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est. 2024

Revive Grounds

Something you'll never dump!



Our Product

- > The Solution
- + Repurposed coffee grounds
- + 100% Natural Ingredients
- + Environmentally friendly
- + Community Focus



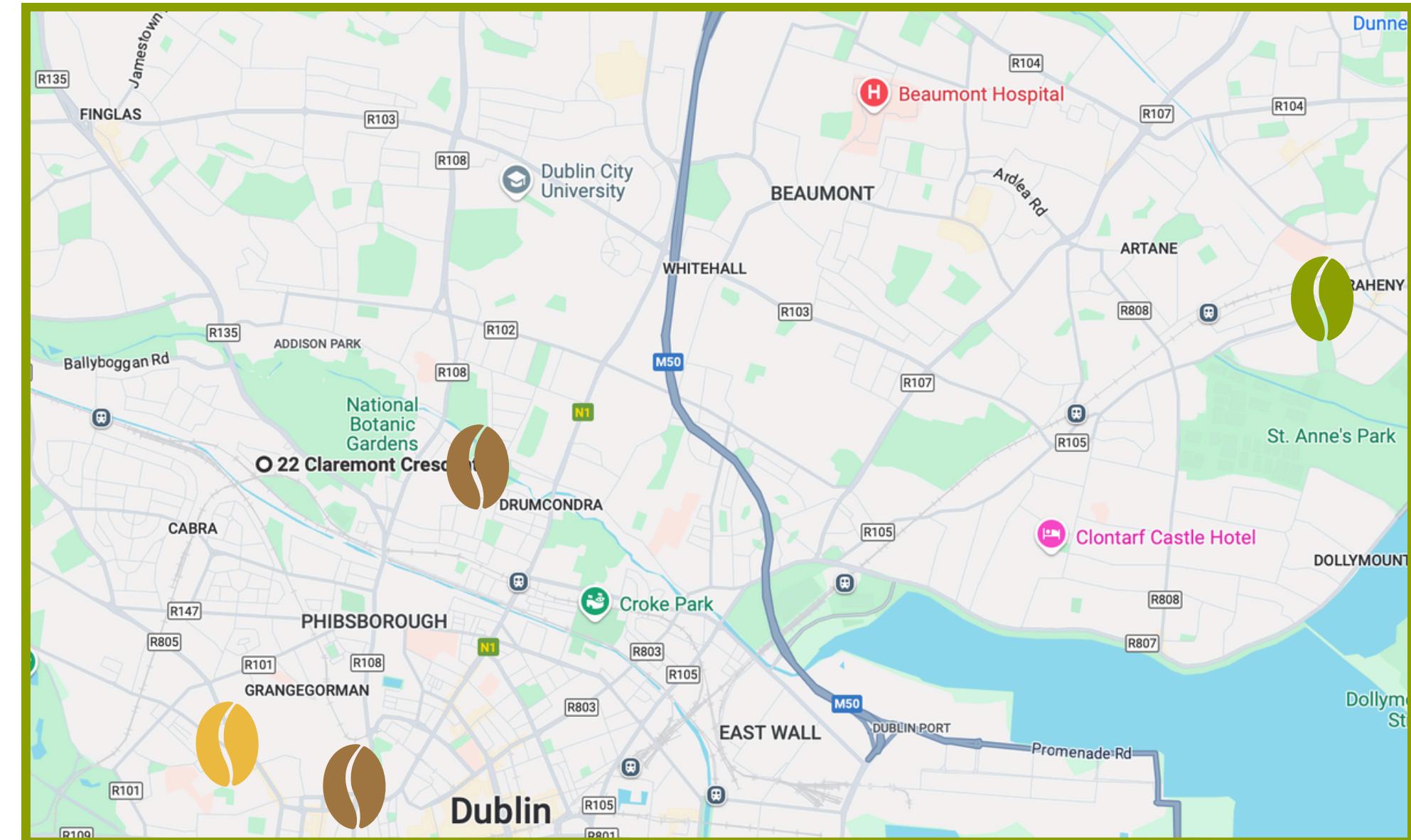


Our Collections

➤ Our Unique Selling Point

✚ Partnering with your
favourite cafés

✚ To collect their
coffee grounds



The Lab

Joli Cafe

Bua Cafe



100% Organic Ingredients

Our Unique Selling Point

Unique
sophisticated blend
unmatched by
