

2024

Concept Paper

New Enterprise Development BAA1003

Lecturer: Dr. Eric Clinton

Group 34

Conor O'Leary: 21323801

Georgina Collins: 21389656

Éabha Coleman: 21754965

Rory James Mulhern: 21311696

David Byrne: 21325186

Revive Grounds

Revive your skin the same way coffee revives your day!



An eco-friendly skin scrub using repurposed coffee grounds.



Revive Grounds

theteam@revivegrounds.com

Introduction

The team hoping to bring this business venture to life:



Conor O'Leary: CEO
Specialising in Economics
Exchange at the
University of Groningen



Georgina Collins: CMO
Specialising in Finance
Exchange at Boston
University



Eabha Coleman: CFO
Specialising in Finance
Interned at BDO



David Byrne: CTO
Specialising in Analytics
Interned at KKR



Rory James Mulhern: COO
Specialising in Analytics
Interned at KKR

PROBLEM

Every year, approximately six million tonnes of ground coffee are disposed of in landfills worldwide (SBSFood, no date). Due to the acidic content, coffee ground breakdown in landfills poses a harmful risk to the surrounding soil. In addition, the breakdown of coffee releases greenhouse gases. The main issue of this breakdown process is the release of methane gas, which has an environmental impact eighty times greater than that of carbon dioxide.

SOLUTION

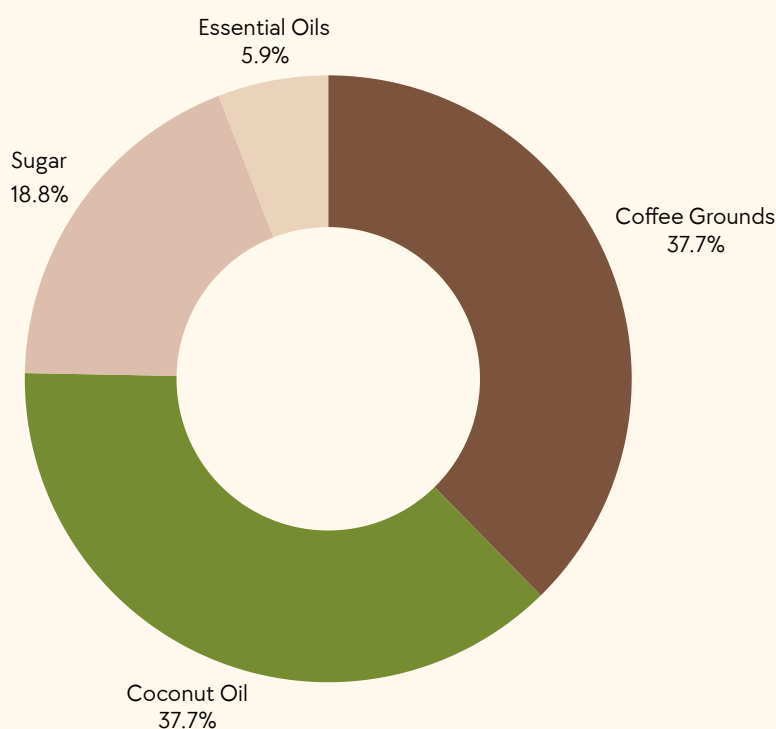
Our company aims to reduce the amount of coffee waste that is disposed of in landfills each year by collecting used coffee grounds from mass produced industries. The used coffee grounds will be reused in our cosmetic product to reduce the negative effects of coffee decomposition.

Our Product

Our skincare scrub is an eco-friendly, sustainable, organic alternative to help exfoliate your skin while being environmentally conscious. Our brand's core revolves around repurposing coffee grounds, which would otherwise end up in landfills, harming the environment and giving them new life as a cosmetic product. Coffee grounds, known for their exfoliating properties, not only help to get rid of dead skin but are also rich in antioxidants, which can improve skin health by reducing inflammation and increasing circulation.



Our Ingredients



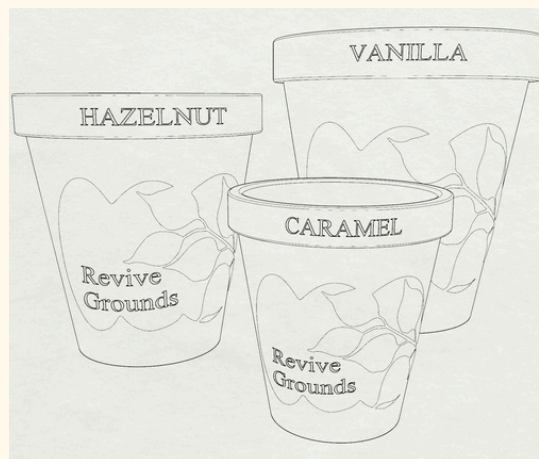
What makes our product unique is the infusion of coffee-scented essential oils like vanilla, caramel, and hazelnut along with other flavours. These natural scents provide a delightful aromatic experience. Our sustainable coffee body scrub upcycles coffee grounds collected from local coffee shops to create a natural, eco-friendly skincare product. The scrub is enriched with organic ingredients such as coconut oil and derma sugar. Coconut oil deeply hydrates and nourishes the skin, ensuring it remains soft and moisturized after exfoliation. Organic sugar adds a finer exfoliating texture, enhancing the skin-smoothing effects of the scrub.

