









Limekiln Avenue
via City Centre



2 for 1 designer glasses from €49



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2 for 1 designer glasses from €49



143-DH-2009





est. 2024

Revive
Grounds

Something you'll never dump!



Our Product

> The Solution

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



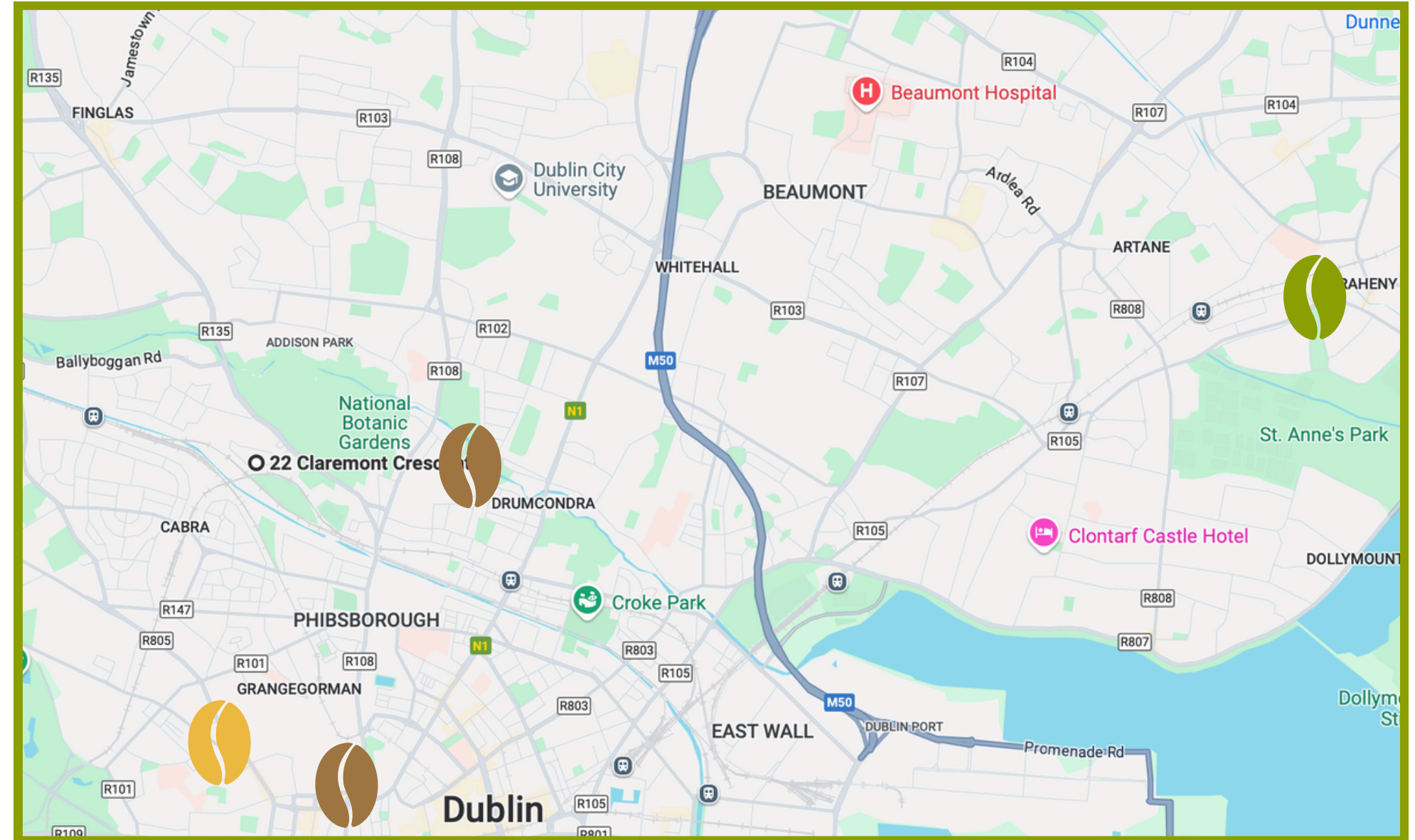


Our Collections

> Our Unique Selling Point

+ Partnering with your favourite cafés

+ To collect their coffee grounds



 The Lab

 Joli Cafe

 Bua Cafe

