

## **Business Overview**

Corkcreate is an innovative student-led upcycling company which aims to create an environmental impact through the upcycling of corks into meaningful products. Our objective is to develop products that are natural, sustainable, and made from locally sourced wine corks to raise awareness for sustainable practices at an inexpensive cost. Our products range from wreaths, succulents, and pencil holders to keychains made out of recyclable and durable materials.

## **Our Product**



## **Why corks?**

Corks can be found in nearly every household bottle of wine that you purchase today, for the simple purpose of sealing and storing. But what happens to the wine cork after the bottle is opened? Most of the corks produced today are either made of synthetic fibres or natural wood, which end up going into the landfill if not appropriately handled. Besides, corks are so small in size and are viewed as a small element that could not potentially impact climate change. Henceforth, we decided to tackle this issue by upcycling corks into innovative products that come along with various environmental benefits, that people would relish.

## **Benefits of our product:**

Our products are easy to use as they are lightweight and buoyant. They are also ant-bacterial which means that they prevent mould, termites and harmful insects from sticking to them. Besides, they are antistatic, and hence don't absorb dust or toxic chemicals from the environment. This makes it a great product for people who are prone to allergies.

## **Results of our first sales unit:**

We also used our business idea as an opportunity to customize and sell our products to the Christmas theme during the Christmas season. The results were promising and we have made significant profits. We also extended our sales to community centres, events and fairs. So far, we have made about seven hundred dollars.

**Future Goals:**

1. Create a solid GTM strategy
2. Seek more funds to improve processes, marketing & sales
3. Look at more opportunities to upcycle more products