Unlike many other coffee products out there that use artificial ingredients or low-quality coffee by-products, our scrub uses coffee bean grounds, ensuring a more eco-friendly skincare solution. In addition to being eco-friendly, our product is fully aligned with the growing demand for organic, sustainable skincare products. As consumers become more aware of the environmental impact of their purchasing power, we aim to offer a guilt-free option that allows them to care for both their skin and the planet.

Why is Our Product Innovative?

Environmental Impact

Unlike traditional scrubs that use synthetic microbeads, which harm marine ecosystems, our product addresses two major sustainability challenges: reducing coffee waste and eliminating non-biodegradable exfoliants. By upcycling used coffee grounds, we divert waste from landfills, offering a natural alternative to plastic microbeads that harm ocean life. This dual benefit makes our scrub a more responsible choice for environmentally conscious consumers.



Unique Supply chain



Our innovation lies in establishing a localised supply chain and partnering with coffee producing industries to collect used grounds. This community-driven approach tackles waste management and supports local businesses, fostering a sense of collaboration and sustainability. By sourcing ingredients directly from coffee shops, we create a closed-loop system that minimises waste and benefits our production and the local economy.

Health Conscious & Trendy

The demand for natural, eco-friendly beauty products is rapidly growing, with consumers prioritising health-conscious choices. Our coffee scrub fits perfectly into this trend, offering skin-nourishing benefits with naturally derived ingredients. The caffeine in coffee reduces cellulite and puffiness, making it a product that appeals to health-conscious individuals seeking effective, natural skincare.



Economic Innovation

Coffee grounds are readily available and inexpensive to source, allowing us to keep production costs low while maintaining a high-quality product. This makes our scrub both cost-effective and environmentally friendly, appealing to a wide market without compromising on sustainability.

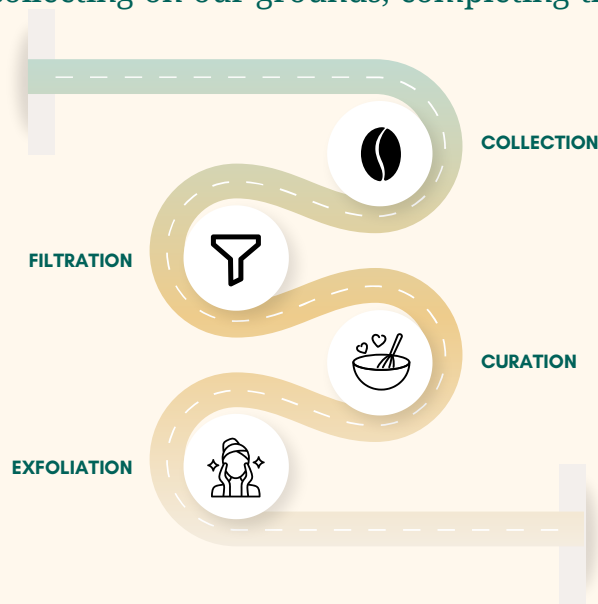
Process Map

COLLECTION

We offer a collection service of used coffee grounds from mass-produced industries and cafes to be recycled and converted into an organic skincare scrub. Our collection service is designed as a cost-saving, sustainable initiative package to attract potential suppliers. We will charge a small collection fee, purposely less than their current cost of coffee grounds disposal. Our sustainable scheme allows our suppliers to promote their eco-friendly business initiative, enhancing their brand.