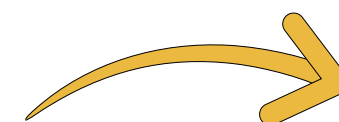


100% Organic Ingredients

> Our Unique Selling Point

Unique
sophisticated blend
unmatched by
competitors

Repurposed Coffee
Grounds



UV - Protective & Skin Permeation

Essential Oils



Antioxidants & Moisturising

Demerara Sugar



Skin Renewal

Coconut Oil



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



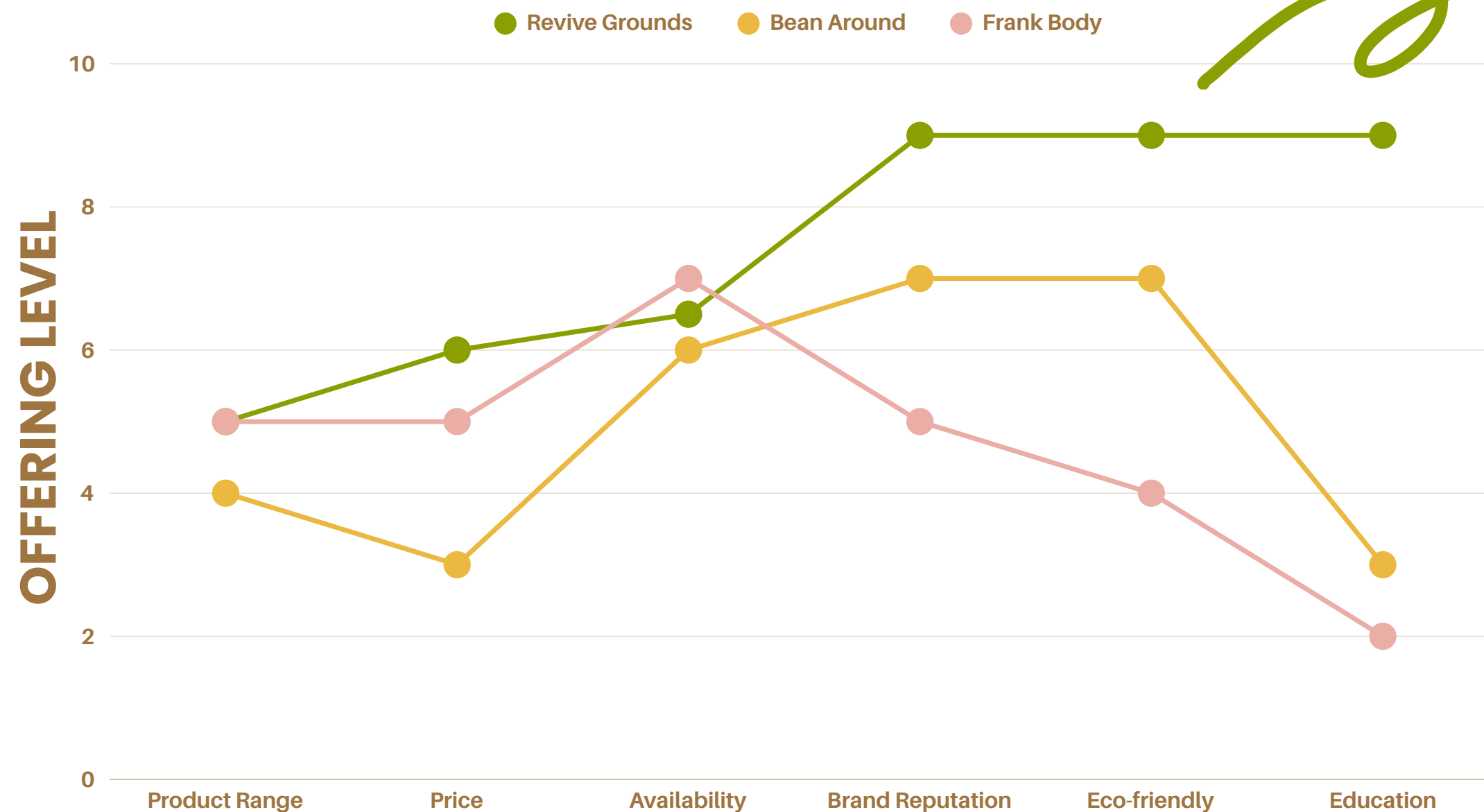
Irish Natural Comestic Market Revenue
(Millions EUR €)





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**

Why doesn't she buy?

