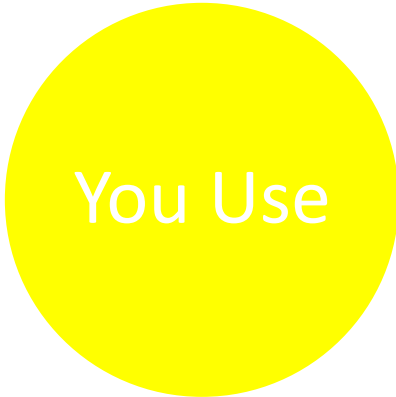


Juice 

[WWW.SAVEJUICE.CO.UK](http://WWW.SAVEJUICE.CO.UK)

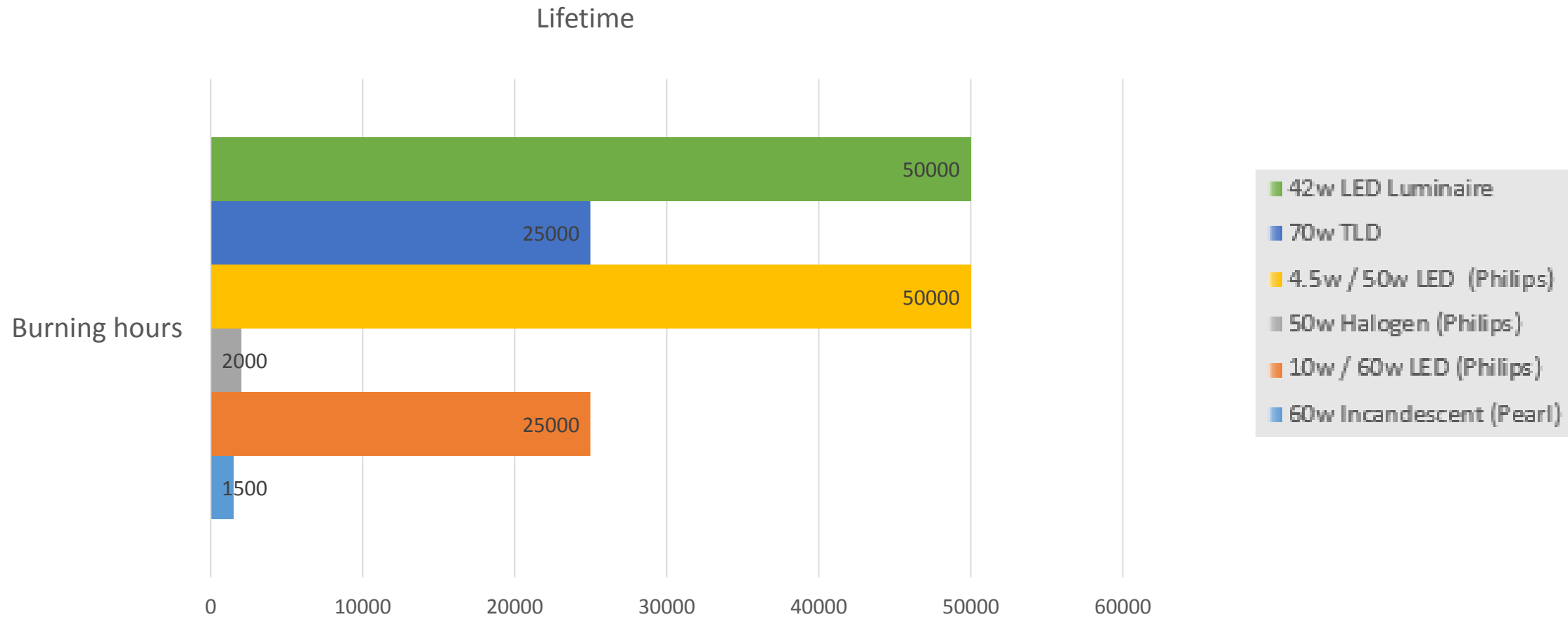
Juice 

New customers



Recurring revenues

# Longer life = lower frequency of revenue



# Cost comparrison



- Philips 50w Halogen
- 2,000 Hours
- £1.99 Each (Source Amazon 16/12/15)