FILTRATION

Drying and filtering collected coffee grounds for safe upcycling use is a priority of ours. We will ensure the use of fresh, recently used coffee grounds before initiating the mass drying process, in which we will utilise natural airflow and sun exposure to remove moisture and transform the grounds into the optimal texture. Frequent manual blending of the layers is critical to ensure thorough dehydration throughout. Subsequently, the mass filtration process will remove the risk of excess materials collecting on our grounds, completing the transformation process of our produce



CURATION

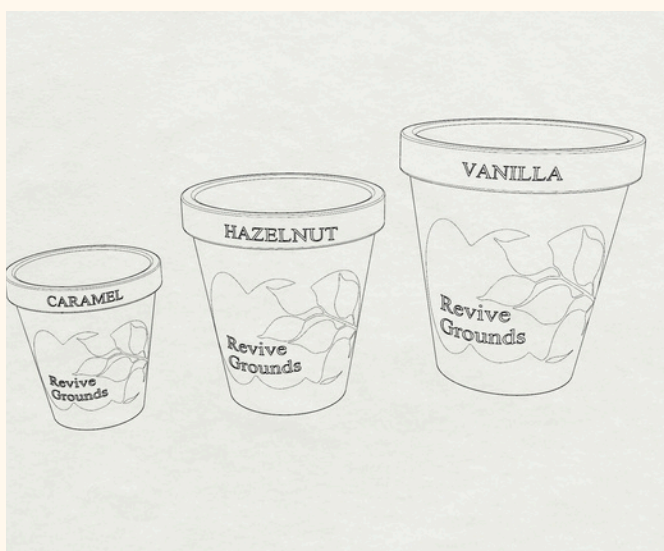
Our product will consist of upcycled coffee grounds, coconut oil, derma sugar, and added water for moisturisation. Our skincare scrub product range will be individually infused with coffee-related scents, such as vanilla and caramel essential oils, to enhance the aromatic experience. We plan to offer a product range with individual packaging representing our unique sizing and scents. Our product will be delivered in sustainable, recyclable plastic containers, allowing for shower-friendly use while displaying our company logo and branding

EXFOLIATION

We will access our target market by selling our product through local coffee shops and our online website. We will sell our product at wholesale prices to our brick and mortar locations, incentivising these businesses to stock our product, creating a profit for both parties. Alternatively, customers can order our product online with additional fees added to cover packaging and delivery costs

Target Market and Brand Positioning

Our target market consists primarily of coffee lovers who appreciate coffee's taste, culture, and lifestyle. We are building a coffee-centric lifestyle brand beyond skincare, allowing customers to extend their passion for coffee into their beauty routines. By aligning our product with coffee culture, we uniquely position ourselves in the market, appealing to a demographic that values indulgence and sustainability.



Our product packaging and sizes are inspired by common coffee orders to strengthen the connection to coffee culture further. We will offer our scrubs in three distinct sizes:

Espresso: The smallest size, perfect for those trying out the product or looking for a travel-friendly option.

Flat White: A medium-sized tub that provides a balanced offering, ideal for regular use.

Latte: The largest size, catering to customers who want a long-lasting supply.

We have integrated coffeehouse-inspired scents into our product line to enhance the customer experience. Each scrub will be available in scents that mirror popular coffee syrups, such as vanilla, hazelnut, and cinnamon. This unique scent selection creates a sensory link between the scrub and a customer's favourite coffee drink. For instance, a customer could purchase a Vanilla Latte Scrub, which would not only be a large tub but also carry a sweet and comforting vanilla fragrance reminiscent of a vanilla latte.



Our Persona

ABOUT

An avid coffee drinker, working in Dublin City Centre with a trendy tech startup. Outside of work, she prioritises wellness routines, including skincare, fitness, and mindfulness. Laura is socially active and enjoys events with her friends.

GOALS

Seeks skincare solutions that are eco-conscious, that can fit seamlessly into her fast-paced, busy lifestyle. Laura's skincare goals are deeply tied to her self-confidence. She wants products that help her feel her best, especially when dealing with work stress or social events. Good skin contributes to her overall confidence and well-being.

CONSUMER BEHAVIOURS

Active on Instagram and TikTok, follows beauty influencers.

Frequently reads blogs and watches YouTube reviews on natural skincare products.

She's willing to spend a little more on skincare that aligns with her eco-conscious values.

TRAITS

Confidence ● ● ● ● ●

Extrovert ● ● ● ● ●

Organisation ● ● ● ● ●

Coffee ● ● ● ● ●

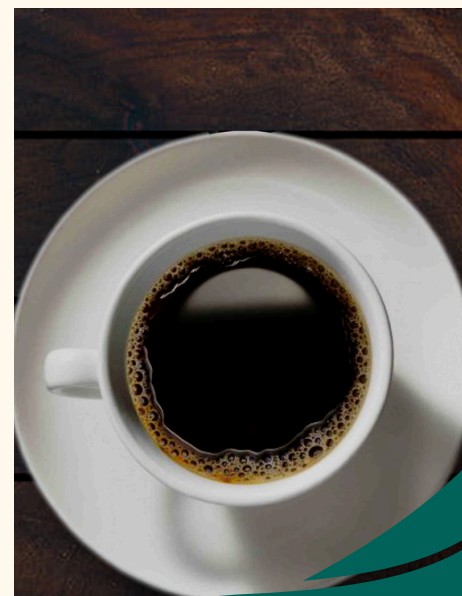
FRUSTRATIONS

Skeptical of products with artificial or chemical ingredients.

