

# Business Model

## Disposable-Free Events

### Revenue Opportunities

- **Deposit System:** Visitors pay a small deposit for reusable items (cups, plates, cutlery). The deposit is refunded when items are returned. This motivates return and reuse.
- **Rental Fees for Reusables:** Organisers rent reusable items instead of buying them. This reduces upfront costs and ensures access to a large, flexible stock.
- **Savings on Waste Management:** Using fewer single-use items lowers cleaning, transport, and disposal costs. Sorting stations make waste streams more efficient.

### Costs

- **Initial Setup:** Costs for renting reusable items and implementing sorting stations.
- **Dishwashing Infrastructure:** Partnering with companies like Light My Fire can help manage dishwashing efficiently.
- **Lost Products:** Replacement costs for missing or damaged reusables.
- **Lost Customers:** Risk of lower sales if the system is not user-friendly or well communicated.

### Long-Term Savings

- **Reduced Waste Disposal Costs:** With single-use items removed, waste volumes decrease. This means fewer disposal services are needed.
- **Sustainability as a Selling Point:** Eco-friendly practices attract conscious sponsors, vendors, and visitors, strengthening the event's brand.
- **Scalable System:** Once established, the model can be reused across future events, lowering costs over time.