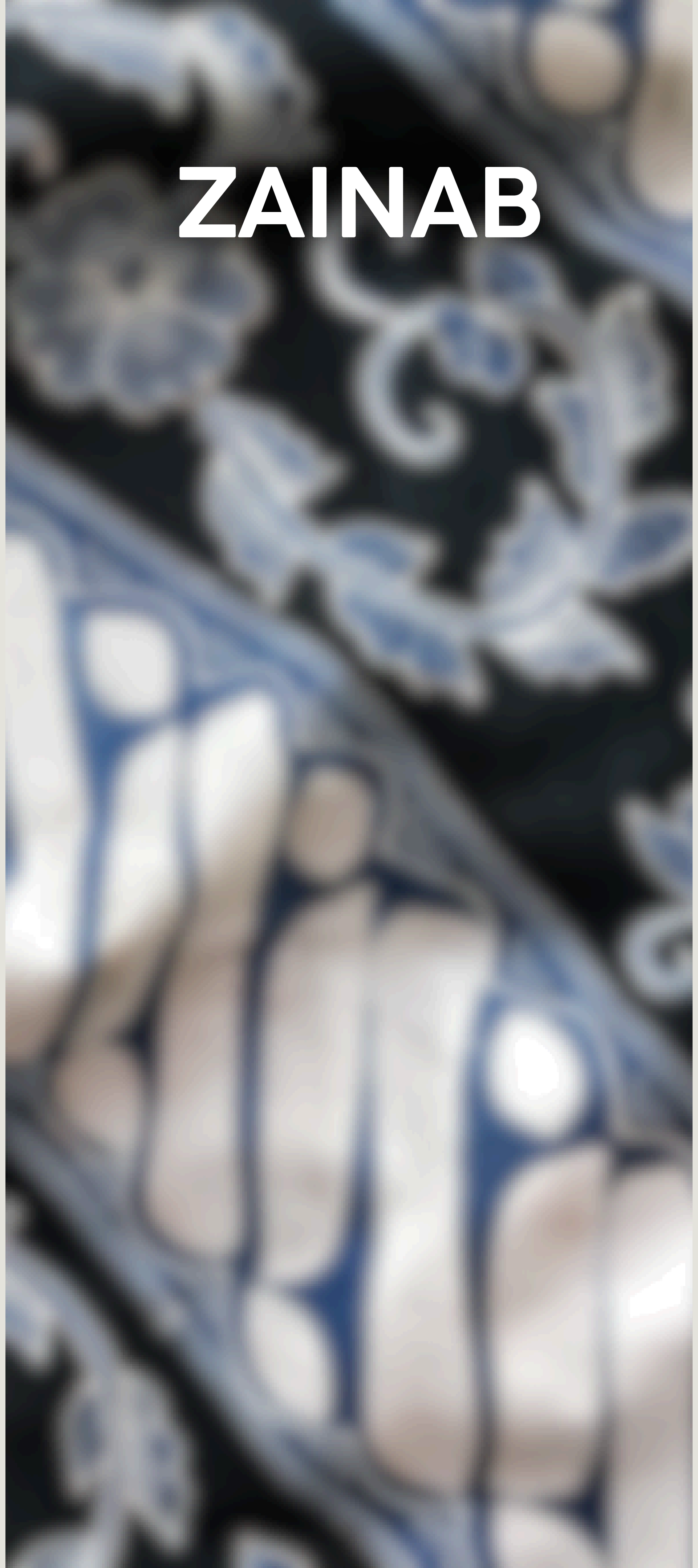

ZAINAB


EVAN
ET5131 Final Pitch

KPR
Mill Limited

WHAT WE LEARNED FROM INDUSTRY

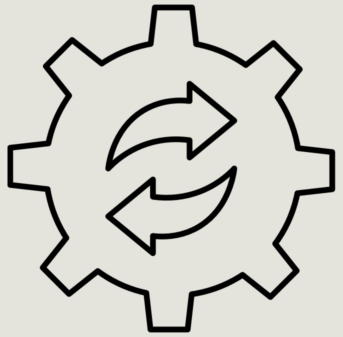
DURING OUR INTERVIEWS AND RESEARCH THREE KEY INSIGHTS STOOD OUT:

1. **SURPLUS IS NORMAL—EVEN FOR RESPONSIBLE FACTORIES.**

COMPANIES DO TRY TO REDUCE WASTE THROUGH PLANNING AND AUTOMATION, BUT SURPLUS STILL HAPPENS DUE TO DEMAND VOLATILITY, ORDER CANCELLATIONS, MOQ CONSTRAINTS, AND PRODUCTION OVERAGE.

2. **TRUST IS THE BIGGEST BARRIER TO REDISTRIBUTION.**

FACTORIES CARE ABOUT WHERE SURPLUS GOES—NOT JUST FINANCIALLY, BUT ALSO REPUTATIONALLY. THERE'S HESITATION BECAUSE OF UNCLEAR REDISTRIBUTION PARTNERS, FEAR OF BRAND LEAKAGE, AND UNCERTAINTY ABOUT HOW SURPLUS WILL BE HANDLED.