Concerned about the impact of waste and non-sustainable practices in the beauty industry.

Laura's skin can be sensitive to chemical-heavy products, and finding effective, gentle, and natural skincare is a challenge.

LAURA DALY
DIGITAL MARKETING
AGE - 28
GENDER - FEMALE
LOCATION - IRELAND



Ideation Process

Initial Proposal

- Collection service for small, independent coffee shops at a minimal fee.
- Coffee grounds are utilised as a component in fertiliser production for home gardening purposes, then distributed to customers at no cost.
- Revenue is generated through the sale of advertising space on the packaging. Similar to the “Free Water Cans” that went around in 2023

Issues

- Our model’s success would require intensive marketing efforts and a rapid increase in product popularity to attract advertisers. Profitability would be difficult to achieve.
- Additionally, we contacted greenhouse companies to assess their interest in purchasing advertising space; however, the rates they were willing to offer were not financially viable.

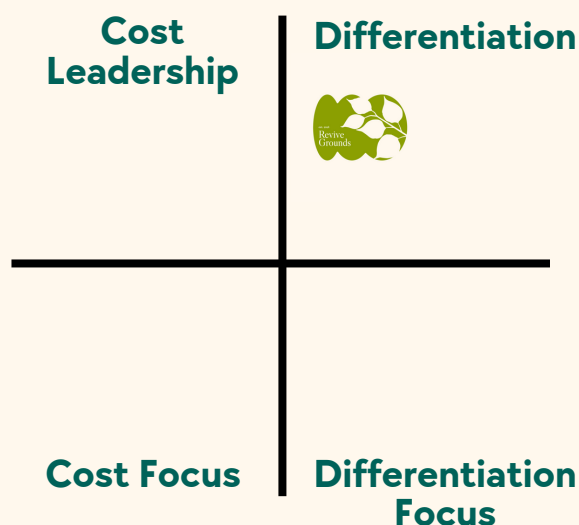


Ideation Evolvment

In light of these challenges, we developed our current business model, which involves creating a scrub from coffee grounds and other organic ingredients while selling to consumers at a competitive price. This approach enables us to continue our efforts toward environmental sustainability by reducing coffee waste sent to landfills and ensuring the business remains financially viable.

Porter’s Generic Strategies

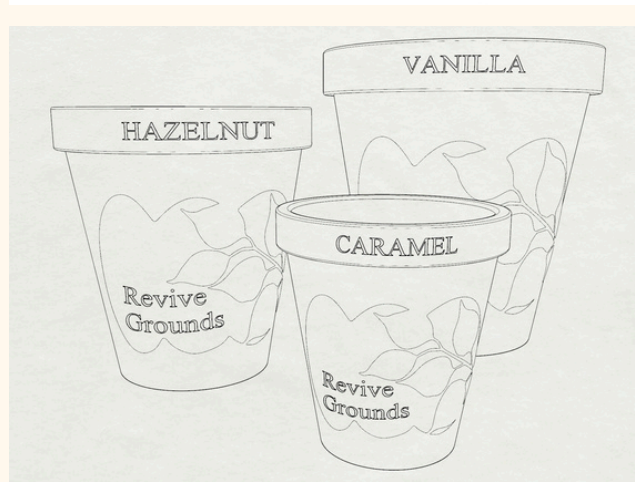
Revive Grounds has adopted a blended strategy of Differentiation and Cost Leadership by incorporating recycled coffee grounds into our skin scrub, a distinctive feature in the expanding sustainable skincare market. By using repurposed, we offer eco-conscious consumers an affordable, natural skincare solution without compromising on quality. This dual approach allows us to stand out by appealing to a niche market that values sustainability, while maintaining competitive pricing.



Concept Design

Visualising Our Product

We have developed a range of potential design concepts for our skin scrub, incorporating our various size options Espresso, Flat White, and Latte to explore diverse product formats. Initial sketches have been created to visualise these design ideas, allowing for a detailed examination of the aesthetic and functional aspects of the packaging. Additionally, 3D printed prototypes have been produced to provide a physical representation of these designs, enabling the assessment of the practicality of the packaging. While the product design is subject to change, we wanted to have a visualisation of what our product could look like.

