## Key Partners

Paisagem

- Laboratório da
- 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
- Remanufacter

## **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 general environment)

# Customer Relationships



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

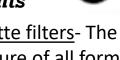


#### Channels



- Brochure
- Marketing strategies
- Strategic alliances for circular business

# Customer Seaments



- 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)