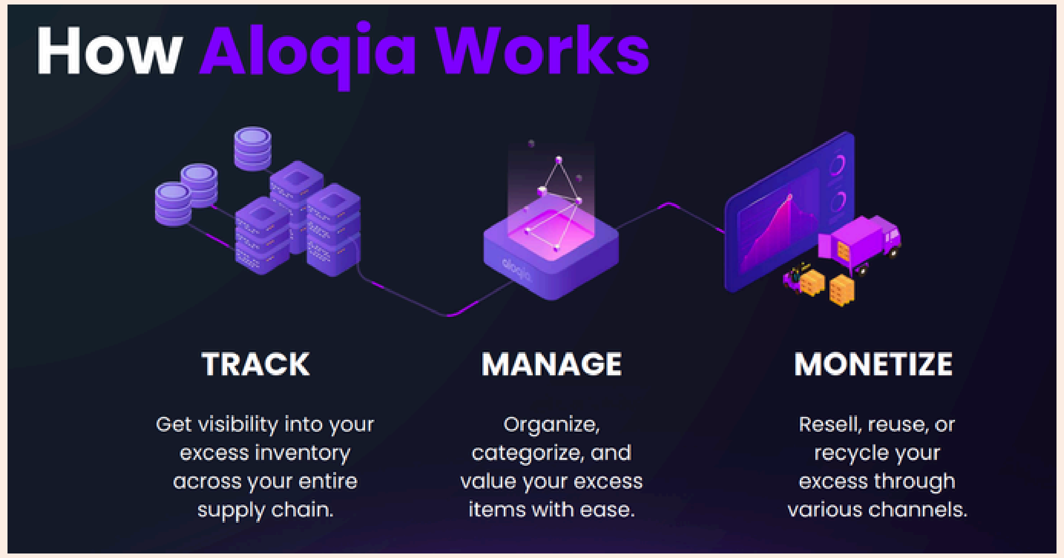


3. **EXISTING RESALE RELATIONSHIPS WORK—BUT THEY'RE INEFFICIENT.**

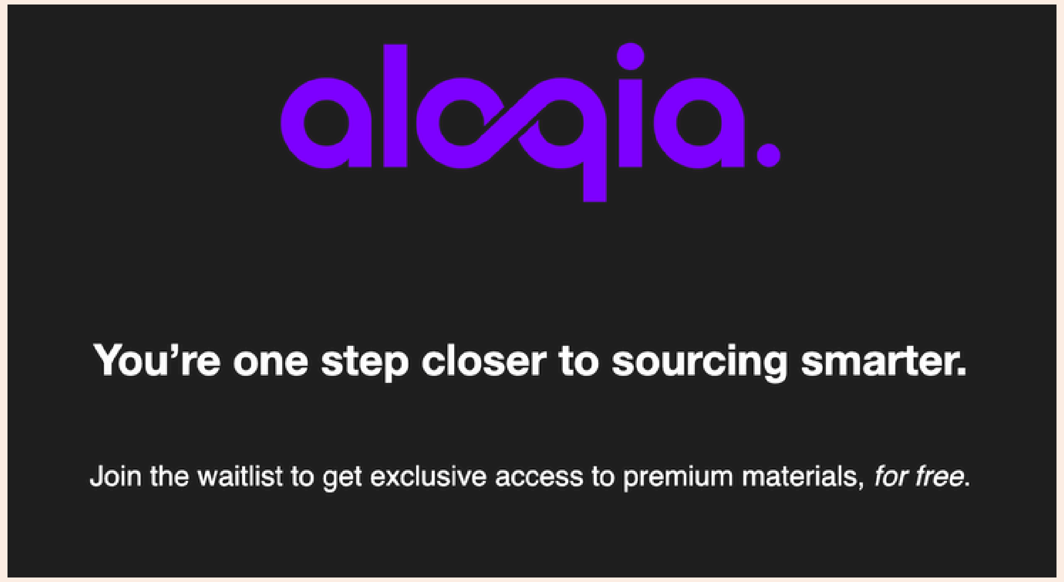
RESELLERS TOLD US DIRECT OUTREACH CAN BE GOOD BUSINESS BECAUSE IT BUILDS RAPPORT, BUT THE PROCESS IS STILL MANUAL, RELATIONSHIP-DEPENDENT, AND DOESN'T SCALE EFFICIENTLY ACROSS REGIONS.
SO THE CORE PROBLEM IS SURPLUS EXISTS, BUT REDISTRIBUTION IS FRAGMENTED, MANUAL, AND TRUST-LIMITED.

IN SOUTHEAST ASIA, PRE-CONSUMER TEXTILE SURPLUS IS HIGH, BUT REDISTRIBUTION IS INEFFICIENT DUE TO FRAGMENTED NETWORKS AND LOW TRUST — CAUSING USABLE FABRIC TO BE WASTED INSTEAD OF RE-ENTERING THE SUPPLY CHAIN.

aloqia.