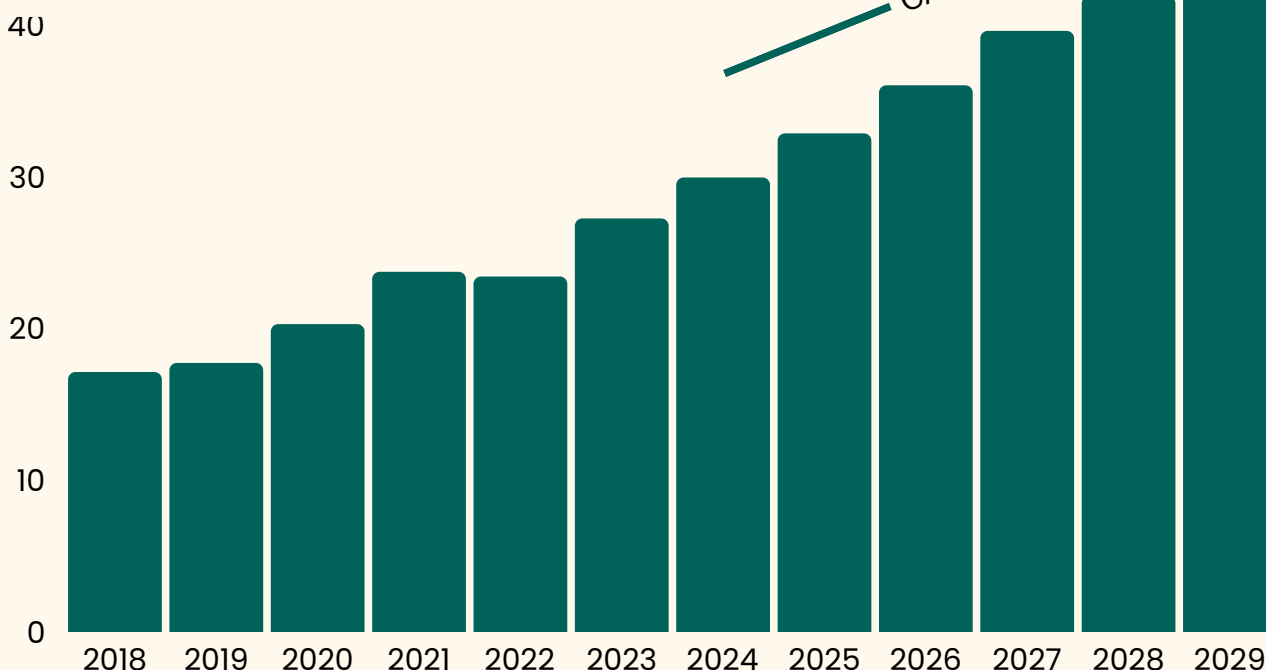


Design Features

Our plan is to utilise eco-friendly packaging that aligns with our brand's commitment to sustainability. We aim to ensure that all packaging materials are fully compostable, minimising environmental impact and reinforcing our dedication to reducing waste. We are also targeting coffee enthusiasts by incorporating the visual design of a coffee cup into our packaging, using it as a distinctive and appealing way to house our product. This design choice not only reinforces the connection to repurposed coffee grounds but also adds a familiar and attractive element that resonates with our target audience.

Market Analysis

Irish Natural Cosmetic Market Revenue (Millions USD \$)



The Irish Natural Cosmetics market has an annual revenue of \$29.97 million and a strong growth trajectory of 7.95% annually from 2024 to 2029 (Statista). This means that Irish consumers are spending \$5.89 per person annually on natural cosmetic products.

