

2025

New Enterprise Development BAA1003
Lecturer: Dr. Eric Clinton
Group 34

Business Plan

Revive Grounds

Something you'll never dump!



An eco-friendly skincare scrub using repurposed coffee grounds

We hereby certify that this material which we now submit for assessment on the programme of study leading to the award of Bachelor of Business Studies/ European Business is entirely our own work, and has not been taken from the work of others, and to the extent that, such work has been cited and acknowledged within the text of our work.

Name: Conor O'Leary	ID No: 21323801	Date: 21st April 2025
Georgina Collins	21389656	21st April 2025
Eabha Coleman	21754965	21st April 2025
Rory James Mulhern	21311696	21st April 2025
David Byrne	21325186	21st April 2025



Revive Grounds

theteam@revivegrounds.com

Table of Contents

3

Executive Summary

7

Company Description

11

Market Analysis

15

Marketing Sales/ Strategy

19

Advertising & Promotion

23

Research & Development

27

Staffing & Operations

31

Financial Projections

35

Sales Pipeline

37

Funding Requirements

39

Bibliography & Appendices

Executive Summary

This business plan introduces our innovative product, **Revive Grounds**, to the market. It presents a comprehensive overview of the business model, including company description, market analysis, marketing and sales strategy, research and development, financial projections, sales pipeline, and funding requirements. Built on circular economy principles and fuelled by primary consumer research, Revive Grounds is positioned to meet the rising demand for sustainable self-care. By detailing our product innovation, target market, and education-led branding approach, this plan outlines how Revive Grounds is uniquely positioned within the eco-conscious cosmetics sector. It provides potential investors with a clear understanding of our value proposition, competitive advantage, and long-term vision for sustainable, profitable growth.



What do we do?

At Revive Grounds, we create high-quality, eco-conscious skincare products by converting repurposed coffee grounds into natural exfoliating scrubs. Our mission is to divert coffee waste from landfills and turn it into something valuable, a product that nourishes the skin while supporting the planet.

Through partnerships with local cafés, we operate a closed-loop supply chain that reduces environmental impact and creates a real community collaboration. Our scrubs are made with 100% organic ingredients and are sold through direct-to-consumer channels via our website as well as business-to-business to local cafés and selected pop-ups.

Beyond skincare, we provide educational content, support reforestation and women's charities, and build a loyal community of conscious consumers who want their purchases to reflect their core values.

Why Revive Grounds?

We are founded by a highly motivated team of five members, Conor O'Leary as CEO, Rory Mulhern as COO, Éabha Coleman as CFO, Georgina Collins as CMO, and David Byrne as CTO, who built the brand around our shared values of sustainability, community, and health and wellness. We are committed to creating a business that reflects what we believe in, reducing environmental waste, promoting conscious consumerism, and delivering more than just a brand. As a team, we bring energy, ambition, and a unified vision to build a brand that creates real impact and long-term value.



The Problem

9000 Tonnes of
Coffee Ground
Waste every Year



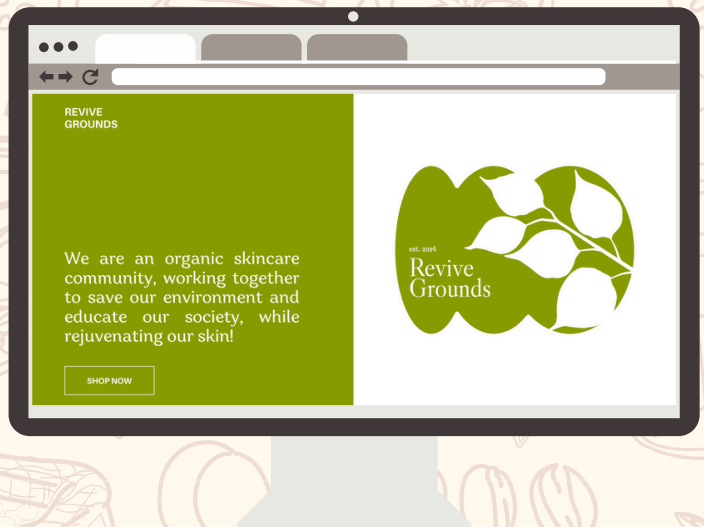
“70% of survey respondents lack knowledge on the exfoliation process”

Our Solution



Organic Skin Scrub

- ⊕ Repurposed Coffee Grounds
- ⊕ 100% Natural Ingredients
- ⊕ Environmentally Friendly



Online Community

- ⊕ Targets consumer knowledge gap
- ⊕ Ingredient focused content, FAQ's & guides
- ⊕ Two-way engagement- live Q&A's & webinars

Financial Projections

	Year 1	Year 2	Year 3
☪ Revenue	€101k	€300k	€625k
☪ Net-Profit	€8.96k	€27k	€56k
☪ Gross-Profit Margin	77%	78%	79%
☪ Net-Profit Margin	9%	9%	9%

Trading will commence in January 2026. Our financial projections exhibit great growth potential with strong margins, making it an extremely attractive company. In Year 1, revenue is expected to hit €101k, rising to €300k in Year 2 and €625k in Year 3. Net profit is forecasted to increase from €8.96k in Year 1 to €27k and €56k in the following two years, respectively.

With a unit cost of just €2.25 and RRP of €15.99 for our direct-to-consumer channel, our margins remain consistently healthy even after accounting for marketing, safety testing, and early-stage overheads. Revenue growth is driven by our phased expansion plans through introducing our product into retailers, increasing our café partnerships, and placing greater emphasis on our DTC channel, where we plan to solidify our place as a leading natural cosmetic brand in Europe. These projections position Revive Grounds as a capital-efficient venture with a clear pathway to scale and strong investor appeal.

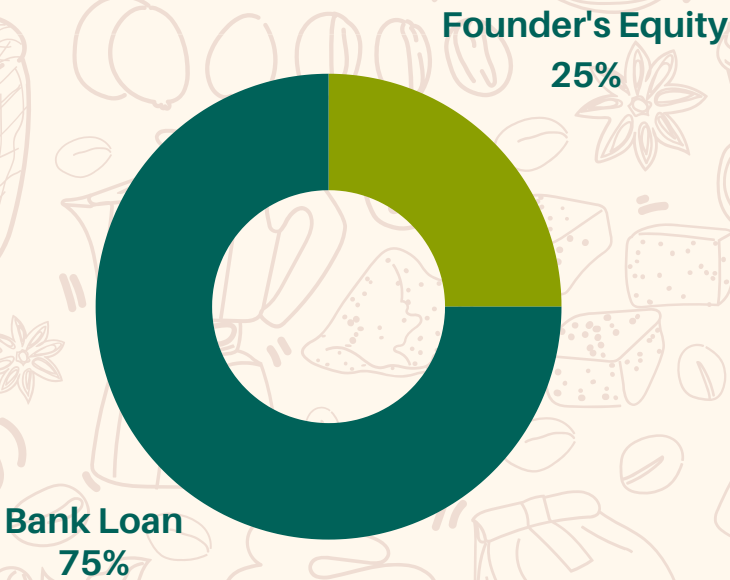
Product Cost €2.25

RRP €15.99
incl. VAT

Trade Price €7.80
excl. VAT

Sources of Funding

Each founder will invest €5000 for a 20% stake in Revive Grounds. This totals €25,000 equity. Moreover, a bank loan of €50,000 with a cost of credit of €12,378.41 will be taken out. This brings our total available capital at the start of Year 1 to €75,000. These funds will be used to finance product development, initial production runs, marketing campaigns, safety compliance, and digital infrastructure. Our projections indicate that we will break even in Year 1, ensuring that loan repayment begins from a position of financial stability. This capital strategy ensures Revive Grounds is well-positioned to launch with impact and grow responsibly without overleveraging.



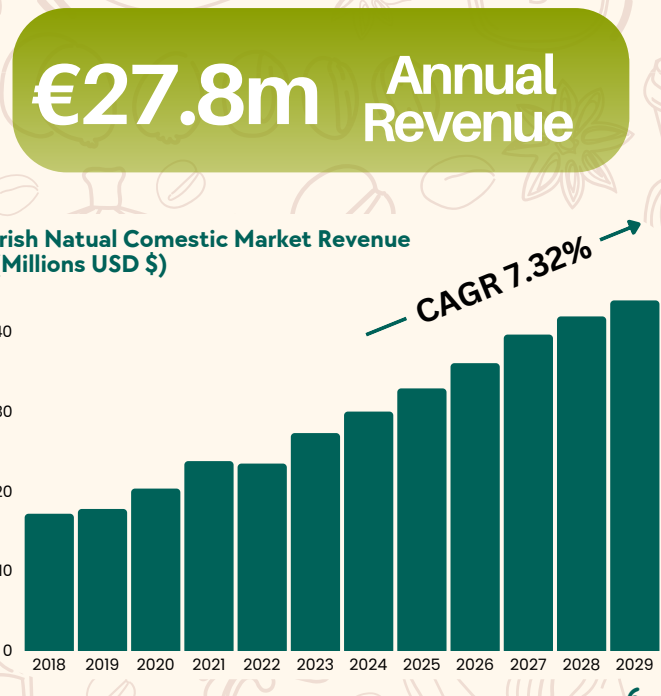
Equity Structure

		€	%
Shareholder Name Investment Shareholder Equity			
	Conor O'Leary CEO	€5000	20%
	Rory Mulhern COO	€5000	20%
	Éabha Coleman CFO	€5000	20%
	Georgina Collins CMO	€5000	20%
	David Byrne CTO	€5000	20%

Market Opportunity

We will be operating in the Irish Natural Cosmetic Market, which brought in an annual revenue of €27.8m in 2024, and is expected to grow at a yearly rate of 7.32% over the next 5 years. This growth is driven by the changing consumer behaviour, particularly among Gen Z and Millennials, who increasingly prioritise sustainability, ingredient transparency and ethical production.

While our initial focus is the Irish market, Revive Grounds is built for scalability. Our DTC model allows for low-barrier geographic expansion, and we see high growth potential in Western European markets. The Natural Cosmetics market across Europe is projected to generate €2.75 billion in revenue in 2025 alone (Statistica, 2025), presenting a major opportunity for long-term brand expansion.



Company Description

Promoters

Chief Executive Officer



Conor O'Leary, our Chief Executive Officer, possesses incredible leadership and decision-making skills, attributed by his professional experience in retail management and captaincy history in organised team sports. Conor developed his excellent communication and teamwork skills through multi-national collaboration projects during his study abroad period in the Netherlands.

Chief Operating Officer



Rory Mulhern, our Chief Operating Officer, looks after the operational side of the business. His experience in KKR has enhanced his research and analytical ability. Having managed a restaurant in Dublin City Centre, he has gained knowledge in logistics, looking after staffing, pricing, and product stocking. This knowledge will help us develop a well-functioning supply chain that we can expand as the business grows.

Chief Financial Officer



Eabha Coleman, our Chief Financial Officer, manages the financial aspects of the business with a detail-oriented approach. She developed abilities in risk assessment, financial analysis, and compliance during her year-long audit internship at BDO. Eabha specialises in finance in her final year of college and uses her knowledge to guarantee efficient cost control, budgeting, and strategic financial planning, advancing the business' profitability and sustainable growth.

Chief Marketing Officer



Georgina Collins, our Chief Marketing Officer, possesses excellent strategic thinking capabilities. Georgina's skills were developed during her study abroad period in Boston. Here, Georgina gained knowledge in market trends, competition, and developing relationships with target customers to create marketing strategies that align with company goals. This was achievable through in-depth analysis and study of global marketplaces and entrepreneurship in dynamic environments.

Chief Technology Officer



David Byrne, our Chief Technology Officer, combines creativity, research, and analytical expertise to drive innovation. His internship at KKR enhanced his creativity and researching abilities through consistent report formatting and investigating cash discrepancies, while his specialism in data analytics has sharpened his analytical skills, ensuring a strategic and data-driven approach to challenges.

Management Structure & Areas of Responsibility



Shareholding Structure

Revive Grounds operates as a Private Limited Company (LTD), with equity split equally amongst all five promoters. Each founder has contributed an initial investment of €5000, representing ownership worth 20%. Equity distribution represents the shared accountability of founding members, fostering an environment of team cohesion with equal contribution during early growth phases. Revive Grounds will not distribute dividend payments in the first year of trading, as all profits will be reinvested into marketing efforts and expanding operations in the aim of market share growth.

Advisors

At Revive Grounds, we actively seek professional advice from industry professionals to ensure the effectiveness of our product and success of our business. Advice from the following market experts in pharmaceuticals, skincare and entrepreneurship, has contributed immensely in the development of our company:



Conor Ennis & Neil Mulhern, Café Owners

Local entrepreneurs in the coffee industry have offered operational insights, while partaking in our supply chain by providing used coffee grounds and selling our final product over the counter



Cara McDonagh, General Practitioner

Advised on dermatological safety and application, highlighting the importance of customer patch testing and detailed product labelling, which are now included in our packaging

Orla Henry & Isabelle Diamond, Pharmaceutical Graduates

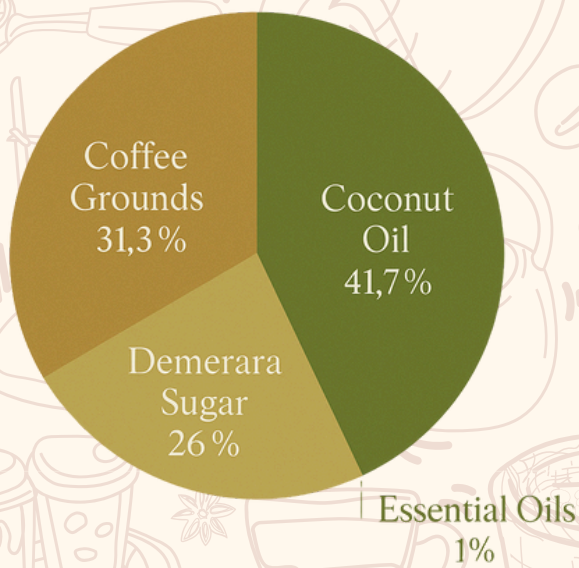
Raised concerns in relation to the filtration process of used coffee grounds and shelf-life of all natural ingredients, leading to the implementation of high-speed centrifuge machines ensuring thorough filtration and air-sealed packaging prolonging shelf-life

Our Product

Development Background: The coffee industry in Ireland is expected to grow by over 10% by 2029, resulting in a market volume of approximately \$50 million (Statista, 2024). However, the correlating future increase in coffee waste production causes ever-growing concern. Coffee ground waste is disposed of in landfills, fermenting to produce a greenhouse gas called methane, which is twenty-one times more powerful than carbon dioxide in contributing to global warming (Mohajan, 2011). With Ireland producing 9,000 tonnes of coffee ground waste annually, creating approximately 11 million kilogrammes of CO2 emissions (Teagasc, 2019), an emphasis on innovative coffee waste renewal methods is essential.