competitors

Repurposed Coffee
Grounds

Essential Oils

Demerara Sugar

Coconut Oil

UV-Protective & Skin Permeation

Antioxidants & Moisturising

Skin Renewal

Immune system & Antibacterial



Community Driven

➤ Our Unique Selling Point



Online Community

- ⊕ Education on Safe Exfoliation
- ⊕ Online Website and Community

Revive Roots

- ⊕ 2% of all sales
- ⊕ Sustainable initiatives & women's focused charities



Market Opportunity

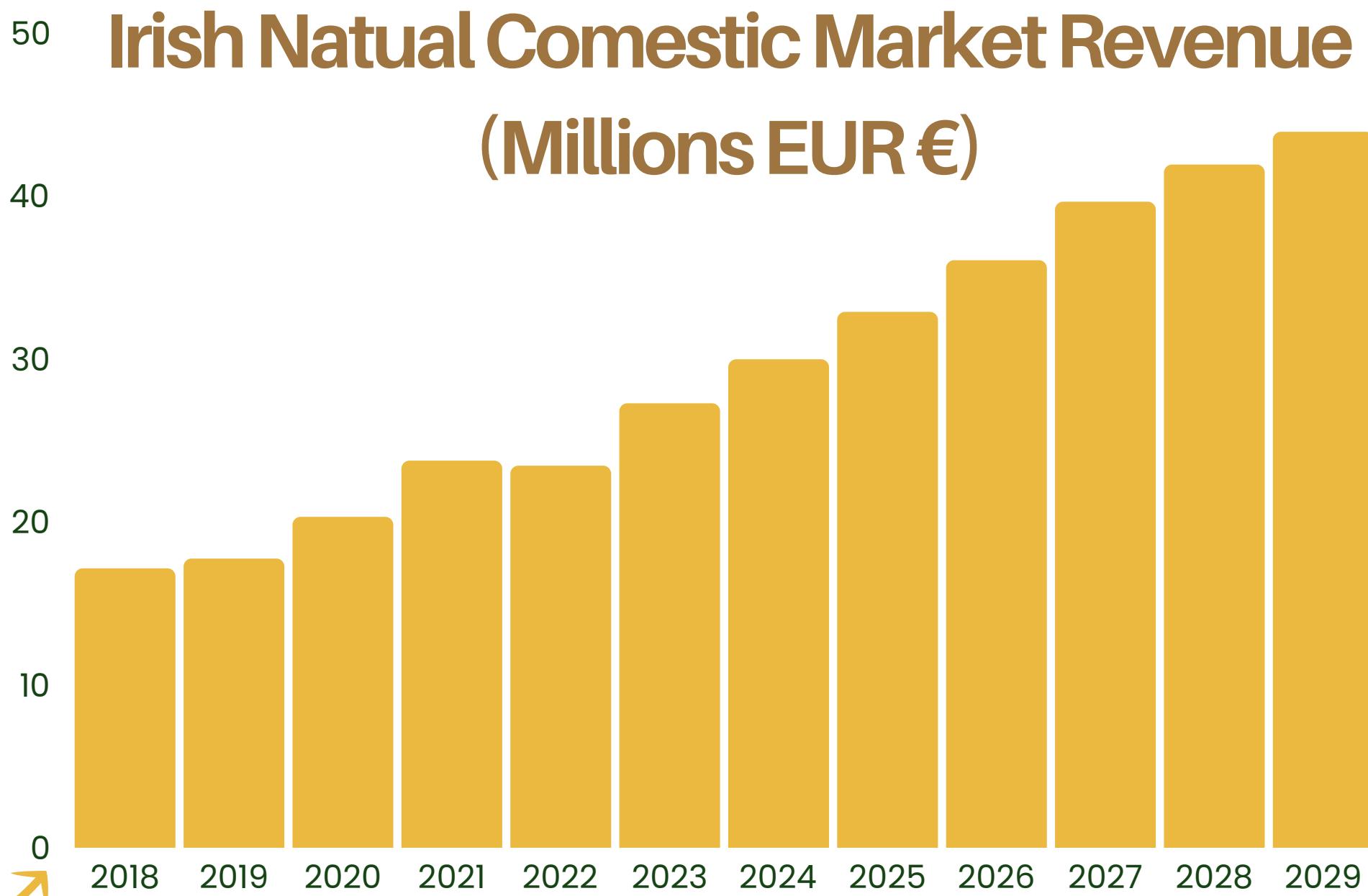
The Size and Scope of the Market

8%

Yearly Growth

€27.8m

