

# CIRCULAR BUSINESS MODELS

## WASHING MACHINE EXAMPLE

### 1. THE CLASSIC LONG LIFE MODEL

Primary revenue stream generated from sales of high quality washing machine with a long lifespan at a high price point.

### 2. THE HYBRID MODEL

Primary revenue stream generated from repeat sales of dedicated consumables, like soap and detergent cartridges.

### 3. THE GAP EXPLOITER MODEL

Primary revenue stream generated from providing services or sales of refurbished units.

### 4. THE ACCESS MODEL

Primary revenue stream generated from providing a washing machine to a customer for a limited period of time or a fixed amount of wash cycles.

### 5. THE PERFORMANCE MODEL

Primary revenue stream from providing the service of cleaning clothes. The actual products used in performing this service is of no interest to the end customer.

source: Bakker et al. *Products that last*

<http://productsthatlast.nl/site/app/index2.html#/page/0/1>