

Key Partners

- Laboratório da Paisagem
- Recycling companies
- City State
- Cellulose Acetate Manufactures
- Specific Investors
- Companies that need Celulose Acetate
- Specific Financiers (long term contract and responsibility within the partnership)

Key Activities

- Recycle
- Extraction
- Distribution
- Marketing and advertising
- Sales
- Remanufacture

Key Resources

- Recyclable Material (cigarette butts)
- Investors
- Intellectual
- Human
- Financial support

Value Propositions

• Environmental: Production of recycled cellulose acetate that reduces the necessity of producing new one. This makes possible to valorise the waste while sparing biomass.

- Social: Improved quality of life (less cigarette butts in general environment)

Customer Relationships

- Society education
- Personal assistance
- Positive regulations and policies for a long term

**Channels**

- Brochure
- Marketing strategies
- Strategic alliances for circular business

Customer Segments

- Cigarette filters- The manufacture of all forms of tobacco
- Plastics- The production of plastic products by moulding, extrusion or injection
- Textiles- Preparation and texturization of synthetic or artificial fibers
- Paper- The production of new paper and derivatives of cellulose

Cost Structure

- Zero-cost raw material
- Manpower
- Taxes
- Processing plan design
- Purification and Extraction solventes
- Machinery selection

Revenue Streams

- Government support such as low tax rates
- Cost saving due to the use of recyclable material flow
- Sales- Competitive price (equal to the new Cellulose Acetate)