Revive Grounds: an eco-friendly coffee-based skincare scrub, created using repurposed coffee grounds along with all natural ingredients, available in a variety of coffee based scents including vanilla and hazelnut. Our vision is to counteract the damage to our atmosphere, created by methane gases released from landfill coffee ground waste, by providing you with an organic coffee-based skincare scrub! Our product is based on recycling innovation, transforming coffee ground waste from local coffee shops into a skincare exfoliator.



Ingredients: Our natural ingredients are specifically chosen for their skin revitalising qualities. Coffee grounds, our primary ingredient, possess biological actions that improve skin health, by permeating the skin barrier preventing UV induced carcinogenesis and rejuvenating age-related UV damage (Elias et al, 2023). Coconut oil supports the immune system, while boasting anti-inflammatory and natural skin protecting qualities (Umate et al, 2022). Demerara sugar aids the removal of dead skin, while slow doing the ageing process (Sandborn, 2015). Finally, essential oils shield cells from oxidative stress and induced cell death (Sinsuebpol et al, 2023). Refer to appendix Fig: 1 for ingredient analysis.

Unique Selling Points: The circular production system underpinning our operation is unprecedented, designed to actively divert coffee waste from landfill with the selling of finalised products over the counter at the point of collection. This closed loop process reduces environmental harm while seamlessly offering customers the opportunity to support sustainability at the source of their morning coffee. Unrivalled by competitors, our body scrub is formulated with 100% natural ingredients, free of harsh chemicals and synthetic microbeads commonly known to irritate the skin. To educate consumers on those benefits of organic ingredients and effective skin exfoliation, we leverage an education first approach, by generating educational content through our online community helping consumers make informed purchase decisions. Finally, we aim to give consumers a sense of purpose behind each purpose through our cause marketing initiative. Revive Roots donates 2% of all sales to Eden Reforestation Project and Women’s Aid, supporting vulnerable women in our society while contributing to the regeneration of our ecosystems.

Long-Term Aim

At Revive Grounds, we strive to become the leading brand in sustainable beauty, dominating both national and international markets with our unprecedented circular production system. Establishing Revive Grounds as a benchmark for consumer trust through transparency and education, we aim to transform the natural cosmetics industry by setting new market standards.

Objectives

Year 1



Financial: Reach break-even point of 1,262 units sold to cover operation costs and generate revenue of €101k with a gross-profit margin of 78.5%



Market Reach: operate on a local scale through partner cafés (Bua, Joli & The Lab) and distribute through wix-based e-commerce site direct to consumer

Brand Awareness: implement social media campaigns, launch micro-influencer collaborations and initiate online community with educational product content posting

Year 3



Operational Expansion: relocate to a dedicated production facility, expand coffee ground collection system to mass producers and distribute products to national retailers



Employment & Diversification: employ 3-4 full time staff managing influx in production and expand product range with biodegradable coffee-based makeup remover wipes

Brand Community: Reach 100k+ followers across social media platforms, host various run club events and expand online community to include webinars and customer content

Year 5



Brand Leader: Positioned as a benchmark brand recognised for transparency and education, while shortlisted for national awards and in pursuit of B Corp certification



Established Market Presence: widespread across national retailers with initial expansion to the UK and European markets underway via online direct to consumer model

Environmental & Social Impact: diverted over 50 tonnes of coffee ground waste from landfill since launch, donated approximately €100,000 and planted more than 5,000 trees

SWOT Application

The previously described strengths of Revive Grounds have been precisely adapted to offset recognised weaknesses and threats, while taking advantage of present market opportunities:

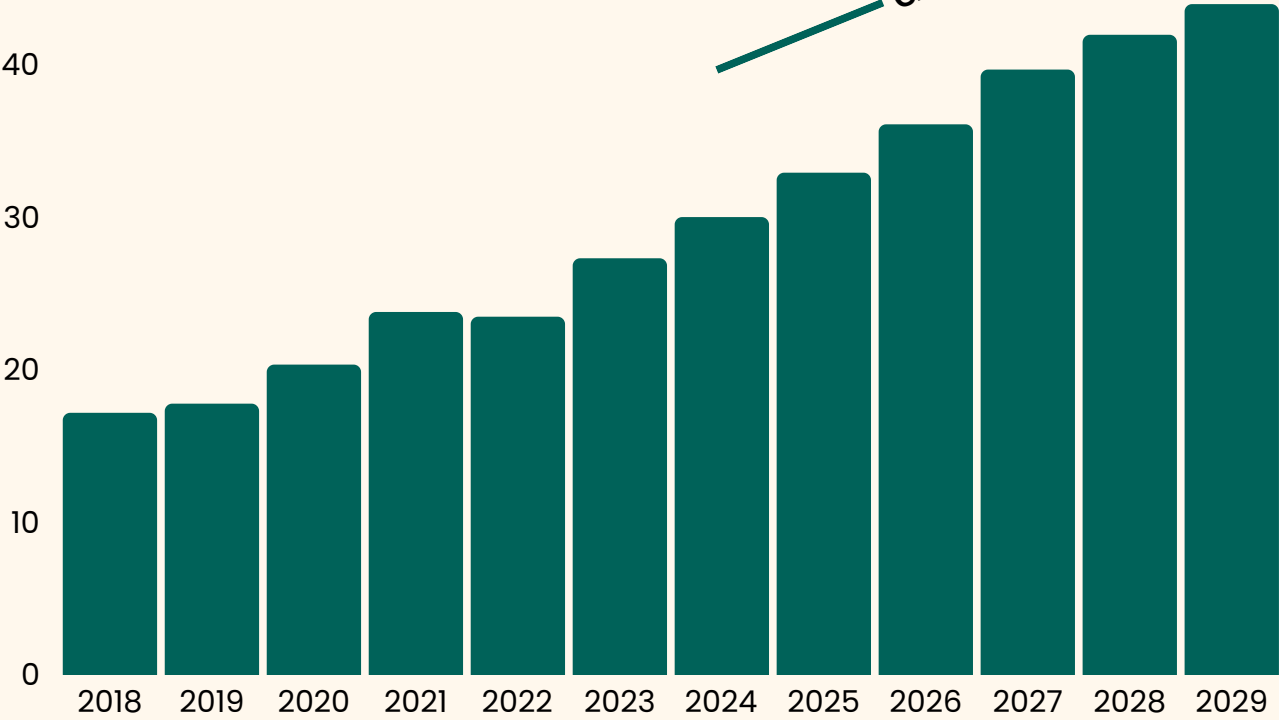
Weaknesses: developing a product made from all natural ingredients with limited operational capacity presented a significant challenge, raising concerns in relation to shelf life and scaling production. Implementing air-tight resealable packaging and carefully pinpointing operational expansion to align with expected surges in demand combatted these issues.

Threats: Revive Grounds faces risks of imitation by larger brands and green-washing accusations by consumers. To address these issues, the business is purposely designed to build persevering brand loyalty through intricate community engagement and complete production transparency, preventing the possibility of business model replication and customer allegations.

Opportunities: identifying a consumer knowledge gap in effective skin exfoliation processes and the lack in awareness of the benefits of all natural ingredients, the educational aspect of Revive Grounds is leveraged to fill the market opportunity and effectively differentiate from competitors.

Market Analysis

Irish Natural Comestic Market Revenue
(Millions USD \$)



We plan to enter the natural cosmetics industry. The Irish natural cosmetics market has brought in an annual revenue of €27.79 million in 2024 and is expected to grow at a yearly rate of 7.32% over the next five years (Statista Market Forecast, 2024). This growth highlights a clear opportunity, driven by evolving consumer purchasing decisions. A survey from IBM revealed that 57% of consumers are willing to change their purchasing habits to help reduce environmental impact (Haller et al. 2020). Additionally, consumers are willing to pay a 9.7% premium for environmentally friendly products, as shown in PwC’s 2024 Voice of the Consumer survey. This data validates our decision to adopt a differentiation focus strategy: concentrating on our unique brand identity, which emphasises reducing waste through the use of repurposed coffee grounds, enhancing consumer education, and building an online community, all while providing an effective skincare solution.

This strategy enables Revive Grounds to target a niche market of environmentally conscious consumers willing to pay a premium for sustainable, luxury products. By leveraging this growing demand, we can achieve higher profit margins while addressing competition in the natural cosmetics market. Our unique offerings, coupled with educational content and community building, will help us create strong brand loyalty and differentiate ourselves from competitors in a crowded space.



Competitor Analysis

 BEAN AROUND	 PROS	 COST	 SUSTAINABLE	 CONS
BEAN AROUND	Great Brand Message	€5.95 (80g)	Rating: 7	Lack of Usage Instructions
FRANK BODY	Variety of Products	€15.45 (200g)	Rating: 4	Doesn't Reduce Waste (No Repurposed Coffee Grounds)
REVIVE GROUNDS	Full Product Instructions and 100% Sustainable	€15.99 (200g)	Rating: 9	Limited Products Available

How do we stand out from our competitors?

Our competitors may use repurposed coffee grounds for skin-care solutions, but they lack a direct emphasis on collecting the used coffee grounds to reduce the waste in landfills and contribute to a circular economy. From our primary research, we discovered that over around 90% of respondents value brand trust, and we can provide our customers with a full insight into our sustainable business practices for making our product.



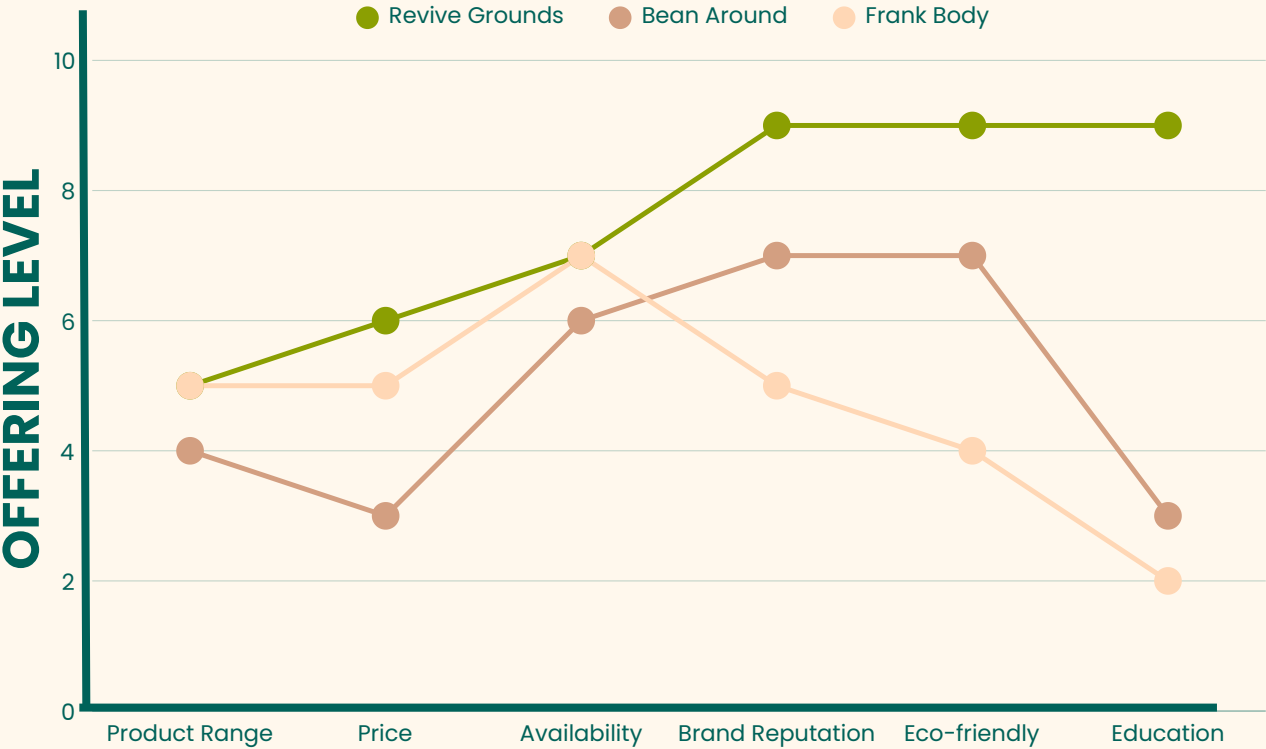
We are putting a focus on educating consumers about the exfoliation process and sustainable skincare, something that none of our competitors are doing. A survey conducted on Gen Zs and Millennials revealed that 73% of them value brands that engage meaningfully with educational content and interactive platforms (Statistica, 2023). One of our competitors, Bean Around, gives no information on how often to use the product. Research shows exfoliation should only be done at most twice weekly; otherwise, it can be detrimental to skin. We will provide education on this.



