



# Kuttlefish: Building a Consumer-Driven Circular Economy

Ian Moise, Founder – Kuttlefish | June 1, 2017

# About

***Kuttlefish:*** *The marketplace dedicated to upcycled & recycled products. Shop. Sell. Reimagine Good(s).*  
*([kuttlefish.com](https://kuttlefish.com))*

***Mission:*** *To reduce waste by contributing to the development of the circular economy.*

# History

- 2008 – developed initial concept
- 2009 – built Facebook community (137k)
- 2012 – rebranded
- 2014 – soft-launched website
- 2015 – built Instagram community (24.6k)
- 2016 – launched seller recruitment strategy
- 2017 – launched growth/partner strategy

# Market Research

In 2014, Mintel and Nielsen\* identified the fastest growing consumer population as Millennials who...

- desire products for “social good” (i.e., good for society and/or the environment).
- are distrustful of green hype.

\* <https://www.nielsen.com/content/dam/niensenglobal/dk/docs/global-sustainability-report-oct-2015.pdf>

# Kuttlefish Solutions

- 1. Marketplace** to make recycle/upcycle/reclaim more mainstream through elevated product quality.
- 2. Sharing Platform** to allow people to learn from each other and be inspired.
- 3. Free Services** to help grow existing creative reuse/reduce/recycle/upcycle organizations.

# Free Services/Partnerships

## Affiliate Storefronts

- create “buy local” opportunities
- assist organizations to achieve their missions

## Challenges

- friendly competitions to engage communities around reuse
- schools, organizations, “trashion fashion” shows, workplace, etc.

## Message Boards

- tailored message boards to drive engagement

## Social Media Promotions

- giveaway promotions, paid promotions, etc.

# Existing & Past Partners

- SCRAP USA
- Upcycle Parts Shop (Cleveland)
- IFixit
- Keep America Beautiful

# Community Size

|              |               |
|--------------|---------------|
| <b>8,500</b> | ideas         |
| <b>3,300</b> | products      |
| <b>2,000</b> | user accounts |
| <b>878</b>   | shops         |
| <b>137k</b>  | Facebook      |
| <b>24.6k</b> | Instagram     |
| <b>3.8k</b>  | Twitter       |





# Contact Us

## ***Partnerships & General Inquiries:***

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## ***Connect on Social Media:***

*Facebook, Instagram, Twitter - @kuttlefish*

**THANK YOU**



**kuttlefish**