[Business Model]



OH WHAT, they haven't even started.

moreloop

[Founder Profile]

[Business Model]

Moreloop

Moreloop's online platform saves high-quality deadstock fabrics by curating them onto our online database, and providing a one-stop service for customers, fashion labels, and corporations alike to breathe new life into these fabrics and repurpose them into products with ease. Since 2018, we have upcycled 60,000 kgs of fabric, preventing over 900,000 kgs of CO2 emissions. We helped over 50 brands start and sustainably source their business through obtaining high-quality fabrics at a lower price and over 300 corporates to produce one-of-a-kind sustainable fabric uniforms and merchandise. We are working towards our mission to not only be a global leader of, but to also invite everyone to take part in, 'making circular economy a reality'.

Thailand

CIRCULAR SOURCING°

BUT THE GAP IN OUR REGION IS THAT SOLUTIONS ARE OFTEN NOT TAILORED TO LOCAL TRUST DYNAMICS, SME WORKFLOWS, AND REGIONAL SUPPLY RELATIONSHIPS — ESPECIALLY FOR SOUTHEAST ASIA.

CIRCULINK IS A B2B PLATFORM COMBINING TWO PARTS:

A SAAS BACKEND FOR SUPPLIERS

MANUFACTURERS CAN LOG SURPLUS INVENTORY AND MANAGE LISTINGS EFFICIENTLY.
(FABRIC TYPE, QUANTITY, SPECS, LOCATION, AVAILABILITY WINDOW)

A CURATED MARKETPLACE FOR BUYERS

VERIFIED BUYERS — LIKE SUSTAINABLE DESIGNERS AND SMES — CAN BROWSE AVAILABLE SURPLUS, REQUEST SAMPLES, AND PURCHASE THROUGH A STRUCTURED FLOW.

HERE'S THE WORKFLOW:

A MANUFACTURER IDENTIFIES SURPLUS AND LISTS IT ON CYCLIC

CYCLIC STANDARDIZES THE DATA AND DISPLAYS IT ON THE MARKETPLACE

VERIFIED BUYERS DISCOVER, MESSAGE, AND PURCHASE
OVER TIME, WE BUILD A TRUSTED TRANSACTION HISTORY THAT REDUCES UNCERTAINTY AND INCREASES REPEAT DEALS
THE KEY VALUE IS: STANDARDIZED DATA + DISCOVERY + TRUST-BUILDING, NOT JUST "ANOTHER LISTING SITE."

7:00–8:20 — Business model + “extra pillars” (YOU)

At launch, our focus is **B2B transactions** — we take a **transaction fee** and offer optional **SaaS subscriptions** for inventory tools.

Beyond matching, we see two future growth pillars:

1. **Innovation / Demonstration products**

   We may create small Cyclic-made products using deadstock — not to become a fashion brand, but to **prove what’s possible** and support marketing/education.
2. **New buyer segments**

   Beyond SMEs and sustainable designers, potential buyer groups include:

- **Fashion schools** (low-cost materials for student projects)
- **Uniform suppliers**
- **Toy / soft goods producers** (plushies, learning materials)
- **Small manufacturers** who need low-cost inputs

This expands demand while keeping the core model simple.

ASSOC PROF LIU EMPHASIZED THAT SUCCESS DEPENDS ON CLEAR OBJECTIVES AND A CONCRETE EXECUTION PLAN COVERING THE FIRST YEAR.

ASSOC PROF LIU ADVISED INCLUDING A CLEAR PLAN FOR **USER ENGAGEMEN**T AND **ECOSYSTEM DEVELOPMENT** IN THEIR PITCH TO DEMONSTRATE PLATFORM VIABILITY.

OUR GO-TO-MARKET HAPPENS IN THREE PHASES:

PHASE 1: VALIDATE (WEEKS 1–4)

CONFIRM SURPLUS TYPES, BUYING CRITERIA, AND TRUST REQUIREMENTS WITH A SMALL NUMBER OF SUPPLIERS AND BUYERS.

PHASE 2: PROTOTYPE + ONBOARD (WEEKS 5–10)

USE OUR MVP DEMO TO ONBOARD INITIAL SUPPLIERS AND VERIFIED BUYERS, RUN EARLY TRANSACTIONS, REFINE THE WORKFLOW.

PHASE 3: SCALE REGIONALLY (MONTH 3 ONWARD)

WE START WITH REGION-LINKED NETWORKS: INDIA, INDONESIA, MYANMAR, AND SINGAPORE — BECAUSE WE ALREADY HAVE TOUCHPOINTS AND CULTURAL ACCESS THERE.

OUR LONGER-TERM VISION IS TO BECOME THE TRUSTED MARKETPLACE STANDARD FOR TEXTILE SURPLUS ACROSS SOUTHEAST ASIA.