Our skin scrub stands out from competitors by focusing exclusively on 100% organic and natural ingredients, steering clear of synthetic chemicals and unnecessary additives. Unlike many alternatives on the market, our formula is designed to nurture the skin while respecting the environment. Featuring sustainably sourced elements such as cold-pressed virgin coconut oil for hydration and antioxidant-rich vanilla and hazelnut oils for protection, our scrub offers a unique combination of skin benefits.



Strategy Canvas

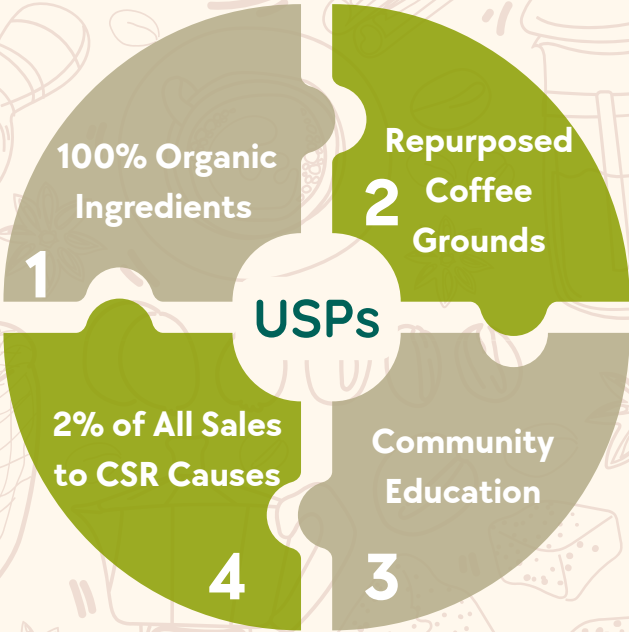


Competitive Advantage

Our thorough market analysis shows a clear growing demand for eco-conscious skincare solutions like **Revive Grounds**. While we acknowledge the presence of competitors in the natural cosmetic space, we have spotted a gap in the market for a product that merges **sustainability, community education, and indulgent self-care**.

Every aspect of Revive Grounds has been heavily influenced by our primary data collection to ensure we meet this market gap to the greatest effect possible. Our findings directly informed our product design, how we will approach our educational online community, and how we will build our brand in order to stand out and remain competitive. We plan to continue engaging in primary data collection from our customers on a continual basis so we can continue to evolve our product and service to meet their every need.

Our **Unique Selling Points (USPs)** provide us with a clear competitive advantage



Key Survey Statistics

- Around 90% of respondents value brand trust
- Roughly 70% of respondents lack scientific knowledge behind the exfoliation process
- Over 80% of respondents value a sustainably produced product

Target Market Segmentation

Our target customers typically live in urban or suburban areas like Dublin, Cork, or Galway, where vibrant coffee cultures thrive. They often visit local coffee shops and actively practice sustainability, whether it's recycling, cutting down on plastic use, or choosing natural and organic products from health food stores or online retailers. Many are students, young professionals, or entrepreneurs who seamlessly incorporate eco-friendly habits into their daily lives, from carrying reusable coffee cups to opting for skincare products that align with their values.



Social media plays a huge role in their lives, especially platforms like Instagram and TikTok. They follow influencers and brands that focus on natural beauty, self-care, and sustainability. Their buying choices are influenced by visually appealing packaging, positive reviews, and endorsements from trusted figures, showing a preference for authenticity and innovation. This audience also places a strong emphasis on self-care. They are drawn to beauty products that don't just work but offer a sense of indulgence. Products that promise smoother, refreshed skin, paired with the luxury of natural scents and textures, resonate deeply with them.

What convinces them to buy?	Why don't they buy?	Are they Price Sensitive?
<ul style="list-style-type: none">• The product's zero-waste strategy and coffee ground upcycling are two environmental advantages that encourage them to purchase.• The products they choose are also influenced by positive reviews, attractive packaging, and alignment with popular trends, such as the usage of natural ingredients.	<ul style="list-style-type: none">• Many consumers are unaware of the environmental impact of traditional scrubs or do not fully understand the benefits of upcycled coffee grounds on the environment or skin.• In comparison to popular brands, some people could view eco-friendly products as more costly or less efficient	<ul style="list-style-type: none">• Price-sensitive; however, they are willing to spend more for goods that meet their sustainability values and prove to be of excellent quality.• Products that integrate eco-friendly practices, effectiveness, and a sense of luxury are highly favoured by them.

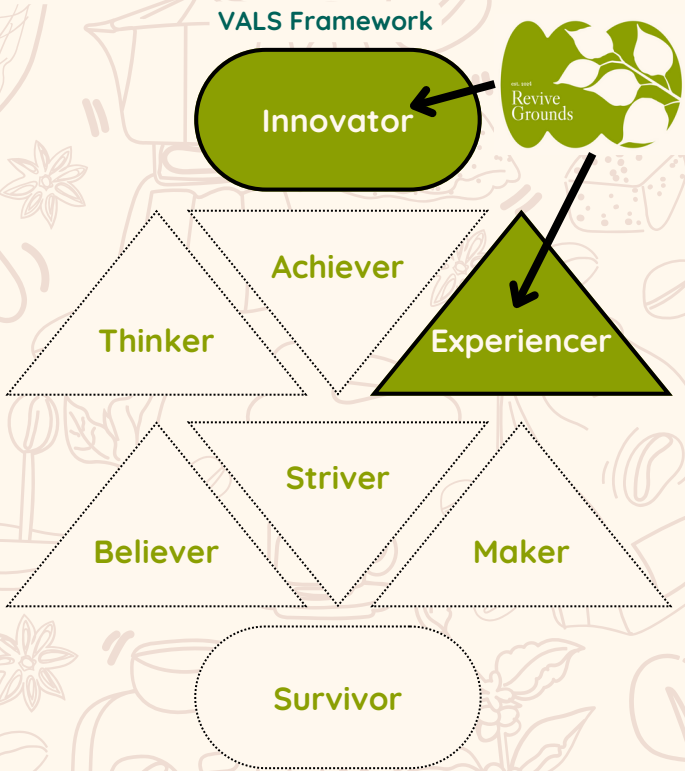
Customer Profile Ranking



Marketing / Sales Strategy

Target Audience

To develop our marketing strategy, we conducted a VALS survey among well-educated women aged 18–35 to understand their values and behaviours. We identified our target audience as a mix of **experiencers**: trend-sensitive, expressive young buyers and **innovators**: resourceful, impact-driven leaders who value quality and innovation (Valentine and Powers, 2013). Revive Grounds aligns with such consumers lifestyle by combining sustainability with indulgent self-care. By blending eco-conscious practices, luxury skincare, and socially shareable experiences, we meet such consumers desire for self-expression and positive change, positioning our brand at the intersection of beauty and environmental responsibility.



Marketing Strategy



1 Social Media

(All Year) - TikTok will be utilised to boost brand awareness and drive product trials through organic short-form videos, challenges, and influencer collaborations. On Instagram, our approach will be more informative, focusing on product application and benefits to build credibility and reach a wider audience.

2 Influencers

(Quarterly) - Revive Grounds will build relationships with eco-conscious micro-influencers to boost brand recognition and sales, focusing on value-aligned partnerships. We will offer products in exchange for honest reviews, reinforcing our brand’s sustainability and authenticity.

3 Online Community

(All Year) - We will launch an educational online community rooted in our brand’s values of health, wellness, and community. Such community will provide in-depth content on ingredients, FAQs, and user guides.

4 Cause Marketing

(All Year) - Revive Roots our cause marketing initiative links self-care with sustainability by donating 2% of every purchase to reforestation efforts. Such initiative aligns with our customers’ eco-conscious values and builds brand trust.

5 Run Clubs

(Quarterly) - To strengthen brand visibility and connect with health-conscious consumers, Revive Grounds will partner with local run clubs. This experiential marketing strategy fosters emotional connections and trust, helping build long term loyalty.

Pricing Strategy

Our Competitors

Frank & Body



€12.00

- ✗ Lacks natural ingredients, no usage of repurposed coffee grounds



€4.95

- ✗ Consumer knowledge gap, product includes a bar soap with repurposed coffee grounds



Bean Around

Revive Grounds

- ✓ Repurposed coffee grounds
- ✓ Organic Ingredients
- ✓ Educational Community



- Revive Grounds sets itself apart from competitors by offering a 100% organic skincare scrub crafted from repurposed coffee grounds, a truly distinctive product in the current market.
- With no direct competitors delivering this unique blend of sustainability and skincare, Revive Grounds occupies a niche position, justifying a premium price point of €15.99.

€15.99

Our Premium Price Point

Our pricing strategy positions our scrub at RRP **€15.99** and trade price of **€7.80** excluding VAT, placing our product firmly within the luxury skincare market while remaining accessible to conscious consumers.

This premium pricing reflects the superior quality and sustainable nature of our product, which is made entirely from 100% organic, natural ingredients, free from chemicals and artificial additives. Ingredients such as cold-pressed virgin coconut oil, antioxidant-rich vanilla, and hazelnut oils not only nurture the skin but also support an environmentally responsible skincare routine.

Our survey of Gen Z and Millennial consumers revealed that 70% are willing to pay a premium for ethically sourced and sustainably produced products, while 73% value educational content from brands. To meet this demand, we will provide clear guidance on proper exfoliation practices, something our competitors neglect, helping to build brand trust and credibility.

COSMOS Standard: Quality Assurance Mark

Revive Grounds is formulated to comply with the COSMOS Organic and Natural Cosmetic Certification standards. This standard is regarded as one of the leading certifications for organic and natural cosmetics worldwide, guaranteeing our product is produced in accordance with high standards for environmental sustainability and safety ('COSMOS Standard', no date). Such certification will enhance our dedication to transparency, sustainability and the integrity of our offerings. The utilisation of such certification will meet increased consumer demand for reliable and certified skincare products, cultivating a deeper level of trust with our target audience. To comply with such standard, all areas within our production process such as, sourcing, product composition, manufacturing, environmental management, marketing and communication will be verified for compliance.



Sales Strategy



Our Website:
Direct-to-Consumer

Chanel: www.ReviveGrounds.ie
Methods: E-commerce



Advantages:

- Full control over pricing, branding and experience
- Allows for direct communication enhancing the chance to build brand loyalty
- Lower operational costs after website development

Logistics:

- Fulfilment handled in-house
- Efficient for small orders and scalable with growth.

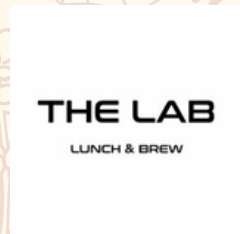
Market Reach:

Highly effective in reaching our eco-conscious audience (18-35-year-old women), who prefer convenient, ethical online purchases.



Coffee Retailers:
Wholesale

Chanel: Local Coffee Shops e.g. The Lab
Methods: Wholesale partnerships



Advantages:

- Aligns perfectly with our branding (coffee waste → coffee locations).
- Builds community engagement and local awareness.
- Minimal setup costs using existing infrastructure of partners.

Logistics:

- Supply and restocking logistics.
- Moderate control over pricing, high control over product presentation through custom display stands and staff education.

Market Reach:

Strong local targeting, reaching health-conscious coffee-goers. Encourages impulse and gift purchases.



Future Retailers:
Direct to Consumer

Target Retailers: Boots & Holland & Barret
Methods: Bulk Purchase & Wholesale



Advantages:

- Mass visibility and accessibility to mainstream consumers.
- Credibility boost by being listed alongside trusted skincare brands.
- Opportunities for in-store promotions or sustainable product shelves.

Logistics:

- Lower control over pricing and customer engagement.
- Product placement and messaging can be negotiated with aligned retailers.

Market Reach:

Excellent for expansion phase as taps into a wider demographic while reinforcing legitimacy.

Income Sources

Category	Ireland	Europe
Products	Primary revenue source. OTC sales through partnered cafés (e.g. Joli Café, The Lab) and online DTC sales via our website.	Expansion into retailers and health stores across Europe. E-commerce focus initially, followed by local coffee shop partnerships.
Services	Community and social events (education on sustainable skincare & exfoliation).	Sustainable skincare workshops via our website for international viewership
Upgrades	Future skincare product line expansion: coffee ground-based under-eye masks, facial scrubs & wipes.	Same product rollout strategy across select EU markets. Seasonal bundles and limited editions.

Customer Retention

At Revive Grounds, our retention strategy is built on empathy, trust, and aligned values. We know our target demographic; young women aged 18–35, are seeking more than just skincare. They want effective, clean, and eco-conscious solutions that genuinely improve their skin health while reflecting their lifestyle.

Our Retention Strategy

Loyalty Program

Rewards our community with points for every purchase, redeemable for discounts or free products

Personalised Follow-Ups

Via email and live Q&A's, Webinars and videos on our website

Feedback Loops

Every review and suggestion will be taken on board by our dedicated team to improve our product offerings, ensuring we remain effective while building foundational consumer trust.

Our Community

Encouraging user generated content and real customer stories across platforms like Instagram and TikTok, encouraging positive consumer testimonials

Building Emotional Connection

Showing that healthy radiant skin = confidence and that our product is there to aid consumers in feeling confident while aligning with their eco-friendly values.