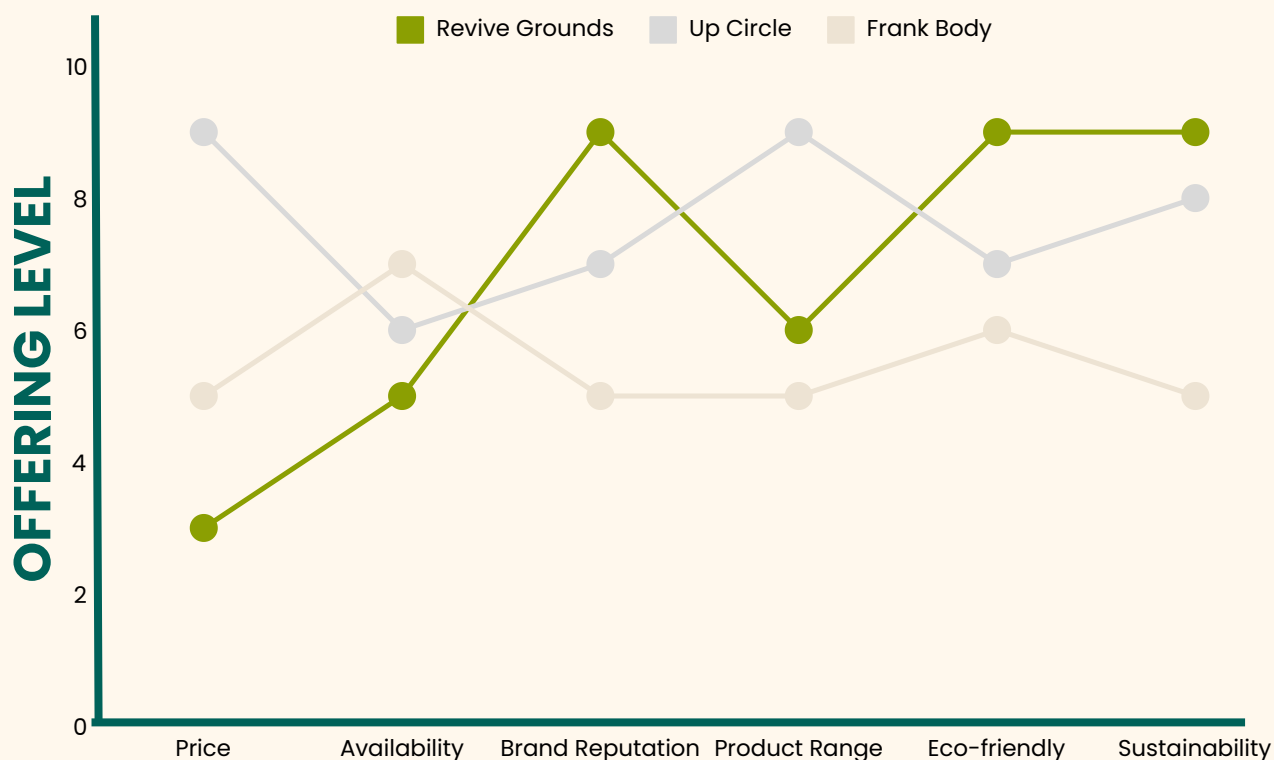
We will enter this unique market as it continues to grow, hopefully allowing us to grow at a similar rate and putting us at the forefront of sustainability in the cosmetics market. This growth will let us explore different avenues of the cosmetics industry, where we can implement the same idea of repurposing products into a sustainable solution for other skincare products in the cosmetic industry.

Less than €5 (3)
€5 - €10 (22)
€10 - €15 (54)
€15 - €30 (91)
€30 - €50 (89)
€50 - €100 (99)

Looking at the LookFantastic website, it's evident that most exfoliating scrubs are priced within the €15+ range, with some premium options going much higher. While this pricing reflects the quality and natural ingredients used, it can be a barrier for many consumers seeking more affordable yet effective skincare solutions. We plan to undercut this price point, offering our coffee scrub at a more accessible price.

By doing so, we aim to make organic skincare more affordable and inclusive, enabling a wider audience to experience the benefits of natural ingredients without the premium price tag. We aim to help more people manage their skin needs effectively without compromising sustainability or quality.

Competitor Analysis



COMPETING FACTORS

FRANK BODY COFFEE SCRUB



Price: €10 per 100g

Availability: online + Brick & mortar locations (UK, US, Europe, Asia, Australia, New Zealand, Canada)

Brand Reputation: Fun, Approachable, Effective

Product range: No size variation, three distinct scents

Eco-friendly: Recyclable packaging

Sustainability: Natural ingredients

(Original Coffee Scrub: Body exfoliant: Frank Body 2024)

UP CIRCLE NATURAL FACE SCRUB



Price: €22.99 per 100g

Availability: Online + Brick & Mortar locations (UK, Europe, US)

Brand Reputation: Effective, Strong Online Presence

Product range: Two sizes, Four scents

Eco-friendly: Sustainable packaging, Ethically sourced

Sustainability: Natural upcycled ingredients

(UpCircle Beauty Europe, no date)

Professional Recommendations

As our curiosity about our potential product grew, we reached out to industry professionals to expand our knowledge on the market and gain valuable insights. Primary research was necessary to truly test the feasibility of our unique supply chain and creation of our product.

Operational Recommendations



We conversed with Neil Mulhern, Co Owner of 'Bua café' and 'Joli', managing three locations in the vicinity of the Glasnevin area. Neil took great interest in our potential product, particularly our unique supply chain of repurposing coffee grounds, stating his willingness to partner with us to organise a collection system and sell our skincare scrubs from his locations. Neil highlighted the intricate aspects of our production system that require careful attention, such as the coffee grounds filtration system for cosmetic use, as well as key measurements surrounding waste management, elements we plan to research further in the future.