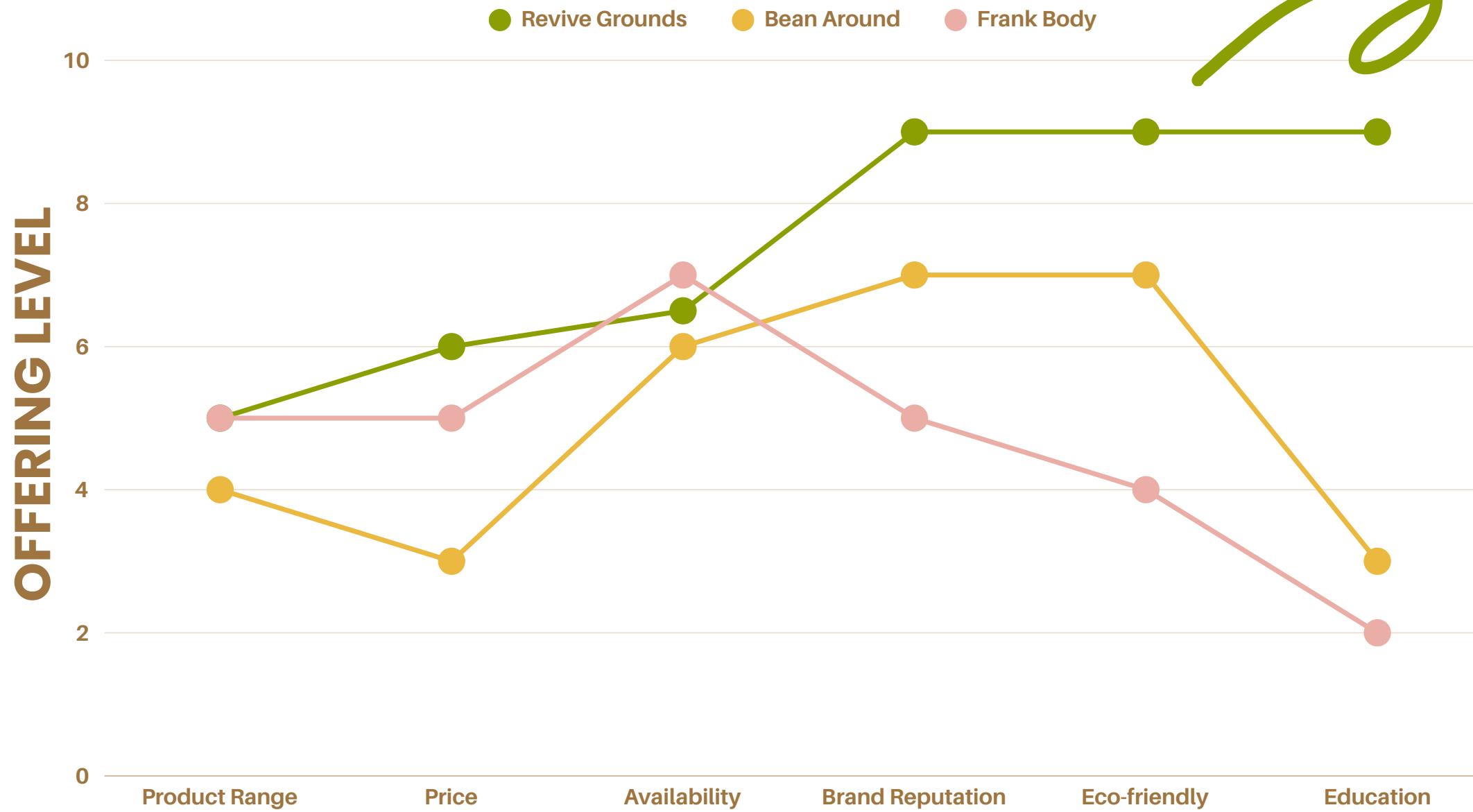
Annual Revenue





How do we stand out?

Our Competition



Gap in the market



- ✗ Lacks usage instructions
- ✗ Consumer knowledge gap



- ✗ No repurposed coffee grounds
- ✗ Lacks natural ingredients



- ✓ 100% organic
- ✓ Repurposed coffee grounds
- ✓ Full product education



Our Customer Persona



Name - Laura Daly

Age - 28

What convinces her to buy?

- Usage of **100% organic ingredients**
- Alignment with **popular trends**
- Engagement with **educational content**

Values

Eco-Friendly Products