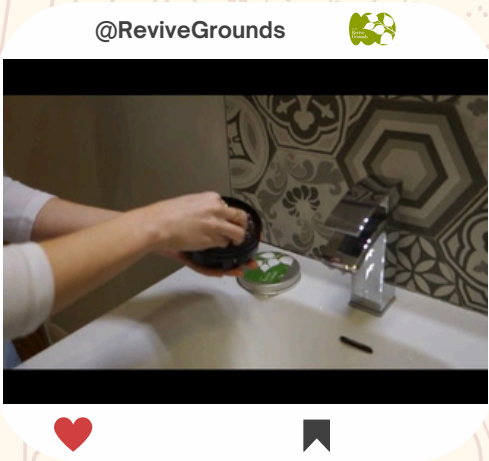


Advertising & Promotion

Social Media Strategy

Many companies leverage TikTok for marketing, and we plan to follow this trend by creating organic short-form videos, challenges, user-generated content, and influencer collaborations to boost brand awareness and encourage product trials. Research shows a strong correlation between TikTok activity and sales growth (Julianti et al., 2023), and by engaging with trending content, we aim to make our brand more personable, driving engagement, and attracting customers to our online community. This aligns with our goal of educating consumers on proper exfoliation, bridging the knowledge gap, and increasing their willingness to pay for organic products (Drăgan and Petrescu, 2013).

We will also post these short-form videos and content on our Instagram page to gain more followers and generate brand credibility, creating a legitimate business image to persuade viewers to purchase our product (De Veirman, Cauberghe and Hudders, 2017). However, we plan to take a more informative approach when appealing to Instagram users, highlighting the benefits of our skincare scrub through showcasing product application, as these platform users must be shown why they need to product through key insights (Hida and Dewi, 2021). By sharing informative content on Instagram, we can also appeal to a larger audience, due to its ease of transferring information across to Whatsapp.



Influencer Marketing



Building influencer relationships on social media will be utilised to increase sales and brand recognition for Revive Grounds. The proposed campaign will highlight the sustainability and self-care advantages of our product. Influencer marketing may greatly affect the decisions of consumers and is characterised as a type of earned media, public exposure through word-of-mouth, customer assessment, social media mentions, or media attention (Han, 2024). A brand with comparable values, such as Lush Limited, fulfils similar influencer partnerships that we desire. Lush’s ethical beauty influencer push, focused heavily on micro-influencers for authentic engagement (Abbas, no date), reported a significant boost in sales and user engagement over the course of the campaign.

Focusing on influencers who align with our values is vital for the success of our campaign, specifically micro influencers (15k- 130k followers) with a local following, to gain their highly engaged audiences. It is imperative for our brand to advocate for influencer choice, as a sustainable brand we do not intend to advertise by paying influencers to use our product, but provide our product to influencers and request an honest review at their discretion, aligning our brand with authenticity for the user. Hence, our initiative will be initially targeted toward eco-conscious beauty & lifestyle influencers, namely Fionnula Moran & Keelin Moncrieff.



Measurable Impact Across 2026 & 2027



- **Increased Brand Awareness:** 5M+ impressions across platforms
- **Drive Sales:** 15% conversion rate from influencer links
- **Boost Engagement:** 50K+ Likes, shares and comments, click through rate of 1.5%
- **Community Growth:** 20K+ new followers on brand social accounts



Online Educational Community

A clear consumer knowledge gap exists in relation to the effectiveness of organic and conventional skincare products, with consumers believing there are no additional health benefits in utilising natural ingredients, justifying their unwillingness to pay a higher price for organic products (Drăgan and Petrescu, 2013). To address this discrepancy potentially limiting the sales growth of our luxurious priced organic scrub, we will combine our brand’s core values of community along with health and wellness, implementing an educational online community targeting our socially engaged experiencers.

Revive Grounds

AboutEventsBlogVisitLogin

Join The Community

Revive Grounds Community

We are an organic skincare community, working together to save our environment and educate our society, while rejuvenating our looks!

Join the Community →

Following a similar approach to ‘The O. Blog’ model (The Ordinary, no date), we will offer detailed ingredient-focused content breaking down the benefits of each element, with extensive FAQ and guide sections educating our consumers on optimal application methods for various skin types. The online community will operate through an extension on the Revive Grounds website, initially kickstarted by educational posts and behind-the-scenes content, followed by user-generated product application content and stories regulated by our team, before finally fostering two-way communication through live Q&A, polls, surveys and webinars.

Measurable Impact Across 2026 & 2027



Increased User Engagement:

2026	2027
5-10 user content posts monthly	10-15 user content posts monthly



Online Community Growth:

2026	2027
10-20% monthly follower increase	30-50% annual follower increase

Cause Marketing: "Revive Roots"

Revive Roots is our social and environmental impact initiative, distributing 2% of all sales to two carefully chosen causes that directly align with our values. Firstly, in accordance with the 2% for the Planet approach, Revive Grounds intends to provide Eden Reforestation Projects 2% of its overall sales. By 2027, 2,500 trees are to be planted, which should absorb about 8,750 kg of CO₂. Up to 25 kg of CO₂ could be stored annually by these trees as they grow (EcoTree, no date). Global leaders like Patagonia, which has raised over \$140 million through its 1% for the Planet campaign and helped to generate over \$1 billion in sales annually, have adopted a similar approach (Patagonia, no date). Secondly, supporting vulnerable women who may reside in our target market age bracket of 18 to 35, 1% of all profits will be donated to Women's Aid, an organisation advocating for the safety of women impacted by domestic abuse. Revive Grounds is determined to contribute to the sustainable future of our world, while fostering a socially conscious consumer culture that empowers individuals to support ethical causes.

Why does this resonate with our customer?



- **Eco-Conscious Values:** They will appreciate their contribution's transparent, long-term impact.
- **Brand Trust:** Our primary data surveys indicated that over 90% of our target demographic values brand trust. They will appreciate our additional philanthropic efforts, which combine environmental activism and ethical practices to make a meaningful impact on the world.
- **Legacy:** Customers see their purchase as part of a larger, lasting environmental legacy.

Measurable Impact Across 2026 & 2027



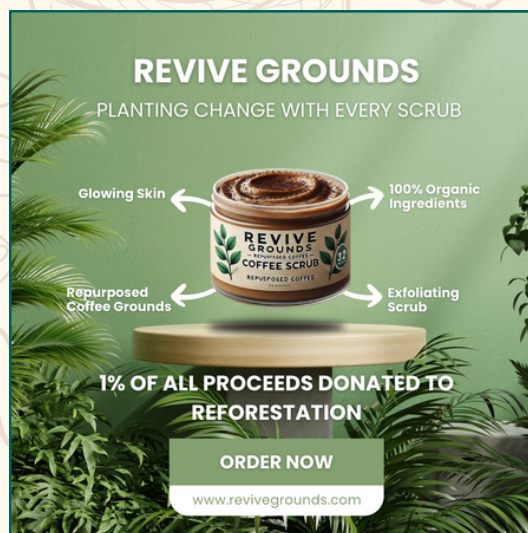
- **2% of All Sales:** donated to Eden Reforestation Projects (Eden, 2025)



- **Environmental Impact:** Aim for 2,500 trees planted by 2027, absorbing approximately 8,750kg of CO₂ by the end of the year. As the trees grow older, their increased density means further absorption of CO₂ to about 25kg annually per tree (EcoTree, no date).



- **Social Impact:** Create a socially conscious consumer culture that supports ethical causes through everyday purchases

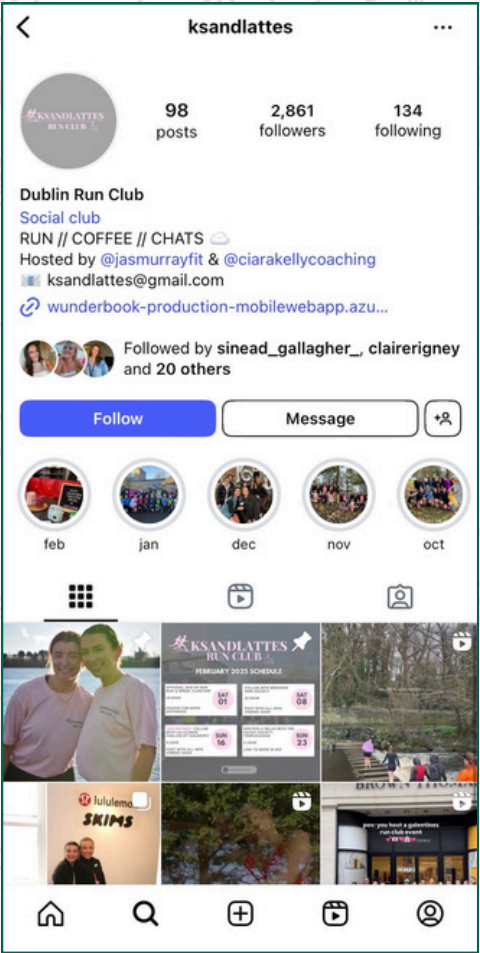


Run Clubs and Community Engagement

Aligned with our core values of health, community, and well-being, we plan to collaborate with local run clubs to build authentic connections with active, health-conscious consumers. After establishing our brand, and social media presence, this initiative will commence in 2027, with an aim to strengthen our brand visibility and consumer engagement.

A partnership will be formed with “KsandLattes Run Club”, a community that blends coffee culture with running, perfectly aligned with our target audience. Participants will receive product samples upon following our Instagram, allowing them to engage with our brand and learn about the sustainability behind Revive Grounds.

Experiential marketing, which encourages brand interaction, has been shown to build emotional connections and boost customer retention (Schmitt, 1999). Through community-driven events, we aim to establish trust and create lasting brand associations. Once credibility has been established, we plan to expand our efforts by partnering with additional run clubs, broadening our reach and strengthening community ties.



KSANDLATTES RUN CLUB
FEBRUARY 2025 SCHEDULE

Date	Time	Event Details
SAT 01	10:00AM	OPTIONAL 3KM OR 5KM RUN @ BREW, CLONTARF PACERS FOR BOTH DISTANCES
SAT 08	10:00AM	COLLAB WITH WEEKEND HIKE SOCIETY POST WITH ALL INFO COMING SOON
SUN 16	9:15AM	"GALENTINES" COLLAB WITH LULULEMON FUELLED BY OAKBERRY POST WITH ALL INFO COMING SOON
SUN 23	9:15AM	5KM RUN & RELAX WITH THE SAUNA SOCIETY, TEMPLEAOGUE LINK TO BOOK IN BIO

ksandlattes • Follow
Dublin, Ireland

ksandlattes February run club schedule is here ❤️❤️

We will be kicking off the month, meeting this SATURDAY the 1st @brewcoffeedublin Clontarf at 10am, there will be an option to run either 3km or 5km with a pacer for each run (both runs will be an easy pace). We have decided to add a shorter distance for the 1st run of each month to welcome new members ✨

This is the perfect opportunity to get you started if you are a complete beginner hoping to pick up running in 2025 🏃 I promise you will not regret it!!

We have some exciting collabs for the rest of the month with @weekendhikesociety, @lululemon Brown Thomas &

Measurable Impact Across 2026 & 2027



Increase Customer Base: 15% Conversion rate from run club attendees to customers



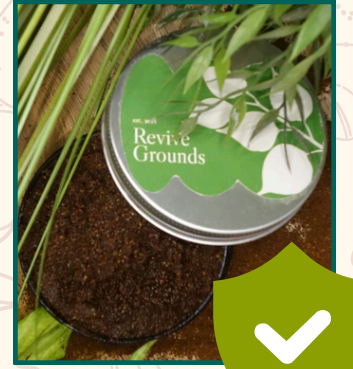
Boost Engagement: 20% Increase in social media engagement

Follower Growth: 500+ new Instagram followers directly linked to run club events

Research & Development

Patents, Copyrights and Brands

To protect the Revive Grounds identity, trademarks for our brand name, logo, slogan and packaging design will be utilised to ensure our identity is differentiated within the cosmetic marketplace. Such trademark is considered a composite mark and will be obtained by registering under Class 3 (Cosmetics and Cleaning products) with the Intellectual Property Office of Ireland. Registration costs are included in our financial projections and will provide Revive Grounds with protection for 10 years until renewability is necessary. For future expansion registration at the EUIPO to acquire a European Union Trademark will be necessary.



The Development of Revive Grounds

The creation of Revive Grounds was driven by extensive research into the science of exfoliation and how it affects different skin types. As skin ages due to internal and external factors, effective exfoliation becomes essential for maintaining skin health, tone, and clarity. Scientific studies confirm that “skin exfoliation improves the quality and tone of the skin by assisting in the removal of dead skin cells from the structure”, making it beneficial for aged, acne-prone, hyperpigmented, dehydrated, and photodamaged skin (Packianathan and Kandasamy, 2011).

Mechanical exfoliation was chosen within our product, as it allows users to control the intensity of the process, making it adaptable across a range of skin types. However, safety and proper application are just as important as the ingredients themselves. Hence, Revive Grounds was developed to be used in gentle circular motions, for brief periods, followed by rinsing and moisturising. This method helps avoid irritation while ensuring effective results.

Our formulation is backed by research, recommending usage of 2–3 times per week, depending on the individual’s skin type. We emphasise that mechanical exfoliation may not be suitable for dry, sensitive, or highly acneic skin, and users with darker skin tones should apply gently to prevent hyperpigmentation. We recommend our product is most appropriate for **oily skin types** (shiny with repeated breakouts) and **normal skin types** (hydrated skin, not too oily or dry) and be applied to the body from the neck down. Clear application instructions will help protect our customers and build trust in our brand. To further understand the scientific effects of exfoliation on skin types, which was considered in the development of Revive Grounds, refer to appendix Fig: 2.

Application Process for Revive Grounds



Step 1:

Gently apply Revive Grounds in circular motions for 30 seconds at a time, to remove the top layer of the skin efficiently.



Step 2:

Rinse off with lukewarm water and follow by a chosen moisturiser to complete the process.



Repeat:

This process should only be repeated 2/3 times a week and depends on the customer’s skin type.

Licensing & Compliance

Our product will need to obtain a cosmetic licence as posed under the EU cosmetic product regulation No. 1223/2009 guidelines and highlights the need for the following requirements.

Refer to appendix Fig: 3 to review each guideline of the EU regulation No. 1223/2009 (EU Monitor, 2009).