Pharmaceutical Recommendations

We spoke with Eimear Mulhern (not related to Neil), manager of St. Vincent's Hospital Pharmacy. Eimear displayed great interest in our product, and was aware of the benefits of caffeine reviving skin and its effectiveness in minimising cellulite. She raised the issue of product shelf life and natural ingredient deterioration, an area we had not analysed previously. Eimear recommended engagement with a dermatologist, to gain an official expert evaluation in the deterioration of our product, shelf-life and the safe-application of our ingredients on the skin.

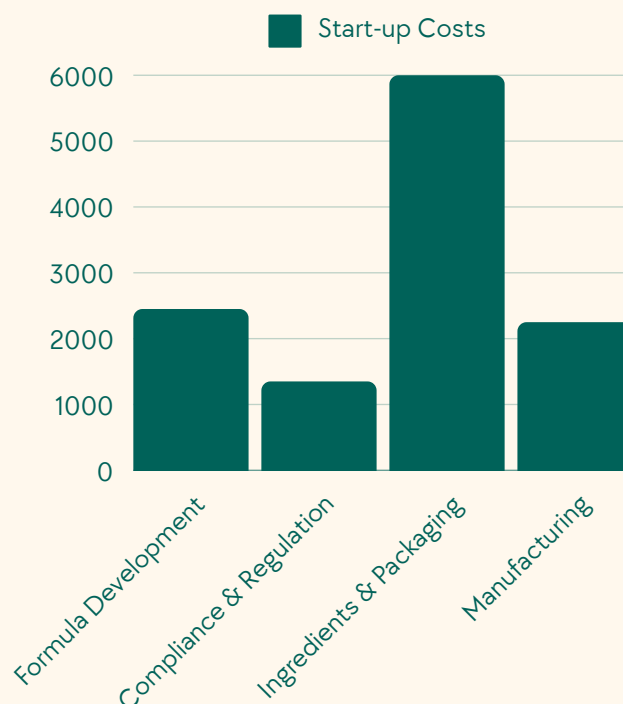


Investment & Returns

Projected start up costs for private label cosmetic manufacturing in Ireland involve a variety of costs, including:

- Formula Development
- Compliance & Regulation
- Ingredients & Packaging
- Manufacturing

Costs range depending on the complexity of the cosmetic formula. Due to our product being primarily produced from ground coffee beans, the majority of our start up costs will be the Ingredients e.g. filtration and sourcing the disposed coffee beans.



Source: Cleansery Cosmetics Manufacturing Costs Calculator

Pricing

To ensure we undercut current competitors' price points, we intend to offer our coffee scrub at a more accessible price. Therefore, to achieve a profit margin between 10-15% (the average for a start-up company within the cosmetic industry), prices for our product will lie between €7 - €8.

Discounts

Discounts will be given to wholesalers and we aim for this discount to lie between 10-50%. Such discount will incentivise wholesalers to stock our product and produce their own profit margin between 15-30%. This ensures both parties receive a profit margin and our product is adequately stocked.



Cosmetic Licensing

To obtain a cosmetic license for our repurposed coffee ground body scrub, we plan on following the EU Cosmetic Products Regulation (EC) No 1223/2009 guidelines. We will begin the process by getting a in depth safety assessment performed by a qualified cosmetic safety assessor. This will include evaluating the toxicological profiles of our ingredients, such as coffee grounds, essential oils, and coconut oil, to ensure they are safe for skin use. We are confident that we will have no issues passing these processes as we will buy our ingredients except the coffee from a wholesaler called '[Naturally Thinking](#)' who have already put all of their products through this process and they have passed.



Microbiological testing will ensure that the product is free from harmful bacteria, while stability testing will confirm that the scrub maintains its claimed shelf-life without deteriorating. Once testing is complete, a Cosmetic Product Safety Report (CPSR) will be put together, summarising the results and confirming our product's safety. This report will be included in our Product Information File (PIF). In order to comply with EU regulations, we will also register the body scrub on the Cosmetic Products Notification Portal (CPNP) (Regulations of the European Parliament, No Date). Additionally, we'll ensure that all of our labelling, including ingredient lists and safety instructions, complies with EU requirements. By taking these steps, we can ensure that our coffee scrub meets all legal standards and is safe to use on the European and Irish markets.

Product Profitability

Potential Capacity & Production

According to a recent study on the financial feasibility of manufacturing body scrub from coffee waste, a body scrub business that uses coffee grounds may process up to 250 kg of coffee grounds per year. Ten thousand, 250-gram body scrub boxes can be produced with this amount of coffee grounds (Adrinoviarini et al, 2024). Our business venture will hope to achieve mass production of our products to attain this level of production.