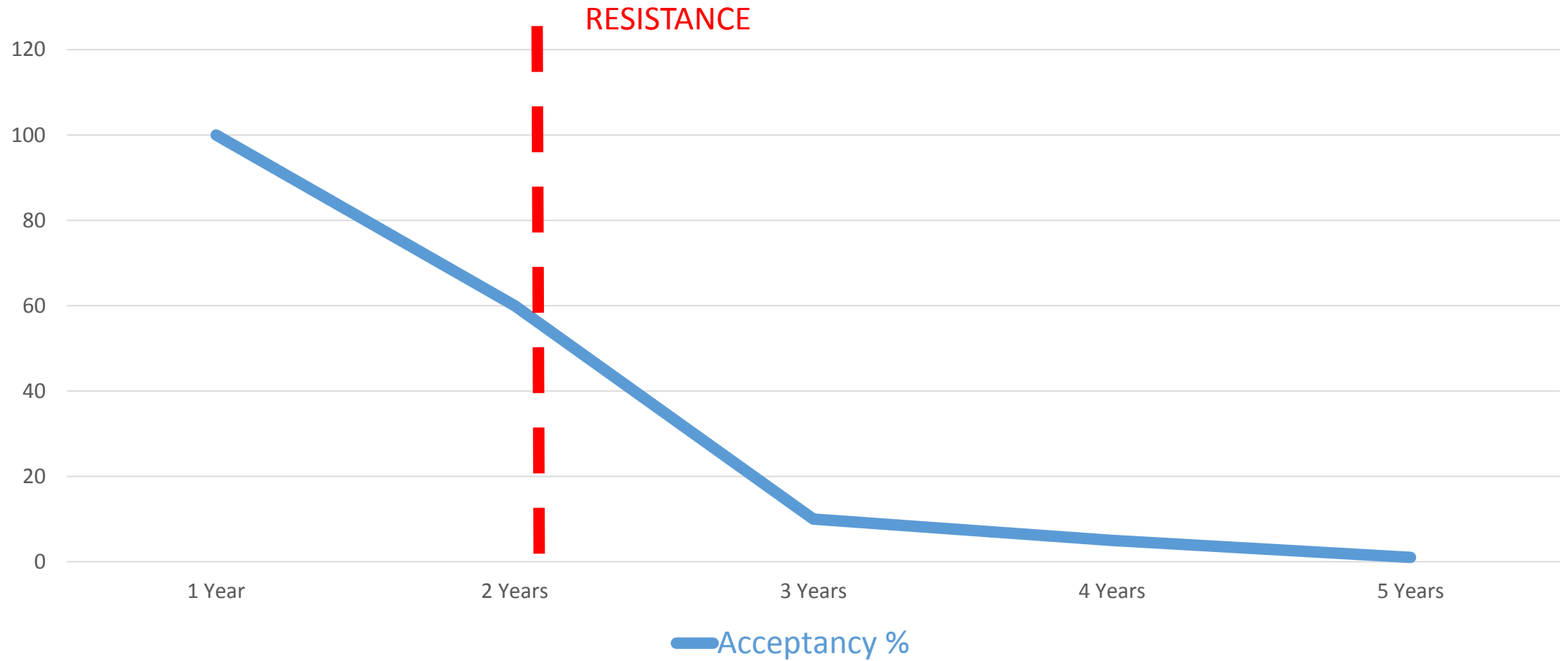
- Philips 4.5w / 50w Dimtone
- 50,000 Hours
- £10.13 (source [www.lightbulbshop](http://www.lightbulbshop) 16/12/15)

**5 x More expensive**  
**Last 25 x longer**

# ROI is key in decision making

	Annual Running Costs	Replacement Lamp Costs	Annual Energy Usage (kWh)	Carbon Savings Tonnes/year
Existing Lights	£19,426.77	£2,129.00	176,607	96.07
Philips LEDs	£2,492.25		22,657	12.33
Annual Savings	£16,934.52	£2,129.00	153,950	83.75
Total Savings		£19,063.52		
Total Cost		£6,550.10		
Payback - ROI		0.34 years		