Healthy Skin



Cheap Skincare



Brand Trust



Why doesn't she buy?

- Lack of awareness of environmental effects
- Limited exposure to product





Our Pricing Strategy



How We Set Our Price



“ 70% of survey respondents happy to pay a premium ”

RRP €15.99⁺
incl. VAT

Product Cost €2.52⁺

Trade Price €7.80⁺
excl. VAT





Our Financial Projections

Our Key Statistics

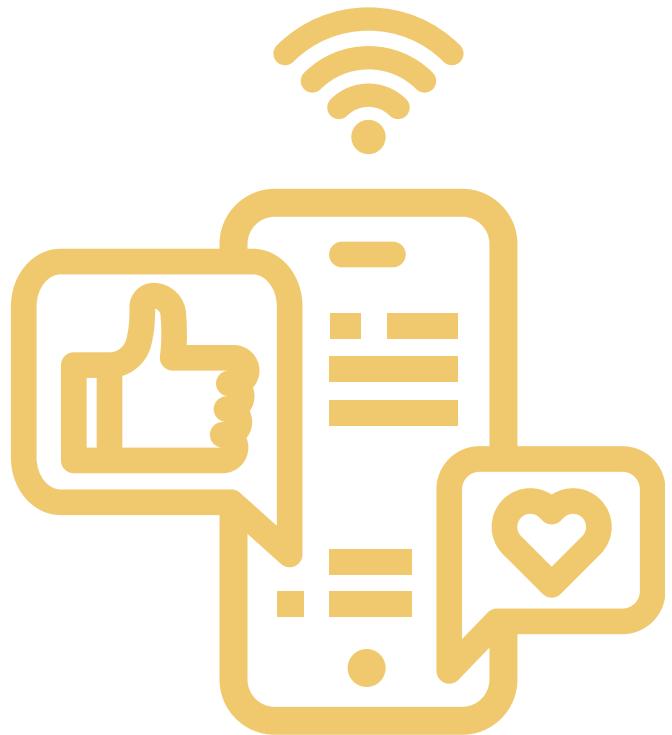
	Year 1	Year 2
Revenue	€101k	€300k
Net-Profit	€4.4k	€45.3k
Gross-Profit Margin	78.5%	78.6%
Net-Profit Margin	4.4%	15.1%