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

Values

Eco-Friendly Products



Healthy Skin



Cheap Skincare



Brand Trust





Our Pricing Strategy

> How We Set Our Price



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

RRP €15.99⁺
incl. VAT

Trade
Price €7.80⁺
excl. VAT

Product
Cost €2.52⁺



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!



Something you'll never dump!



www.revivegrounds.com



[@ReviveGrounds](https://www.instagram.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

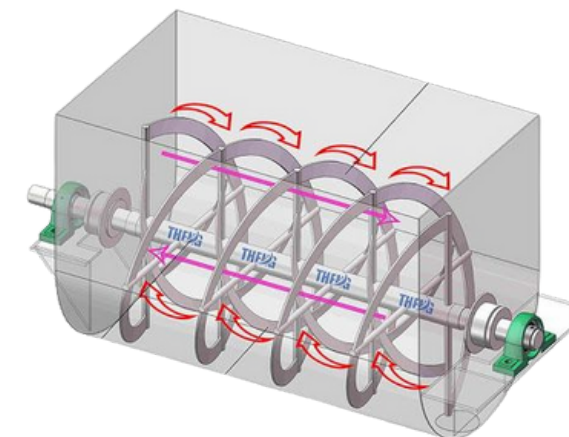
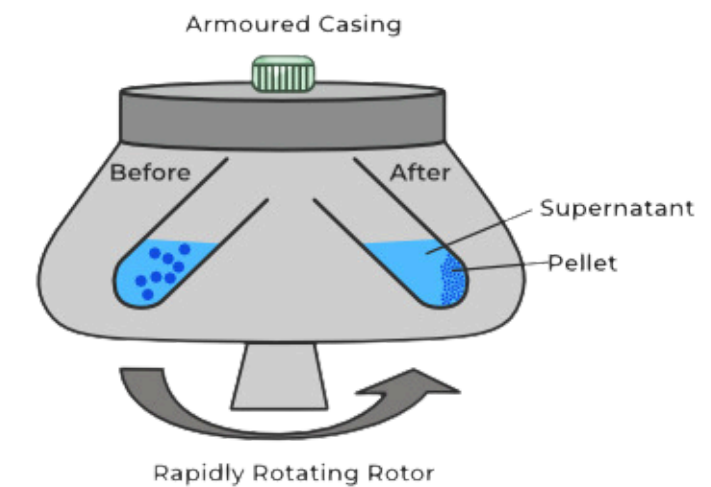
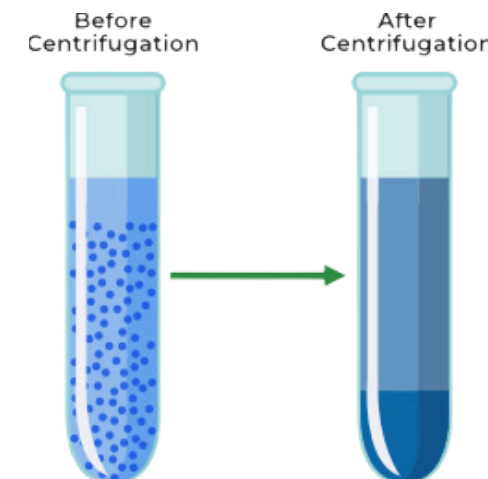
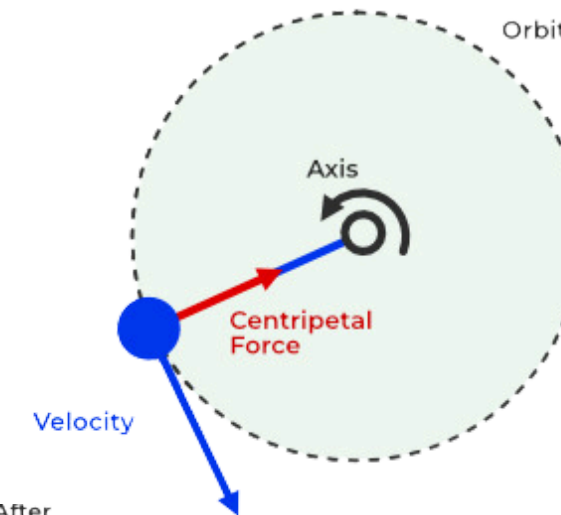
- + Mass sieving process
- + High speed industrial centrifuge
- + Mass tray drying process accelerated by industrial fans

Curation

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

Exfoliation

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



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