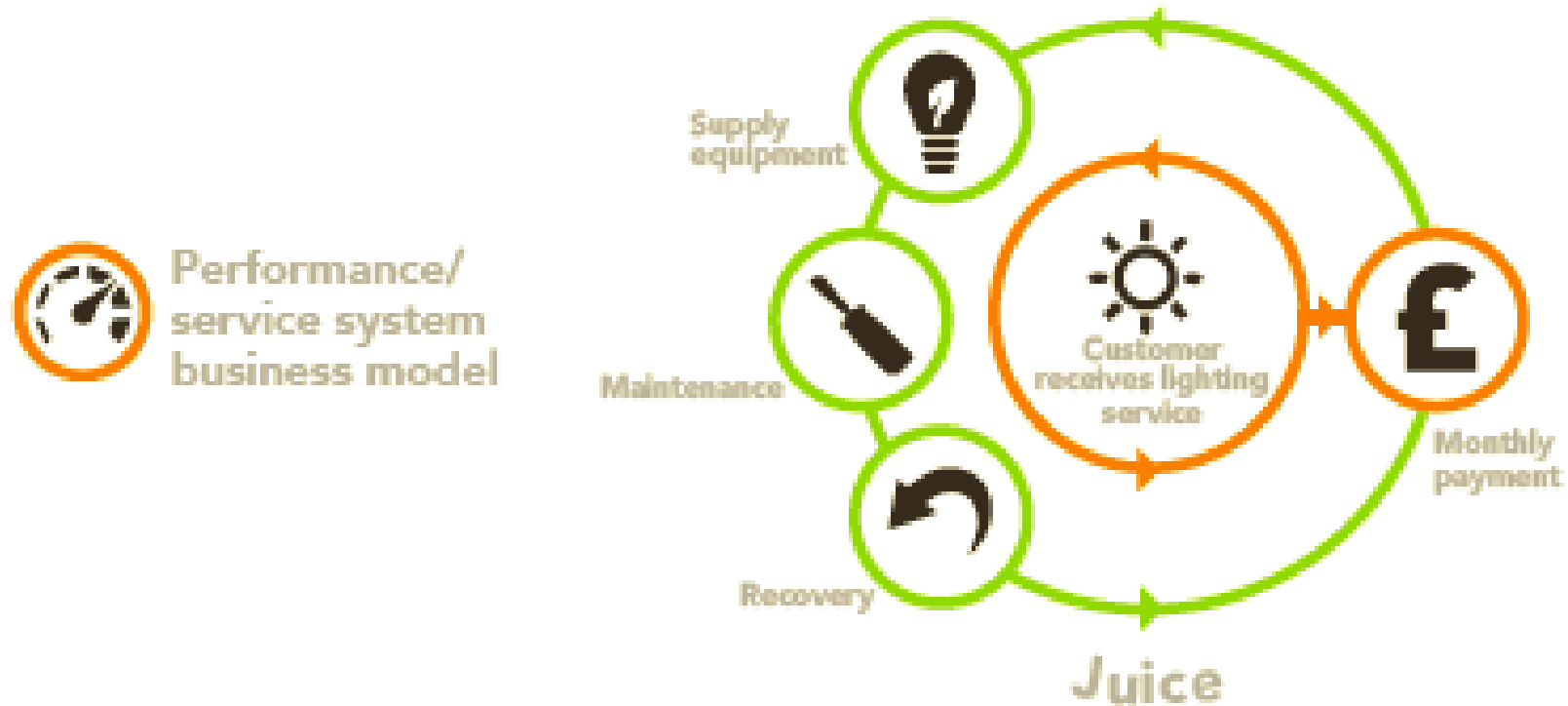
# ROI acceptancy



# The challenges

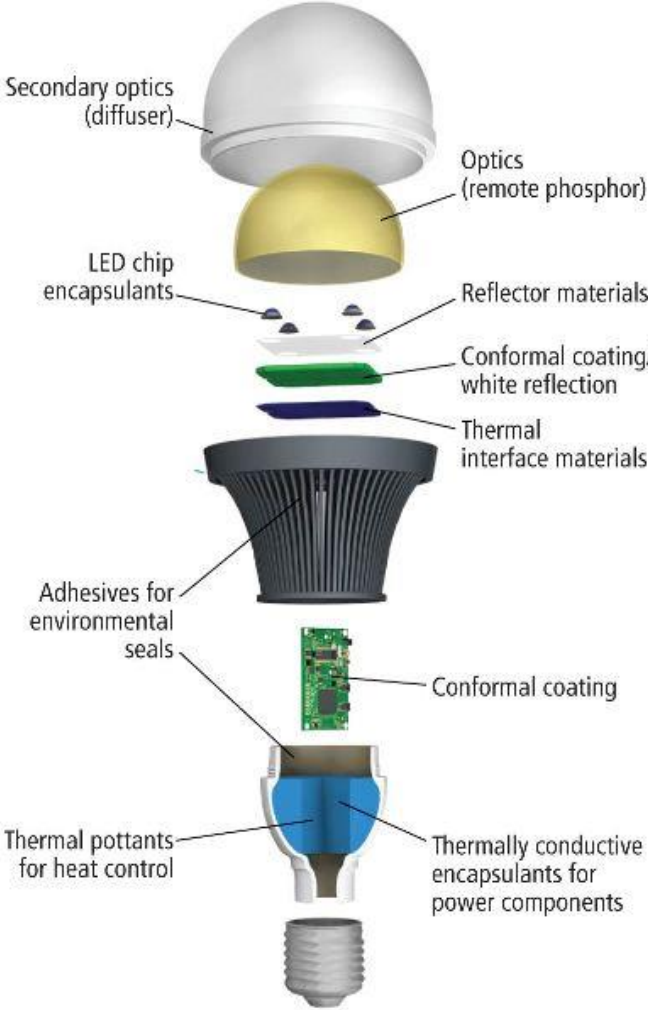
- **High cost of change**
- **Businesses driven by profitability / shareholder value**
- **Business owners understand the wider needs to reduce carbon footprint but ROI and bottom line benefit is key to making switch**
- **Can innovative finance models accelerate the change?**

# Performance / service system business model





# End of life ?



# Benefits of circular economy to participants

**Companies adopting circular economy practices and principals will gain a real competitive advantage and attract a higher multiplier on a business valuation**