We're asking for €100k for 20%

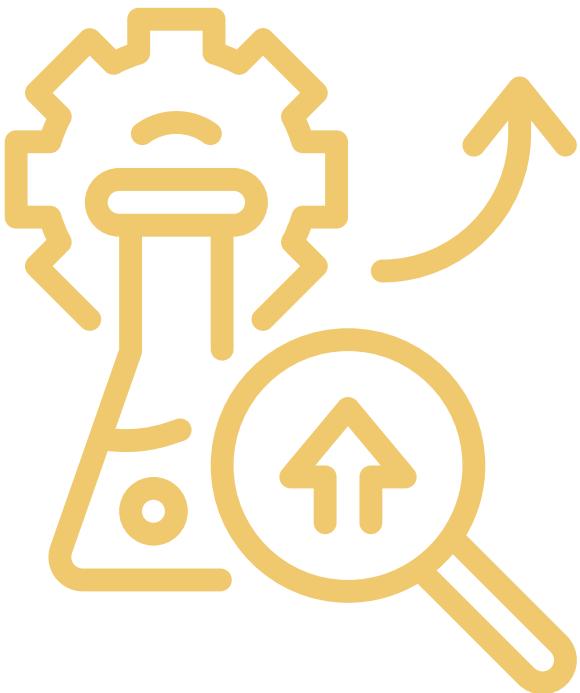
➤ The Ask



**Aggressive
Marketing**



**Operational
Expansion**



**Product
Expansion**

Thank you!



est. 2024

Revive
Grounds

Something you'll never dump!



www.revivegrounds.com



@ReviveGrounds



theteam@revivegrounds.com

Scaling Our Business with €100k

Aggressive Marketing



- + Paid social media content and SEO marketing
- + Partner with larger influencers
- + Increase community initiatives



Operational Expansion



- + Expand coffee waste collection to industrial scale producers
- + Upscale operations to larger laboratory
- + Introduce product to national retailers