A. Safety of products & Safety assessment:

In response to guideline A: Our company Revive Grounds (business that has a product manufactured and sells it under the name or trademark) will act as the authorised representative to oversee the role as responsible person and to coordinate with authorities in the event of recall. We will acquire a qualified cosmetic safety assessor to evaluate the toxicological profiles of our ingredients. Many services produce CPSR testing within Ireland e.g. Cosmetic Testing Lab, Dermatest (Costing approximately €150 for 1-9 ingredients).

B. All cosmetic products must have clear labelling:

In response to guideline B: Our company will ensure through all stages of the manufacturing and marketing process that our product is compliant with labelling requirements.

C. Cosmetic Ingredient Safety:

In response to guideline C: Our product does not contain any of the prohibited substances as listed under both Annex II and Annex III within our ingredient list.

D. Claims on cosmetic products:

In response to guideline D: Our company will never make a misleading claim about our product without first obtaining substantial evidence. We plan on marketing our products to work within this guideline by illustrating our products benefits without directly claiming it can cure, treat, or prevent diseases.

E. Animal Testing and Alternatives:

In response to guideline E: Our company will never undergo animal testing during the assessment of our product but instead use Human Volunteer Studies. This will allow the assessment of skin irritation, sensitization, or other dermatological effects.

F. Free Movement of Cosmetic Products:

In response to guideline F: Our company will ensure our product legally placed on the Irish Market can be sold across the entire EU if required by following all steps within guideline procedures.

Under this regulation before placing a cosmetic product on the Irish market, we will ensure our responsible party notifies the Cosmetic Product Notification Portal (CPNP), a centralised EU database, of our cosmetic product before releasing it on the EU market. Important information regarding the product, including its contents, safety evaluation, and accountable party, will be included in the CPNP notification.

Technical Partners & Operational Structure for R&D

To ensure compliance with EU Regulation and innovation we have acquired the following personnel and operational structure to complete R&D.



Toxicologist:

To assess our product for the CPSR Report (outsourced at development stage)



Regulatory Consultant:

For EU Regulation guidance (outsourced at development stage)



GMP Training:

To maintain hygiene standards (gained by all founders prior to development)



R&D Team

Product innovation, formula development provided by the current founders



Marketing & Design Team

Sustainable packaging, branding, and trademarks, led by our CMO



Operations Lead

Overseeing product life cycle and sourcing, led by our COO



Sales & Strategy Lead

Expansion into EU and new customer segments, led by our CTO

Personnel not required for the development of Revive Grounds



At Revive Grounds, we are highly conscious of the boundaries between cosmetic and medicinal products. As such, we will not require a **pharmacologist** at any stage of our development process. Pharmacologists specialise in drug development, efficacy testing, and medical claims, areas that fall outside the scope of our brand.

We do not and will not make medicinal claims (e.g. “anti-inflammatory”) about our products. Revive Grounds is strictly developed as a cosmetic product under EU Regulation (EC) No 1223/2009, with emphasis on cleansing, exfoliating, and improving the appearance of skin, not treating or preventing medical conditions.

This will ensure regulatory clarity by remaining within the cosmetic industry.

Areas of Future Development

At Revive Grounds, we are dedicated to expanding our current product offerings further, to enhance our customer base and increase our revenue streams. R&D will be utilised for packaging innovation to enhance our current recyclable packaging to biodegradable and compostible alternatives aligning further with our customers values. Further development will occur within ingredient enhancement exploring organic ingredients to enhance our formula e.g. active charcoal and creating formulas for broader skin types e.g. sensitive skin formulas. Lastly, development will occur within product line expansion to remain competitive in the market. New product ideas include; repurposed coffee make-up wipes, face scrubs and under eye masks.



**Innovative
Packaging**



**Ingredient
Enhancement**



**Product Line
Expansion**

Product Line Expansion

Following the successful launch of our sustainable skincare scrub, Revive Grounds is poised to diversify into the broader cosmetic skincare market, beginning with the development of biodegradable coffee-infused makeup remover wipes. This innovative product represents a natural progression for our brand, harnessing the same coffee ground collection and filtration system already in place, with differentiation occurring at the production stage. Here, a liquid-based skincare solution derived from repurposed coffee grounds will be infused into biodegradable, skin-safe wipes.

While one early-stage competitor, Jean Pierre Cosmetics, has introduced a coffee-based wipe, our solution is distinctive through its deep commitment to sustainability. Unlike conventional options, our wipes will be:

- Biodegradable: designed to break down naturally in landfills.
- Packaged using fully recyclable materials, tackling plastic pollution.
- Created from repurposed coffee waste, reinforcing our circular production model.



This new offering is backed by our foundational R&D philosophy: a commitment to continuous innovation rooted in skincare science and sustainable practices.

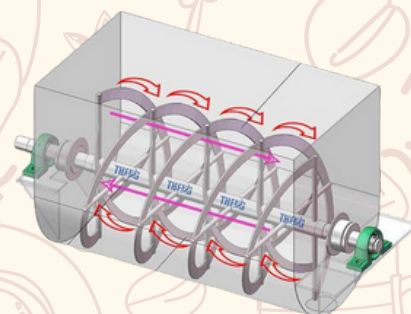
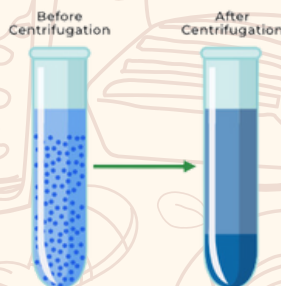
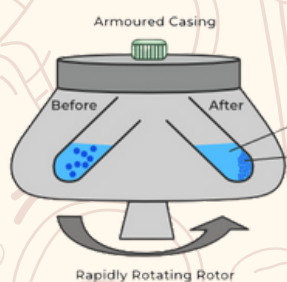
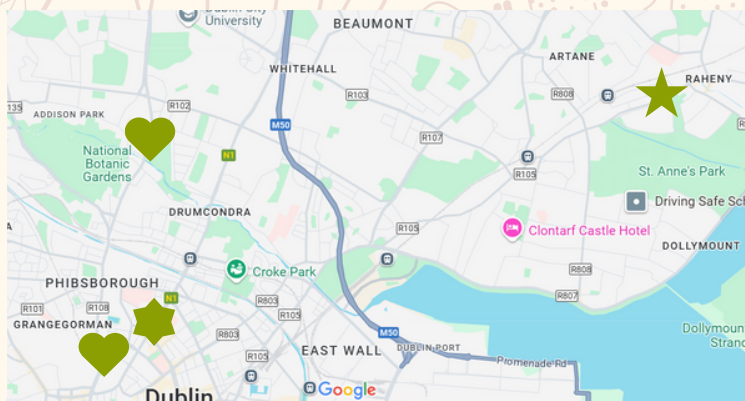
Staffing & Operations

Process Map

Collection: To utilise coffee ground waste, we created a collection system dedicated to efficiency and cost minimisation. We have already established three collection locations based in the North Dublin area (Joli, The Lab and both BUA cafés). Our weekly collection service, strictly collecting organic coffee grounds and operated free of charge by ourselves, will gather 25kg of coffee grounds per location to return to our personal operation space.

Filtration: Thorough filtration of the coffee ground waste is crucial, as the presence of unnatural materials can contaminate the grounds, potentially causing harm to the skin. We will mass filter the grounds by initially utilising a sieving process to remove any potential debris, before using a high-speed industrial centrifuge, spinning the coffee grounds and water combination at high speed, allowing the collection of pure refined coffee grounds. This process will require large centrifuge tubes to withhold the material throughout the process, and balancing weights to maintain stability of the machinery. Effectively drying the coffee grounds is essential to prevent mould and the growth of bacteria. We will mass dry the grounds on large drying trays, accelerating the process with fans to force dry the material.

♥ Bua Cafes ★ Joli Cafe ★ The Lab



Curation: We will industrially mix the coffee grounds in a ribbon blender, adding essential oils, coconut oils and demerara sugar to create our scrub. Industrially mixing our product will remove any material clusters creating a smooth applicant for the skin. Our scrub will be packaged in air-sealed recyclable plastic containers, produced and delivered to distributors, to preserve the shelf-life of the mix as it contains all natural ingredients.

Exfoliation- As agreed in our contract with our coffee ground collection locations, we will deliver our final product to their cafés to be sold over the counter, allowing them to promote the sustainable initiative they are a part of. We will also distribute online through our website, adding additional delivery fees onto the price to cover the cost.

Scalability: We created our initial venture to operate at a local scale, ensuring minimal costs to allow for personal financing to launch our business. We plan to carry out the collection and distribution service in personal vehicles, while operating production and packaging from our own personal space. However, with the importance of scalability in mind, we designed our process map to easily facilitate expansion in line with future investment. Our three-year projection of the company would transform our process map to include business vehicles with hired employees completing collection services from mass coffee ground waste producers such as hospitals, and a rented base of operations mass filtering and producing our product with upscaled industrial machinery

Suppliers

Ingredients

All ingredients for current and planned product lines will be sourced from Naturally Thinking, an ingredient wholesaler specialising in organic produce. The provided ingredients are therefore pre-approved for cosmetic use under EU regulation, avoiding the need for costly lab testing procedures.



Coffee Grounds

Local partnerships with Bua, Joli and The Lab cafés will provide the supply of repurposed coffee grounds necessary for production. A weekly collection service will ensure sufficient by product for operations, while building community engagement benefitting the brand image.



Packaging

Carabay Packaging company will provide air-tight 200g containers, leveraging the productive capacity necessary to meet our predicted scaling demands. VistaPrint will supply custom labelling with ingredients, usage instructions and patch testing advice for our skin scrub.



Operational Software

Magento will serve as a digital storefront for Revive Grounds, facilitating online transactions while hosting our online community of educational content. Sage will underpin all financial transactions of the business providing inventory management, sales tracking and expense monitoring.



Lab Testing and Quality Assurance



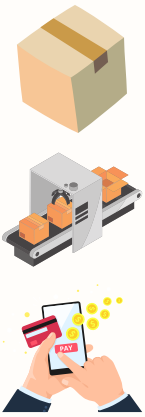
Recycling used coffee grounds and combining all natural ingredients requires stringent safety standards. Despite our specifically designed production process that ensures consistent quality, ongoing product testing is still necessary. Frequent microbiological testing will occur to verify the skin scrub is free from harmful bacterial, with regular stability testing to confirm our product remains effective throughout its shelf-life. In addition, internal quality controls will be implemented throughout production, particularly batch coding and record-keeping for traceability.

Product Returns


On the rare occasion that a product bypasses our rigid quality assurance measures, Revive Grounds offers a product return policy in line with cosmetic industry standards. Returns are accepted under the conditions of a defective, incorrect or damaged product being provided, considering the product has not been opened or used and the issue has been reported within 14 days of provision. Once approved, return labels and instructions will be delivered to the consumer with a full product refund. As the natural scrubs cannot be repaired or resold, they will be repurposed as an organic fertiliser through our partnership with Cornstown House, a family-run farm providing education on organic fertilisation methods. Our returns process ensures effective recycling of waste product, aligning with the sustainable and educational values at the heart of Revive Grounds.



Operational Requirements

Initial Operations			
Communication	Infrastructure	Equipment	
 <ul style="list-style-type: none">• Payment Processing• e-Commerce site• Sage accounting system	<ul style="list-style-type: none">• Personal production space• Personal collection vehicles• Walk-in fridge• Designated work zones• Storage racks• Waste disposal setup• Ventilation• Flooring	<ul style="list-style-type: none">• Industrial sieve• Centrifuge machine• Ribbon mixer• Drying trays• Air purifier• Label printer• Package sealing equipment• Work bench• Sterilisation equipment	



Scaled Operations	
	<ul style="list-style-type: none">• Dedicated production facility• Expanded storage facilities• Company vehicle• Packaging capacity expansion• Industrial-grade dehydrator• High-capacity centrifuge• Industrial mixing tank• Semi-automated filling machine• Inventory management system• Customer relationship management tool• Dedicated team communication channels• HR & payroll system