Future Financial Recommendations

The study's conclusion indicated that a body scrub company plan made of coffee pulp seemed to have an excellent probability of generating profits. More research is advised in order to diversify the product line to include other environmentally friendly beauty products, increase cost-effectiveness by streamlining production procedures and locating more affordable raw materials and improve the marketing strategy to forge a stronger brand identity (Adrinoviarini et al, 2024). As a startup, we hope to use these suggestions to enhance our brand recognition and profitability in the future.

Our Company Projection

Following the successful launch of our skincare scrub, we plan to diversify by entering the related cosmetic market of make-up removal, creating biodegradable coffee-infused makeup remover wipes, a product that is new to the market. This product will benefit from utilising the same coffee ground collection and filtration system, differing at the production stage where we will create a liquid-based coffee ground skincare solution to infuse biodegradable wipes. Early-stage research has shown that one competitor, Jean Pierre Cosmetics, produces a coffee-based makeup remover wipe. However, our product will be differentiated by following our company's commitment to sustainability by repurposing coffee waste, making our wipes biodegradable to break down in landfills, and using recyclable packaging to aid the issue of plastic pollution in our environment.

Jean Pierre Coffee Makeup Remover Wipes



(Coffee and coconut makeup remover cleansing wipes, no date)

References

- Delgado-Arias, S., Zapata-Valencia, S., Cano-Agudelo, Y., Osorio-Arias, J., & Vega-Castro, O. (2020). Evaluation of the antioxidant and physical properties of an exfoliating cream developed from coffee grounds. *Journal of Food Process Engineering*, 43(5), Article 5. <https://doi.org/10.1111/jfpe.13067>
- Coffee and coconut makeup remover cleansing wipes (no date) Jean Pierre Cosmetics. Available at: <https://www.shopjeanpierre.com/products/coffee-and-coconut-makeup-remover-cleansing-wipes> (Accessed: 14 October 2024).
- Miller, Danny, and Peter H. Friesen. "Porter's (1980) Generic Strategies and Performance: An Empirical Examination with American Data: Part I: Testing Porter." *Organization Studies* 7, no. 1 (January 1, 1986): 37–55. <https://doi.org/10.1177/017084068600700103>.
- Natural Cosmetics - Ireland STATISTA market forecast <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/ireland>
- Original Coffee Scrub: Body exfoliant: Frank Body (2024) Frank Body | EU. Available at: <https://www.frankbody.com/eu/products/original-coffee-scrub/> (Accessed: 14 October 2024).
- Regulation - 1223/2009 - en - cosmetic products regulation - EUR-lex (no date) EUR. Available at: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32009R1223> (Accessed: 09 October 2024).
- SBSFood (no date) "How coffee waste can be used to grow mushrooms and power buses", www.sbs.com.au. Available at: [https://www.sbs.com.au/food/article/how-coffee-waste-can-be-used-to-grow-mushrooms-and-power-](https://www.sbs.com.au/food/article/how-coffee-waste-can-be-used-to-grow-mushrooms-and-power-buses)
- UpCircle Beauty Europe (no date) Best-sellers, UpCircle Beauty Europe. Available at: https://eu.upcirclebeauty.com/collections/best-sellers?tw_source=google&tw_adid=677972950507&tw_campaign=20687931795&gad_source=1&gclid=Cj0KCQjwgrO4BhC2ARIsAKQ7zUltrFv-NKPbVkv0unRMKEVZq4qGFdEFNYaldps6pf1JIZoSQJ4SOYaAponEALw_wcB (Accessed: 14 October 2024).
- Velasco, M.V.R., Tano, C.T.N., Machado-Santelli, G.M., Consiglieri, V.O., Kaneko, T.M. and Baby, A.R., 2008. Effects of caffeine and siloxanetriol alginate caffeine, as anticellulite agents, on fatty tissue: histological evaluation. *Journal of Cosmetic Dermatology*, 7(1), pp.23-29.
- Adrinoviarini, A., Nanda, R. F., Robbani, S. and Abdillah, T. (2024) "Financial Feasibility Analysis of Manufacturing Body Scrub from Coffee Waste", *Jurnal Agrinika: Jurnal Agroteknologi dan Agribisnis*, 8(1), pp. 34–43. doi: 10.30737/agrinika.v8i1.5374.
- Cleansery® Cosmetics Manufacturing Cost Calculator™: Calculate your cosmetics in seconds (no date) Cleansery® Cosmetics Manufacturing Cost Calculator™ | Calculate your cosmetics in seconds. Available at: <https://www.cleansery.com/cosmetics-cost-calculator> (Accessed: 14 October 2024).