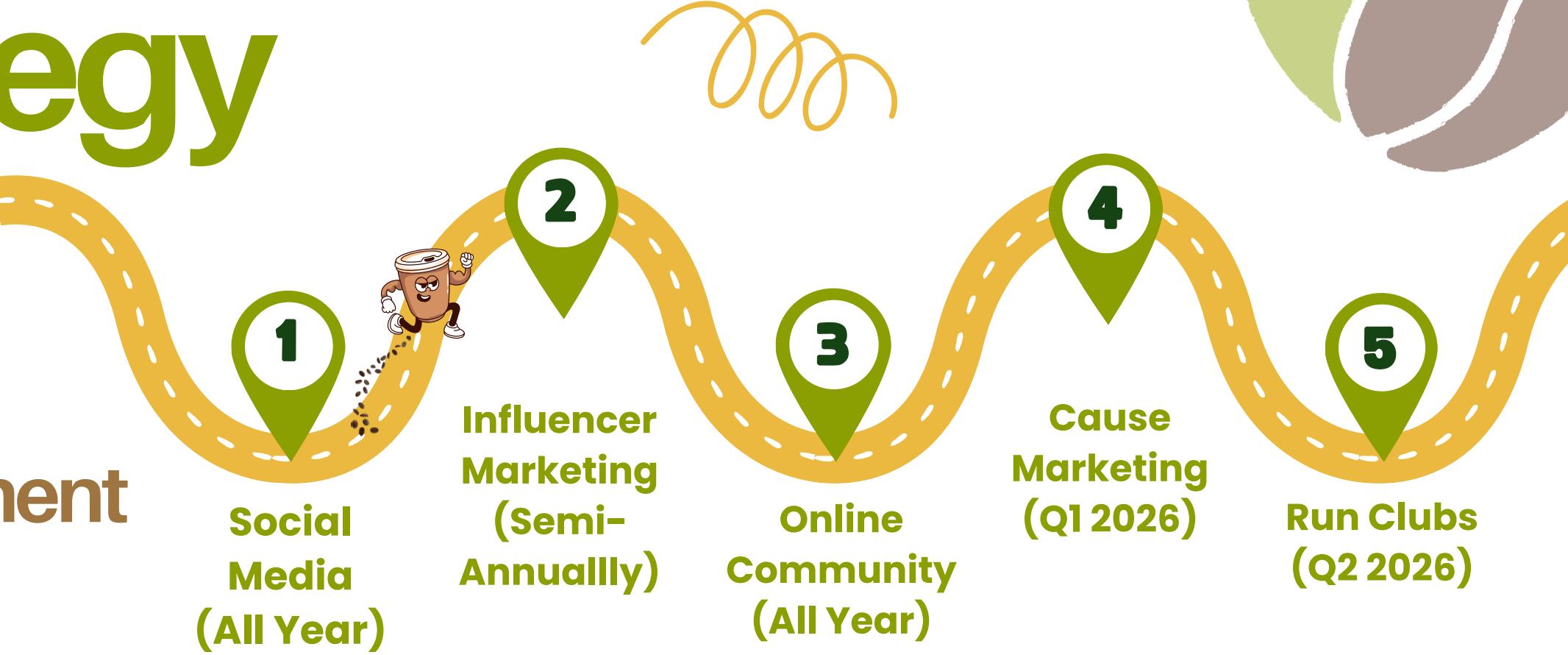
Product Expansion



- + New product development
- + Diversify our range

Marketing Strategy

- Two Year Plan Across 2026/27
- Increase Brand Awareness
- Boost Following & User Engagement
- Build Community to Drive Sales



Social Media & Influencer Marketing

- + Trending content & informative product application
- + Partner with micro-Influencers
- + Semi annually with seasonal pushes (especially winter)
- + 5m platform impressions & 15% influencer link conversion

Online Community

- + Target consumer knowledge gap
- + Ingredient focused content, FAQ's & guides
- + Two-way engagement- live Q&A's & webinars (2026 Q3)
- + Repost informational user generated content

Cause Marketing- Revive Roots

- + 2% of all sales to Eden Reforestation Projects & Women's Aid
- + 2,500 trees planted absorbing 8,750kg of CO2 by 2027
- + Live updates on donation totals & trees planted

Run Clubs

- + Ks & Lattes Run Club collaboration (2026 Q2)
- + Distribute product samples
- + Monthly basis once success established
- + Planned future expansion into additional run clubs

Detailed Process Map

Collection



- + Bua, Joli & The Lab cafes
- + Charging based on waste disposal space created for business
- + Personal vehicle collection

Filtration



- + Mass sieving process
- + High speed industrial centrifuge
- + Mass tray drying process accelerated by industrial fans

Curation



- + Ribbon blender
- + Walk in fridge
- + Air sealable recyclable containers

Exfoliation



- + Over the counter sales at cafes
- + Online distribution
- + Maximise consumer satisfaction