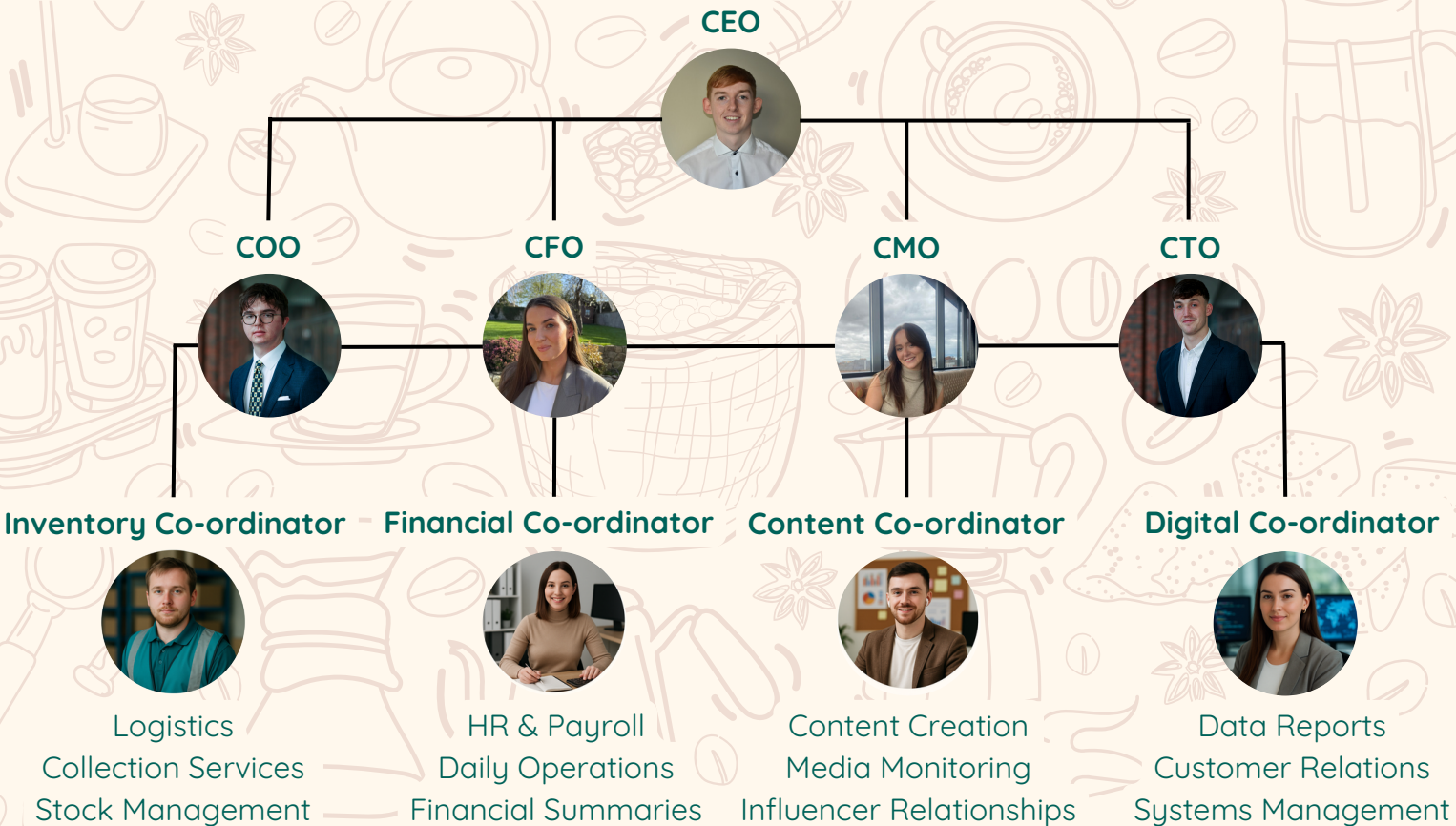
Relevant Skill Gaps & Corresponding Training

	Conor	Georgie	Eabha	Rory	David
Leadership	5	4	4	4	4
Critical thinking	4	3	3	3	4
Decision making	4	2	2	2	3
Cost Management	2	4	5	4	2
Communication	5	2	4	4	3
Teamwork	5	4	4	3	4
Legal & Regulatory Knowledge	3	4	3	2	2
Environmental Awareness	4	5	4	4	4
Creativity	3	3	2	4	5
Presentation Skills	3	2	2	5	4
Analytical Skills	4	2	1	5	5
Research Skills	4	5	5	4	5
Cosmetic Knowledge	1	5	5	2	1

At Revive Grounds, we are committed to investing in management and employee development, with plans to acquire the skills and certifications needed to effectively scale our business. We addressed prevailing skill gaps in cosmetic knowledge and regulatory frameworks through external consulting with industry professionals and intense market research during the product creation stage, to ensure our skin scrub is equally effective as it is compliant with necessary regulation. Internally, executives will collaborate to enhance individual areas of weakness, such as analytical and cost-management skills, by leveraging personal expertise to educate team members. To further strengthen operational efficiency, production staff will be required to complete Good Manufacturing Practice (GMP) Hygiene & Safety Standards training, complemented by an accredited course in cosmetic safety. Finally, future staff will be provided with tailored onboarding training in relevant areas, such as inventory management systems and customer relationship management platforms.

- 5. Excellent
- 4. Good
- 3. Average
- 2. Weak
- 1. Very Weak

Organisational Chart with Future Staffing



Financial Projections

Source of Income

Offering a unique skincare scrub, our main source of income will be generated through the sales of our product. We will not be offering credit or invoiced terms, instead, all transactions will be completed via immediate payment at the point of sale, whether through our online store, where customers can pay securely by card, or in person through partner cafés offering over-the-counter purchases. However, to kickstart operations, a bank loan of €50,000 will be borrowed from AIB in Year 1, with a cost of credit of €12,378.41 to be repaid across 5 years in annual payments. In addition, each founder has agreed to contribute €5,000 in personal finances to supplement the bank loan for our starting capital. The total starting capital is therefore €75,000, consisting of the bank loan of €50,000 alongside €25,000 in owner equity.

Employees

At Revive Grounds, our team is aware of the sacrifices necessary to start our business. Therefore, the founders plan to work part-time, while only receiving payment for one day a week. This decision has been agreed upon by all team members, as securing the longevity of our company is the top priority. Subsequently, each founder will be paid an annual salary of €3,600, with all profits being reinvested into the operations of our business in the aim of expansion. In our second year, as the reinvested profits begin to pay dividends in operational expansion and brand growth, team members will receive an increased salary of €20,400. Reflecting the ongoing nature of our founders prioritising the growth of the company, the sacrifice of full wages for profit reinvestment will occur again. In Year 3, upon achieved market share expansion, additional employees will be hired to facilitate the consistent growth of the business, with all team members receiving an annual salary of €30,000.



Investment on Equipment



Operating through Magento, website set up costs will be €5,000 in Year 1, with monthly maintenance outsourced at a cost of €475. In line with industry standards, health and safety is a top priority, necessary equipment such as PPE gear will be purchased on a monthly basis, supplemented by annual purchasing of sterile coats in January. Health and safety equipment costs will scale as operations expand, increasing to €900.38 in Year 2, followed by €1,800.76 in Year 3. Large-scale investment in fixed assets will be necessary to set up our operational space, with investment in machinery crucial to facilitate the production of our product. Such fixed asset purchases will include air purifiers, flooring, ventilation systems and a walk-in-fridge, leading to a total of €10,026.33. Complementary machinery investment will cost €13,811.01, consisting of three ribbon blenders, two centrifuge machines, six work benches and sterilisation equipment.

Depreciation Allowed For

Depreciation is applied to all our fixed assets using the straight-line method over a period of ten years. This means the cost of each asset is allocated evenly over its estimated useful life, resulting in an annual depreciation charge that reflects the asset's gradual reduction in value. If any of these fixed assets are sold for an amount exceeding their net book value, the surplus from such a sale will be recognised as a profit on disposal. This gain will be recorded in the profit and loss account during the financial period in which the sale occurs, in accordance with standard accounting practices.



Expected Rates & Returns



Initial operations will occur in a family premise, therefore explaining the low monthly rent of €150. As the running machinery is not energy-intensive and requires a low power source, utilities cost will initially begin at €150 and rise in proportion with forecasted sales, due to the corresponding increasing of production. Rent costs will increase to €1,000 per month during the second year of trading, doubling to €2,000 during Year 3 to fairly compensate landlords as operations expand to meet rising consumer demand. Following Year 3, our projected sales growth will require the relocation of operational processes to a warehouse space, to facilitate the planned operational expansion and further product developments.

Product Cost

The total product cost of our scrub is €2.25, comprised of ingredient, packaging and labelling costs. Ingredient costs consist of €1.62 of coconut oil, €0.37 of essential oils and €0.19 of demerara sugar. Packaging costs stand at €0.04 per container with each label priced at €0.03. The cost of delivering our product to partnership cafés varies per location and is accounted for in the cost of goods sold in the P&L and cashflow. Selling our product at €15.99 therefore generates a healthy profit margin for the business.



Creditor Days Expected & Debtor Days Allowed

We plan to operate our business model without incurring creditor debt, by paying for stock as we order. In terms of debtors, our partnership cafés have agreed to pay for products upon delivery, preventing the occurrence of overdue payments. We will incur a minimal cost of returns due to our robust production process and safety standard checks, nevertheless this has been factored into the cost of goods sold.



Projected R&D

During our first month of operations, we have allocated a budget of €1,750 specifically for the development of our initial product. This amount covers essential activities such as product testing and the acquisition of necessary certifications to ensure that our scrub complies fully with the European Union's cosmetic regulations. These requirements are critical to ensuring the product meets the highest standards of safety, quality, and regulatory compliance before it can be introduced to the market.

Looking ahead, beginning in our second year of operation, we have planned a dedicated annual budget of €12,000 for research and development (R&D) focused on creating new products. This strategic investment aims to reduce our dependency on a single product line by expanding and diversifying our range of offerings. By doing so, we aim to strengthen our market position and appeal to a broader customer base. In our third year, we intend to increase this R&D allocation to €18,000, reflecting our commitment to continuous innovation, product differentiation, and long-term growth.

Other Expenses



Many alternative expenses underpin the operation of our business. Marketing expenses throughout Year 1 will support the implementation of our marketing strategy, with the 2% to charity expense representative of the 'Revive Roots' social and environmental initiative. High product sample costs will slowly deter throughout the year as brand awareness increases. In addition, the trademark and licensing payment of €1,200 will cover all necessary compliance measures and copyright procedures for the brand.

Cashflow

Cash Flow Projections															
Revive Grounds	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Total Year 1	Total Year 2	Total Year 3
Receipts	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Total Sales	4,160.00	4,659.20	5,220.80	5,865.60	6,572.80	7,363.20	8,257.60	9,256.00	10,379.20	11,627.20	13,041.60	14,622.40	101,025.60	299,811.20	625,378.00
Bank Loans	50,000.00												50,000.00		
Equity	25,000.00												25,000.00		
Total Receipts	79,160.00	4,659.20	5,220.80	5,865.60	6,572.80	7,363.20	8,257.60	9,256.00	10,379.20	11,627.20	13,041.60	14,622.40	176,025.60	299,811.20	625,378.00
Payments	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Cost of Goods Sold	1,540.00	1,200.00	1,100.00	1,300.00	1,500.00	1,800.00	1,900.00	2,200.00	2,400.00	2,600.00	2,900.00	3,000.00	23,440.00	67,000.00	135,000.00
Bank	1.67	1.87	2.09	2.34	2.62	2.93	3.28	3.67	4.11	4.60	5.15	5.77	40.10	118.25	297.77
Rent	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	12,000.00	24,000.00
Sage (Accounting)							31.00	31.00	31.00	31.00	31.00	31.00	186.00	372.00	372.00
Wages	600.00	600.00	1,000.00	1,000.00	1,400.00	1,500.00	1,600.00	1,700.00	2,000.00	2,000.00	2,200.00	2,400.00	18,000.00	102,000.00	240,000.00
Utilities	150.00	168.00	188.25	211.50	237.00	265.50	297.75	333.75	374.25	419.25	470.25	527.25	3,642.75	8,811.85	15,824.94
Marketing	2,000.00	2,000.00	1,750.00	1,500.00	1,250.00	1,000.00	1,000.00	1,000.00	1,250.00	1,500.00	2,000.00	2,000.00	18,250.00	32,387.50	48,581.25
Product Samples	300.00	275.00	250.00	225.00	200.00	175.00	150.00	125.00	100.00	75.00	50.00	25.00	1,950.00	1,950.00	1,950.00
2% to Charity	67.64	75.76	84.89	95.38	106.87	119.73	134.27	150.50	168.77	189.06	212.06	237.76	1,642.69	4,874.97	10,168.76
Health & Safety Equipment	261.87	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	450.19	900.38	1,800.76
R&D	1,750.00												1,750.00	12,000.00	18,000.00
Website Set Up	5,000.00												5,000.00		
Website Maintenance	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	5,400.00	5,400.00	5,400.00
Bank Loan Interest Payments												2,378.41	2,378.41	2,378.41	2,378.41
Trademarks/Licensing	1,200.00												1,200.00		
Ribbon Mixer	1,652.97												1,652.97		
Centrifuge Machine	5,860.08												5,860.08		
Work Bench	912.00												912.00		
Air Purifier	1,998.00												1,998.00		
Walk in Fridge	6,392.25												6,392.25		
Sterilisation Equipment	4,195.98												4,195.98		
Ventilation	471.98												471.98		
Flooring	1,164.00												1,164.00		
Corporation Tax													1,618.38	4,190.75	8,375.00
Loan Principal													10,000.00	10,000.00	10,000.00
Total Cash Paid Out	(36,118.44)	(4,937.75)	(4,992.35)	(4,951.34)	(5,313.61)	(5,480.28)	(5,733.42)	(6,161.04)	(6,945.25)	(7,436.03)	(8,485.58)	(22,840.69)	(119,395.78)	(264,384.11)	(522,148.89)
Net Cash Inflow/(Outflow)	43,041.56	(278.55)	228.45	914.26	1,259.19	1,882.92	2,524.18	3,094.96	3,433.95	4,191.17	4,556.02	(8,218.29)	56,629.82	35,427.09	103,229.11

