The start-up

The idea

RethinkResource creates an online marketplace where producing and processing companies can trade their waste and by-products. To jumpstart product and process innovation with secondary resources, we offer an associated consulting business.

As early adopters, our customers profit from cross-industry knowledge sharing. This combination of a marketplace and community is a platform solution that allows active users to emerge as industry leaders with respect to resource stewardship.

Societal impact

Opening up a platform for the industry to engage in a circular economy will strengthen recycling and re-use opportunities and support sustainable innovations. A functioning circular economy will place limits on incineration and significantly reduce landfill, and reduce the excavation of primary resources, thus cutting carbon emissions.

Achievements so far...

- First minimum viable product of marketplace
- First commercial customer: the biggest miller in Switzerland
- Significant interest from food industry, resulting in two partnerships: Deutsches Institut für Lebensmitteltechnik (DIL) and EIT Food’s Rising Food Stars

Teamwork

Our team is a mix of different fields of expertise, bringing together a wide network from industry and academia. Our interdisciplinary skills help us build a cross-industry network. By investing our full commitment, we are building knowledge in a fast and structured way. We are driven to change the way people think about resource stewardship, and thinking outside the box is what makes us the right team for successfully bringing RethinkResource to market.