

The background is a vibrant, abstract composition of various colors and patterns. It includes large, irregular shapes in shades of teal, pink, yellow, and dark blue. Smaller elements like white dots, black dashes, and white plus signs are scattered throughout, creating a textured, artistic feel. The text is centered within a light-colored, irregular shape that stands out from the busy background.

Innovation and Entrepreneurship *New Venture Business Plan*

- **PART 1 – PITCH**
- CONTEMPORARY FIELD: CLIMATE TECHNOLOGY
- SPECIFIC AREA: SUSTAINABLE MANUFACTURING
- ANGELA TUDOR 2609517



The Problem

- Usable textile surplus loses commercial value without buyers.
- UK textile waste reached 1.45 million tonnes (WRAP, 2024).

CircuWeave deals with a commercial and environmental issue: the value of a surplus of usable textile manufacturing that cannot find the right buyer can depreciate. Manufacturers may have unused fabric, offcuts and surplus after production variations, excess orders and cutting. But this particular manufacturing-surplus issue should not be mixed with consumer textile waste. According to WRAP (2024), the production of post-consumer textiles in the UK in 2022 amounted to about 1.45 million tonnes, which illustrates the bigger problem of continuing to keep textiles in circulation. This number is not a measure of factory surplus, and thus CircuWeave would have to determine its actual target-market volumes by interviewing the suppliers and using a pilot. The key issue, however, is not the generation of waste as such, but the challenge of finding alternative uses of material that are economically viable.

The CircuWeave Solution



Digital marketplace connects textile suppliers with manufacturers.



Verified listings improve reuse and transaction reliability.



CircuWeave is a proposed digital marketplace business-to-business UK-based business that links manufacturers with unused fabric to companies in need of secondary production materials. Suppliers would post photos, fibre composition, width of the fabrics, quantity, condition, price, and place of collection. Buyers were able to sort the listings according to their technical needs, make a comparison, order samples, and strike deals. The platform would not initially provide matching but would only match the inventory and therefore would not need to operate its own logistics network, which would require upfront capital. However, reuse cannot be ensured only with the help of digital listings. Inaccurate specifications, non-homogeneous batches, and high transportation costs may compromise transactions. CircuWeave would thus focus on high-quality material descriptions, open collection costs, and recorded transaction results prior to investing in complex automated matching.



Industry and Target Customers

- Targets UK textile manufacturers and surplus suppliers.
- Buyers include fashion brands and upholstery manufacturers (UKFT, 2026).

CircuWeave functions in the field of climate technology and sustainable manufacturing, namely resource efficiency in the textile sector and closed cycles. The UK garment factories, textile mills, fabric converters, and businesses with excess stock of textiles would be its original suppliers. Smaller clothing manufacturers, independent fashion brands, and upholstery manufacturers capable of utilising appropriate surplus materials would be buyers. Research conducted by the UK Fashion and Textile Association shows that the broader fashion and textile industry has significant impacts on the UK economy (UKFT, 2026). Nevertheless, the size of the addressable market that CircuWeave has is not determined by the overall economic contribution of the sector. The first customer group must thus be limited to those customers that have a regular surplus or material level of purchase, a measurable financial motivator, and the ability to trade in secondary materials.



Initial Market Opportunity

UK textile consumption reached 1.42 million tonnes (WRAP, 2024).

Government policy supports textile reuse and circularity (Defra, 2023).

The size of the industry, as well as policy direction, supports the opportunity but does not guarantee that CircuWeave will be in demand. In 2022, consumption of new textile products in the UK was about 1.42 million tonnes (WRAP, 2024). Individually, the waste prevention programme of the UK government recognises textile reuse, circular business models, and better resource efficiency as priorities (Defra, 2023). These sources provide a context of relevance, but not the market size in producing surplus. CircuWeave needs to determine its serviceable market by determining the number of active suppliers, excess volumes, prospective purchasers, and feasible transactions in a single textile-manufacturing cluster. Competitor research should also be conducted to determine the existence of these needs by businesses using brokers or direct relationships or even existing platforms. The selection of the first launch market must be based on the density of suppliers, demand, and economics of transport, not assumptions regarding which region in the UK presents the highest opportunity.

Unique Value Proposition



Technical listings support accurate fabric selection.

Local sourcing reduces costs and strengthens reliability (Renée Materials, 2026; Last Yarn, 2026).

CircuWeave cannot rightly boast of having been the first surplus-material marketplace. Renée Materials already sells surplus and offcuts of various types of materials, such as textiles (Renée Materials, 2026). Last Yarn can further connect clients to excess fabrics and provide services of browsing and swatching of fabrics (Last Yarn, 2026). The differentiation proposed by CircuWeave is thus a manufacturing-first service, which is founded on typical technical specifications, matching of quantities, neighbourhood sourcing, and repeat business affiliation. Purchasers were able to evaluate fabric content, batch uniformity, and overall cost of purchase, including delivery. These aspects are to be confirmed with competitor capabilities and customer interviews. Measurable benefit to industrial customers would only arise when there are demonstrable savings and superior supply or greater reliability than in the current alternatives.

Business Model and Beneficiaries



Transaction commissions generate initial marketplace revenue.



Verified reuse measures environmental performance (Defra, 2023).



CircuWeave would make a profit first by commission on transactions made, and the paid subscription to frequent users would come later once the need was established. Managed matching of specialist or large-volume batches might be an additional service. Both the suppliers and the buyers enjoy the potential of recovering revenue and reduced handling or disposal expenses. The buyers enjoy competitively priced materials, and they can have access to small quantities. The financial viability is based on the ability of the transactions, average order value, commission income, and cost and operating expenses associated with customer acquisition. The environmental performance is to be measured using verified material weight reused, recorded end use and approximated virgin-material substitution. Reporting of carbon savings must be done where there is a clear process of estimating it, taking into consideration the transport and the material substituted. The UK government has noticed that textile reuse and the business models of circles are the way to go to reduce waste and enhance the efficiency of resources (Defra, 2023). However, CircuWeave needs to prove its own effect instead of imagining that each transaction will lead to environmental gains.

Feasibility and Closing Case



Pilot locally before expanding nationwide operations.



Validate demand, profitability, and measurable material reuse.

A gradual pilot is suggested as opposed to direct investment in an intricate national platform. The first step is to interview suppliers and buyers to determine the excess, purchase conditions, and willingness to pay. This can be followed by getting a few businesses at a single location and match listings to buyer needs by hand. It will be followed by observing the transactions made, repeat purchases, time per sale, savings to the customer and kilograms of material reused in an objectively reused way. Major threats are a lack of engagement in the market, quality conflicts, transportation expenses, and known rivals. The risks may be overcome in terms of standardised listings, sample checking, clear terms, and a local approach towards recruitment. Repeat transactions, good unit economics, and quantifiable material reuse have to be the basis of second investment decision of CircuWeave.

Reference List

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