Profit & Loss

Profit and Loss Forecast															
Revive Grounds	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Total Year 1	Total Year 2	Total Year 3
Sales	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Total Sales	4,160.00	4,659.20	5,220.80	5,865.60	6,572.80	7,363.20	8,257.60	9,256.00	10,379.20	11,627.20	13,041.60	14,622.40	101,025.60	299,811.20	625,378.00
Cost of Goods Sold	(867.55)	(1,058.70)	(1,188.36)	(1,335.76)	(1,496.43)	(1,674.83)	(1,875.39)	(2,098.12)	(2,347.44)	(2,623.33)	(2,934.69)	(3,281.51)	(22,782.11)	(66,285.49)	(134,397.77)
Gross Profit	3,292.45	3,600.50	4,032.44	4,529.84	5,076.37	5,688.37	6,382.21	7,157.88	8,031.76	9,003.87	10,106.91	11,340.89	78,243.49	233,525.71	490,980.23
Expenses	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Administration															
Bank	1.67	1.87	2.09	2.34	2.62	2.93	3.28	3.67	4.11	4.60	5.15	5.77	40.10	118.25	297.77
Depreciation	198.73	198.73	198.73	198.73	198.73	198.73	198.73	198.73	198.73	198.73	198.73	198.73	2,384.74	2,384.74	2,384.74
Rent	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	150.00	1,800.00	12,000.00	24,000.00
Legal / Compliance	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	9,600.00	36,000.00
Sage (Accounting)							31.00	31.00	31.00	31.00	31.00	31.00	186.00	372.00	372.00
Wages	600.00	600.00	1,000.00	1,000.00	1,400.00	1,500.00	1,600.00	1,700.00	2,000.00	2,000.00	2,200.00	2,400.00	18,000.00	102,000.00	240,000.00
Utilities	150.00	168.00	188.25	211.50	237.00	265.50	297.75	333.75	374.25	419.25	470.25	527.25	3,642.75	8,811.85	15,824.94
Sales and Marketing															
Marketing	2,000.00	2,000.00	1,750.00	1,500.00	1,250.00	1,000.00	1,000.00	1,000.00	1,250.00	1,500.00	2,000.00	2,000.00	18,250.00	32,387.50	48,581.25
Product Samples	300.00	275.00	250.00	225.00	200.00	175.00	150.00	125.00	100.00	75.00	50.00	25.00	1,950.00	1,950.00	1,950.00
2% to Charity	67.64	75.76	84.89	95.38	106.87	119.73	134.27	150.50	168.77	189.06	212.06	237.76	1,642.69	4,874.97	10,168.76
Maintenance and Repairs															
Health & Safety Equipment	261.87	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	17.12	450.19	900.38	1,800.76
R&D	1,750.00												1,750.00	12,000.00	18,000.00
Repairs	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00	7,200.00	19,200.00
Website Set Up	5,000.00												5,000.00		
Website Maintenance	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	5,400.00	5,400.00	5,400.00
Total Operating Expenses	(11,329.91)	(4,336.48)	(4,491.08)	(4,250.07)	(4,412.34)	(4,279.01)	(4,432.15)	(4,559.77)	(5,143.98)	(5,434.76)	(6,184.31)	(6,442.63)	(65,296.47)	(199,999.69)	(423,960.22)
Profit After Operating Expenses	(8,037.46)	(735.98)	(458.64)	279.77	664.03	1,409.36	1,950.06	2,598.11	2,887.78	3,569.11	3,922.60	4,898.26	12,947.02	33,526.02	67,000.01
Financial Expenses	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Bank Loan Interest Payments	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(198.20)	(2,378.41)	(2,378.41)	(2,378.41)
Profit Before Tax	(8,235.66)	(934.18)	(656.84)	81.57	465.83	1,211.16	1,751.86	2,399.91	2,689.58	3,370.91	3,724.40	4,700.06	10,568.61	31,147.61	64,621.60
Tax	€	€	€	€	€	€	€	€	€	€	€	€	€	€	€
Corporation Tax													(1,618.38)	(4,190.75)	(8,375.00)
Total Tax Payable													(1,618.38)	(4,190.75)	(8,375.00)
Net Profit	(8,235.66)	(934.18)	(656.84)	81.57	465.83	1,211.16	1,751.86	2,399.91	2,689.58	3,370.91	3,724.40	4,700.06	8,950.23	26,956.86	56,246.60
Gross Profit Margin	0.79	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.78	0.77	0.78	0.79
Net Profit Margin	(1.98)	(0.20)	(0.13)	0.01	0.07	0.16	0.21	0.26	0.26	0.29	0.29	0.32	0.09	0.09	0.09

Balance Sheet

Balance Sheet Forecast			
As at December 2026			
Assets	€	€	€
Fixed Assets	Start	Depreciation	Total
Trademarks/Licensing	1,200.00	(120.00)	1,080.00
Ribbon Mixer	1,652.97	(165.30)	1,487.67
Centrifuge Machine	5,860.08	(586.01)	5,274.07
Work Bench	912.00	(91.20)	820.80
Air Purifier	1,998.00	(199.80)	1,798.20
Walk in Fridge	6,392.25	(639.23)	5,753.02
Sterilisation Equipment	4,195.98	(419.60)	3,776.38
Ventilation	471.98	(47.20)	424.78
Flooring	1,164.00	(116.40)	1,047.60
Total Fixed Assets	23,847.26	(2,384.74)	21,462.52
Current Assets	€	€	€
Cash		56,629.82	
Stock		657.89	
Total Current Assets			57,287.71
Total Assets			78,750.23
Liabilities	€	€	€
Repair Fund			2,400.00
Legal Fund			2,400.00
Bank Loan	50,000.00	(10,000.00)	40,000.00
Total Liabilities			44,800.00
Owner's Equity	€	€	€
Capital	25,000.00		
Retained earnings	-		
Current year earnings	8,950.23		
Total Equity			33,950.23
Total Liabilities and Equity			78,750.23

Balance Sheet Forecast			
As at December 2027			
Assets	€	€	€
Fixed Assets	Start	Depreciation	Total
Trademarks/Licensing	1,080.00	(120.00)	960.00
Ribbon Mixer	1,487.67	(165.30)	1,322.37
Centrifuge Machine	5,274.07	(586.01)	4,688.06
Work Bench	820.80	(91.20)	729.60
Air Purifier	1,798.20	(199.80)	1,598.40
Walk in Fridge	5,753.02	(639.23)	5,113.79
Sterilisation Equipment	3,776.38	(419.60)	3,356.78
Ventilation	424.78	(47.20)	377.58
Flooring	1,047.60	(116.40)	931.20
Total Fixed Assets	21,462.52	(2,384.74)	19,077.78
Current Assets	€	€	€
Cash		92,056.91	
Stock		1,372.40	
Total Current Assets			93,429.31
Total Assets			112,507.09
Liabilities	€	€	€
Repair Fund			9,600.00
Legal Fund			12,000.00
Bank Loan	40,000.00	(10,000.00)	30,000.00
Total Liabilities			51,600.00
Owner's Equity	€	€	€
Capital	25,000.00		
Retained earnings	8,950.23		
Current year earnings	26,956.86		
Total Equity			60,907.09
Total Liabilities and Equity			112,507.09

Sales Pipeline

Customer Journey Pipeline

The sales pipeline we have established captures the complete customer journey. This ranges from initial brand discovery to sustained customer retention. This journey is crafted to be seamless and user-focused, leveraging digital interactions and community involvement to steer consumers toward making the purchase. The pipeline includes the following stages:

1. Brand Awareness

Our customers discover Revive Grounds through cause marketing initiatives like Revive Roots as well as influencer-driven content on social media platforms, including Instagram and TikTok. These initiatives are the first stage, targeting customers who are environmentally aware and dedicated to their well-being.

2. Consideration

Social media followers are redirected to our educational content on our website and Instagram, where they can learn about the ingredients, the appropriate application, and the mission of our brand.

3. Engagement

Users who are interested can join our online community, where they can post their reviews, participate in polls, and engage in Q&A sessions. In order to provide customers a hands-on experience with the product, we also arrange in-person sample sessions at our partnered cafés and running clubs.

4. Conversion

Customers can shop through our website or at our partnered cafés like Joli and BUA. To enhance convenience, we have embedded website links across different social media platforms.

5. Retention

By regularly connecting on social media and offering informative content, we maintain consumer engagement. Customers stay informed about our CSR initiatives, participate in our community activities regularly, and receive information about ingredient-based skincare products and application advice via our online community.



Seasonal Trends and Sales Projections

Sales Forecast Overview



According to Revive Grounds’ profit and loss prediction, revenues will rise steadily each month in 2026, from €4,160 in January to €14,622.40 in December (P&L forecast). Despite the forecast’s steady monthly growth trajectory, our marketing plan is made to adapt and capitalise on seasonal purchasing behaviours.

Strategic Seasonal Activity



In Q4 (October to December), when gift demand usually spikes, we plan to improve our performance by implementing a more rigorous influencer push and targeted marketing. These efforts will help us meet our year-end revenue targets, increase conversions, and adhere to consumer behaviour.

Measurable Impact Across 2026 & 2027



- **Influencer link conversion rates** (target: 15%)



- **Run clubs’ engagement-to-purchase conversion rate** (target: 15%)



- **Growth on social media** (target: 20,000 followers by the end of 2027)

Agile Monitoring and Adjustment

Our strategy includes constantly monitoring sales patterns, which enables us to modify the campaign’s timing and level of intensity in response to market performance. We remain flexible and sensitive to changes in customer behaviour due to this approach. Our goal is to capitalise on the busiest retail seasons, particularly Q4 (October to December), by launching seasonal themed specials and improving our influencer marketing. Demand for the products is anticipated to increase as a result of these initiatives, especially during the festive period when customers are searching for ethical and skincare gifts.



Quarterly Review & Campaign Optimisation

To enhance performance in real time, we will conduct quarterly evaluations of all campaign initiatives. Our strategy adjustments will be guided by metrics such as influencer ROI, conversion rates, and the effect of seasonal sales. During peak periods, this approach helps us optimise the productivity of high-performing channels and remain sensitive to consumer trends.

Funding Requirements

Sources of Funding

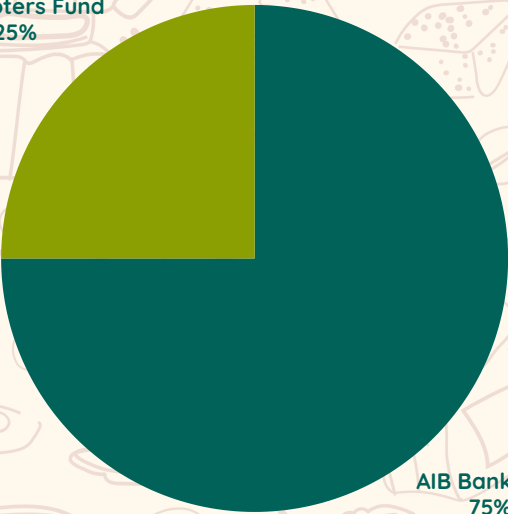


Promoter Fund: Each business founder has collectively committed a substantial portion of the start-up capital (€5,000 each). This personal investment reflects their commitment to the venture and provides initial financial stability.



Bank Loan: includes a cost of credit of €12,378.41, to be repaid over 5 years with annual repayments. Such long-term business loan will be secured to supplement the founders' investment and provide the liquidity required for capital-intensive purchases and infrastructure improvements.

Promoters Fund
25%



AIB Bank Loan
75%

To successfully launch and scale operations in our first year of trading, Revive Grounds requires a total funding package of €75,000. These funds are necessary to establish a strong operational foundation, invest in essential infrastructure and product development, and support a lean but efficient workforce. The total funding will be raised through a combination of personal investment from the business founders and external bank financing.

Use of Funding

Production Equipment and Infrastructure

A considerable share of the capital will be invested in obtaining manufacturing equipment and adjusting the production environment to adhere to regulatory and safety standards. This investment includes the tools required for formulation and packaging as well as enhancements to the physical space, such as improved ventilation systems and specialised storage. These investments are vital for guaranteeing consistent product quality, ensuring safety, and enabling scalability as demand grows.



Research and Development

An allocated budget for research and development will facilitate the creation of new products in addition to our initial skincare scrub. This will involve processes such as prototyping, testing, and meeting regulatory standards for future products, including biodegradable makeup wipes and other skincare solutions derived from coffee. Ongoing R&D initiatives will position Revive Grounds competitively, addressing customer needs promptly, and innovating within a rapidly changing industry landscape



Digital Infrastructure and E-Commerce

The establishment of our professional, user-orientated website is essential for enhancing brand visibility and online sales. Our website will include two distinct e-commerce sections: one tailored for individual consumers and another for B2B partners, such as cafés and retail businesses. Continuous maintenance and technical assistance will guarantee seamless functionality, secure transactions, and an overall positive user experience.



Branding and Marketing

A preliminary marketing budget has been allocated for the development and promotion of the Revive Grounds brand through both digital and in-person interactions. These initiatives will feature social media campaigns, promotional events, packaging design, and brand narrative strategies to engage early adopters and develop a committed customer base.



Personnel and Operational Costs

The funding will also provide for the part-time salaries of the founding team in the first year. This modest salary arrangement reflects the founders' resolve to reinvest in the business during its essential early stages. Moreover, investments in health and safety protocols will ensure compliance with regulations and contribute to a safe working environment.



Contingency and Legal Compliance

A contingency fund will be established to cover unexpected costs, such as legal fees, equipment maintenance, or operational delays. Trademark registration and other intellectual property protections will also be secured to preserve brand identity and ensure market differentiation.



Further Funding Opportunities

At the present stage, Revive Grounds does not intend on pursuing equity investment or government assistance, however we will remain open to such avenues upon expansion. Areas in which future investment will be prioritised include the following:

Aggressive Marketing



- Paid social media content and SEO marketing
- To partner with larger influencers
- To increase community initiatives

Product Expansion



- For broader product development outside of our current R&D Budget
- To diversify our current product range

Operational Expansion



- To expand coffee waste collection to industrial scale producers e.g. offices
- To upscale operations to larger laboratory facilities
- Allow for the introduction of our products to national retailers

Government Grant Application

We may seek to obtain funding from the Local Enterprise Office (LEO) as Revive Grounds expands. LEO offers a range of grants, such as Trading Online Vouchers, Priming grants, and Feasibility Study Grants, that support small enterprises and start-ups in Ireland (LEO,2025). These grants will support our efforts to improve sustainability, promote product innovation, and increase our online presence. After our initial meeting with a LEO adviser, we will go on to present our business plan, financial data, and an appealing case for both environmental impact and employment opportunities (LEO,2025). LEO's support will be essential to accelerating our expansion while maintaining our dedication to our sustainability goals.

Bibliography

COSMOS Standard (no date) COSMOS Standard. Available at: <https://www.cosmos-standard.org/en/> (Accessed: 7 April 2025).

'Benefits of Hazelnut Oil for Your Skin' (2023). derma.pk. Available at: <https://derma.pk/benefits-of-hazelnut-oil-for-your-skin/?srsltid=AfmBOoo0EN5SPIQ0maqlQKNv20wOoQg8dAai4iEbNQYg1-wa61Vk6rfi> (Accessed: 24 November 2024).