Collection



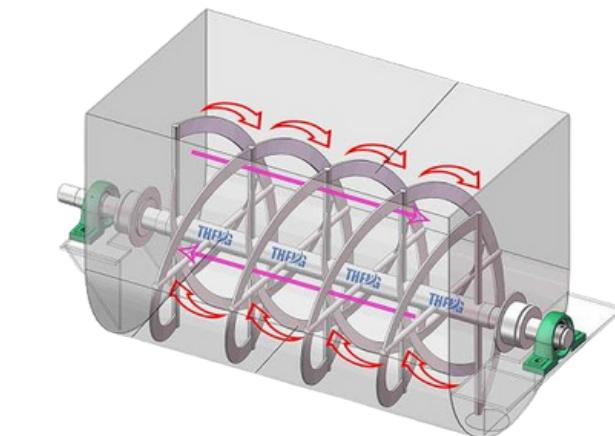
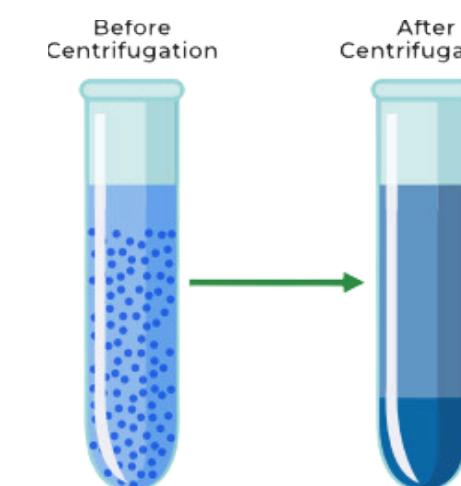
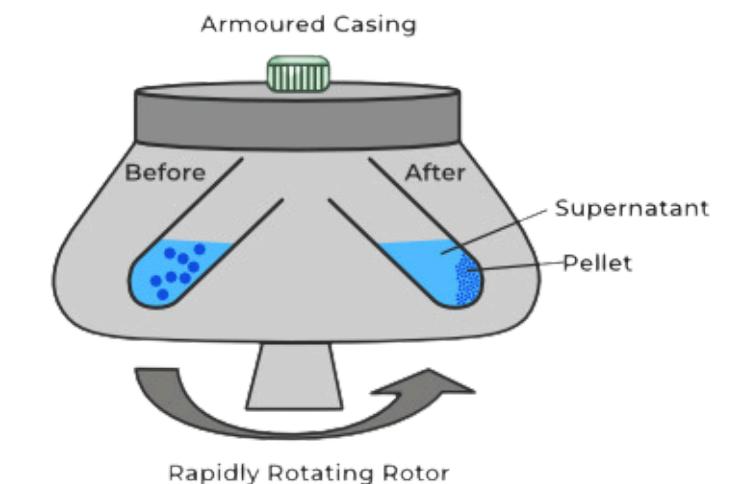
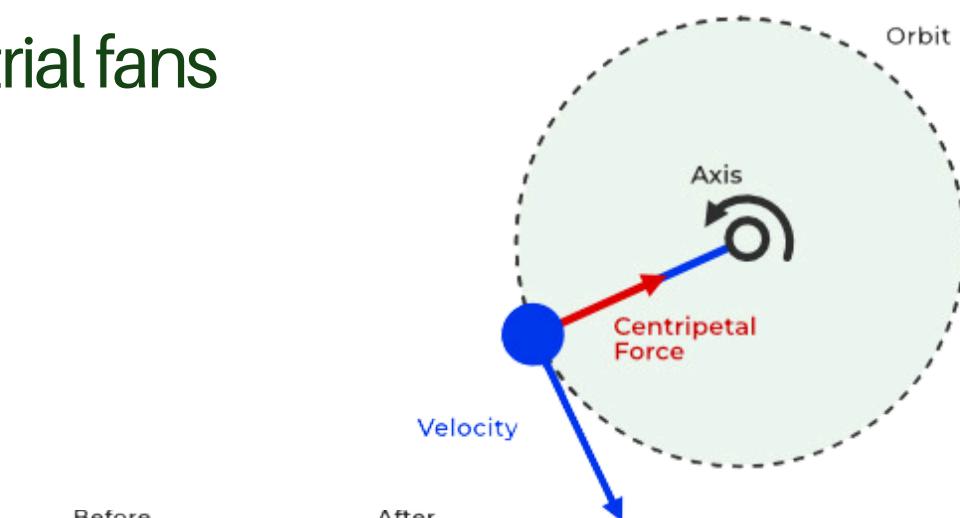
Filtration



Curation



Exfoliation



Licencing Compliance



Legal Compliance

- + EU Cosmetic Products Regulation (EC) No. 1223/2009
- + EU standards to enable legal sales across the EU/EEA

Safety Assessment & Testing

- + Certified assessor will ensure EU safety compliance
- + We follow EU animal testing bans and use human trials
- + Stability and micro tests confirm safety and shelf life
- + No banned or restricted ingredients; fully EU-compliant

Labelling & Marketing Standards

- + Clear label: ingredients, PAO, batch no., warnings
- + No false claims — marketing is evidence-based
- + Labels in the local language

Addressed Knowledge Gap

Toxicologist

- + CPSR
- + Required by EU
- + Free via Dermatest

Regulatory Consultant

- + EU Cosmetic Regulation Guidance

GMP Training

- + Ensures clean & traceable cosmetic production