Drăgan, A.-A. and Petrescu, D.-C. (2013) 'Consumer behaviour towards organic, natural and conventional skin care products: a pilot study', ProQuest. Available at: <https://www.proquest.com/openview/befe7b324f2fddb0f73b8d1eca26cde5/1?cbl=2046426&pq-origsite=gscholar> (Accessed: 18 April 2025).

EcoTree (no date) 'How much CO2 does a tree absorb? Let's get carbon curious!', EcoTree. Available at: <https://ecotree.green/en/how-much-co2-does-a-tree-absorb> (Accessed: 18 April 2025).

Elias, M.L., Israeli, A.F. and Madan, R. (2023) 'Caffeine in Skincare: Its Role in Skin Cancer, Sun Protection, and Cosmetics', National Library of Medicine [Preprint]. Available at: https://doi.org/10.4103/ijd.ijd_166_22 (Accessed: 15 April 2025).

EU Monitor (2009) Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products (recast). EU Monitor: Official Journal of the European Union. Available at: <https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vibn2mp7slr0> (Accessed: 15 April 2025).

Haller, L., Lee, C. and Cheung, C. (2020) 'Meet the 2020 Consumers Driving Change - Why Brands Must Deliver on Omnipresence, Agility, and Sustainability'. Available at: https://www.promotionmagazine.it/wp/wp-content/uploads/2020/03/2020-Consumers-driving-change_IBM.pdf (Accessed: 24 November 2024).

Julianti, M. et al. (2023) 'TikTok's Social Media Marketing Gives Strong Impact on Product Sales Increase', Journal of Economic, Religious, and Entrepreneurship (JoERE), 1(1), pp. 31-38. Available at: <https://doi.org/10.60046/joere.v1i1.24> (Accessed: 18 April 2025).

Local Enterprise Office (2025) Priming Grants [Online]. Available at: <https://www.localenterprise.ie/Discover-Business-Supports/Financial-Supports/Priming-Grant/> (Accessed: 20 April 2025).

Marcus L Elias, Israeli, A.F. and Madan, R. (2023) 'Caffeine in Skincare: Its Role in Skin Cancer, Sun Protection, and Cosmetics', National Library of Medicine [Preprint]. Available at: https://doi.org/10.4103/ijd.ijd_166_22.

Mohajan, H. (2011) Dangerous effects of methane gas in atmosphere. Available at: <https://mpira.ub.uni-muenchen.de/50844/> (Accessed: 15 April 2025).

Packianathan, N. and Kandasamy, R. (2011) 'Skin Care with Herbal Exfoliants', Functional Plant Science and Biotechnology, 5, pp. 94-97.

Patagonia (no date) '1% for the Planet', Patagonia. Available at: <https://www.patagonia.com/one-percent-for-the-planet.html> (Accessed: 17 February 2025).

Petruzzi, D. (2024) 'Share of shoppers who purchased skincare products in the past month in the United States in 2022 and 2023, by season', Statista.com. Available at: <https://www.statista.com/statistics/1447614/skincare-purchases-by-season-in-the-us/> (Accessed: 18 April 2025).

PricewaterhouseCoopers (2024) Consumers Willing to Pay 9.7% Sustainability Premium, Even as Cost-of-Living and Inflationary Concerns Weigh: PwC 2024 Voice of the Consumer Survey. Available at: <https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-2024-voice-of-consumer-survey.html> (Accessed: 24 November 2024).

Rodrigues, R., Olivera, M.B.P.P. and Carneiro Alves, R. (2023) 'Chlorogenic Acids and Caffeine from Coffee By-Products: A Review on Skincare Applications'. Available at: <https://www.mdpi.com/2079-9284/10/1/12>.

Sandborn, D. (2015) 'Homemade sugar scrubs for skin care', Michigan State University. Available at: https://www.canr.msu.edu/news/homemade_sugar_scrubs_for_skin_care (Accessed: 15 April 2025).

Schmitt, B. (1999) 'Experiential Marketing', Journal of Marketing Management, 15(1-3), pp. 53-67. Available at: <https://doi.org/10.1362/026725799784870496> (Accessed: 20 April 2025).

Sinsuebpol, C. et al. (2023) 'The radical scavenging activity of vanillin and its impact on the healing properties of wounds'. Available at: https://doi.org/10.4103/japtr.japtr_631_22 (Accessed: 15 April 2025).

Statista (2024) Coffee - Ireland | Statista Market Forecast. Available at: <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/ireland?currency=EUR> (Accessed: 24 November 2024).

Statistica (2025) 'Natural Cosmetics - Europe' | Statista Market Forecast. Available at: <http://frontend.xmo.prod.aws.statista.com/outlook/cmo/beauty-personal-care/cosmetics/natural-cosmetics/europe?currency=EUR> (Accessed: 18 April 2025).

Statista (2023) 'U.S.: Gen Z & Millennials Purchasing Decisions Driven by Sustainability 2023'. Available at: <https://www.statista.com/statistics/1464749/gen-z-millennial-consumers-driven-by-sustainability-us/> (Accessed: 15 April 2025).

Teagasc (2019) Bio-waste to bio-based. Available at: https://www.teagasc.ie/media/website/publications/2019/TResearch_Autumn2019_Bio-waste.pdf (Accessed: 15 April 2025).

The Ordinary (no date) 'The Ordinary | Clinical Formulations with Integrity', The Ordinary Blog. Available at: <https://theordinary.com/en-ie/blog.html> (Accessed: 16 April 2025).

Umate, N., Parwe, S. and Kuchewar, V. (2022) 'A narrative review on use of virgin coconut oil in dermatology', Journal of Indian System of Medicine, 10, pp. 86-89. Available at: https://doi.org/10.4103/jism.jism_34_22 (Accessed: 15 April 2025).

Valentine, D.B. and Powers, T.L. (2013) 'Generation Y values and lifestyle segments', The Journal of Consumer Marketing, 30(7), pp. 597-606. Available at: <https://doi.org/10.1108/JCM-07-2013-0650> (Accessed: 16 February 2025).

Appendices

Figure 1: Ingredient Analysis

Coffee Grounds 31.3%

Due to biological actions that improve skin and hair health, and its capacity to permeate the skin barrier, caffeine has grown in popularity within cosmetics (Rodrigues, Olivera and Carneiro Alves, 2023). Caffeine has been found to be beneficial in a number of dermatological areas, including skin cancers. Caffeine is pro-apoptotic (disassembling of cells) and prevents UV-induced carcinogenesis (Marcus L Elias, Israeli and Madan, 2023). Sun Protection: Research has shown that Caffeine's UV-protective qualities may cause significant results for age-related UV damage (Marcus L Elias, Israeli and Madan, 2023). Cosmetic: As a therapy for cellulite, caffeine has demonstrated promise.

Derma Sugar 26.0%

Sugar scrubs, particularly more refined brown sugars like derma sugars, are gentle and aid in the removal of dead skin. By clearing the pores of any debris, derma sugar aids in skin renewal (Sandborn, 2015). Moreover, sugar naturally slows down the ageing process of the skin by preventing toxins from attacking your skin cells (Sandborn, 2015).

Coconut Oil 41.67%

The liquid from the fresh portion of a coconut is cold-pressed to create virgin coconut oil (VCO). VCO will be used in our product to prevent the loss of polyphenols and pro-vitamins A & E. VCO provides anti-inflammatory, anti-cancer, and pain-relieving effects (Umate, Parwe and Kuchewar, 2022). VCO supports the immune system, has antifungal and antibacterial qualities, is wound-healing, anti-inflammatory, and withholds skin-protective qualities (Umate, Parwe and Kuchewar, 2022).

Essential Oils: Vanilla & Hazelnut 1.0%

Natural vanillin found in Vanilla: has antioxidant qualities and can shield cells from oxidative stress and induced cell death (Sinsuebpol et al., 2023). Hazelnut oil excels as a moisturiser due to the presence of fatty acids and vitamin E keeping the skin hydrated ('Benefits of Hazelnut Oil for Your Skin', 2023).

Figure 2: Exfoliation Effects on Different Skin Types



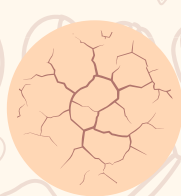
Aged:

Exfoliants containing moisturisers stimulate natural cell renewal.



Hyperpigmentation:

Exfoliants help to shed pigmented cells quickly and lighten aged spots.



Dehydrated:

Dying skin cells are effectively removed via exfoliants.



Photodamaged:

Exfoliants can remove sun-damaged cells, preventing possible growth to abnormal skin cells causing skin cancers.



Acneic:

Exfoliants are effective in preventing dead skin cells from clogging hair follicles, leading to acne.

Figure 3: Licensing & Compliance full description of EU cosmetic product regulation No. 1223/2009 guidelines

A. Safety of products: as a fundamental requirement. Manufacturers must ensure that their products are safe for human health when used under normal or reasonably foreseeable conditions of use.

A responsible person (either the manufacturer or an authorised representative) must ensure that products meet the required safety standards.

Safety assessment: Before a cosmetic product is placed on the market, a safety assessment must be conducted by a qualified professional. The assessment takes into account the composition of the product, the safety of its ingredients, and the intended use.

B. All cosmetic products must have clear labelling, which includes important details such as:

- Name and address of the responsible person.
- List of ingredients.
- Batch number or lot number for traceability.
- Expiration date (if applicable) or period after opening (PAO).
- Precautions for use, including any specific warnings.
- Labels must be in a language that is easily understood by the consumers in the country where the product is being sold.

C. Cosmetic Ingredient Safety: The regulation includes a list of prohibited substances (Annex II) and a list of restricted substances (Annex III), which outlines ingredients that either cannot be used in cosmetics or can only be used under specific conditions (e.g., concentration limits, or use in specific types of products).

D. Claims on cosmetic products (such as "hypoallergenic" or "dermatologically tested") must be substantiated by evidence. Misleading claims are prohibited, and the use of unsubstantiated health claims or misleading advertising is forbidden.

E. Animal Testing and Alternatives: The regulation implements a ban on animal testing for cosmetic products and their ingredients. The regulation encourages the development and use of alternative testing methods to ensure the safety of cosmetic products.

F. Free Movement of Cosmetic Products: The regulation ensures that cosmetic products that comply with the requirements in one EU Member State can be marketed throughout the EU/EEA without the need for further national approval or testing.



About Me

Motivated and results-oriented first-class honours final year Business Studies student (Economics Specialism). Demonstrating strong analytical and critical thinking skills through coursework in Microeconomics, Financial Management, and Business Analytics. Possessing a passion for learning, as evidenced by a successful Erasmus exchange programme in the Netherlands.



conor.oleary42@mail.dcu.ie

CONOR O'LEARY

EXPERIENCE

Retail Assistant 2021 - 2025

Provided helpful, attentive sales support and service to generate positive customer feedback

Managed end-of-day closing procedures, including cash register reconciliation, secure cash handling, and preparation of financial reports for the following day

Au Pair in Spain 2024

Instructed children on grammar and vocabulary topic

Influenced children to develop fundamental learning, coping and hygiene skills

Built a trustworthy relationship with host family through interpersonal communication



About Me

Final-year Business Studies student at Dublin City University, specialising in Finance. I have developed strong skills in financial analysis, audit compliance, and valuation through both academic study and hands-on experience. I'm particularly interested in fund management and risk, and plan to pursue professional certifications such as the CFA.



eabha.coleman24@mail.dcu.ie

ÉABHA COLEMAN

EXPERIENCE

BDO 2023 - 2024

Supported audit teams across various client accounts, preparing financial statements in line with regulatory standards. Conducted fieldwork, reviewed documentation, and collaborated with auditors to assess financial risks, governance structures, and internal controls. Contributed to audit workpapers and valuation assessments.

Lansdowne Rugby Club 2020 - 2023

Learnt to thrive in fast-paced hospitality settings. Managed customer orders and stock replenishment during high-volume events, ensuring smooth operations and positive experiences.



DAVID BYRNE

EXPERIENCE

KKR & Co Inc. - Investment Operations Intern 2023 - 2024

Managed the lifecycle of credit assets, tracking portfolio investments in multibillion-dollar funds

Monitored assets from initial trade, liaising with different teams, having them set up correctly in the system, and tracking their lifecycle from purchase until sale/payoff.

Tara Glen Golf & Country Club - Department Manager 2020 - 2023

Oversaw operations of the shop and pizza area. My role was to ensure staff worked efficiently and delivered a high-standard product to the customer.



david.byrne227@mail.dcu.ie



GEORGINA COLLINS

EXPERIENCE

Goodbody Stockbrokers - Student Managed Fund 2024 - 2025

Participated in a live investment competition, applying real-time analysis and portfolio strategy.

BEBALANCED – Sales & Customer Service 2024 - 2025

Advised customers on fitness/health products and exceeded sales targets. Sole responsibility for store operations including cash handling and opening/closing.

Red Robin Events – Event Assistant 2022 - 2024

Supported coordination of corporate events such as Google conferences, ensuring seamless venue operations. Collaborated with a dedicated team to market and streamline event logistics.



georgina.collins28@mail.dcu.ie

Customer Testimonials



Sophie Turley - 25 - Galway

I absolutely love using Revive Grounds. The scent is refreshing, the texture is gentle on my skin, and it leaves me feeling smooth. Plus, it's great to know I'm using a product that helps reduce waste. Amazing quality at such a fair price, Revive Grounds really stands out.



John Devaney - 23 - Wexford

Revive Grounds has been a game changer for my skincare routine. It's not just for women, the scrub is refreshing, easy to use, and really helps with dry skin. I like that it's made from repurposed coffee and feels natural, not overly scented. Great product, great mission, definitely recommend it.