



# Reuse it or lose it:

The role of apps in a circular economy, and could you build one?

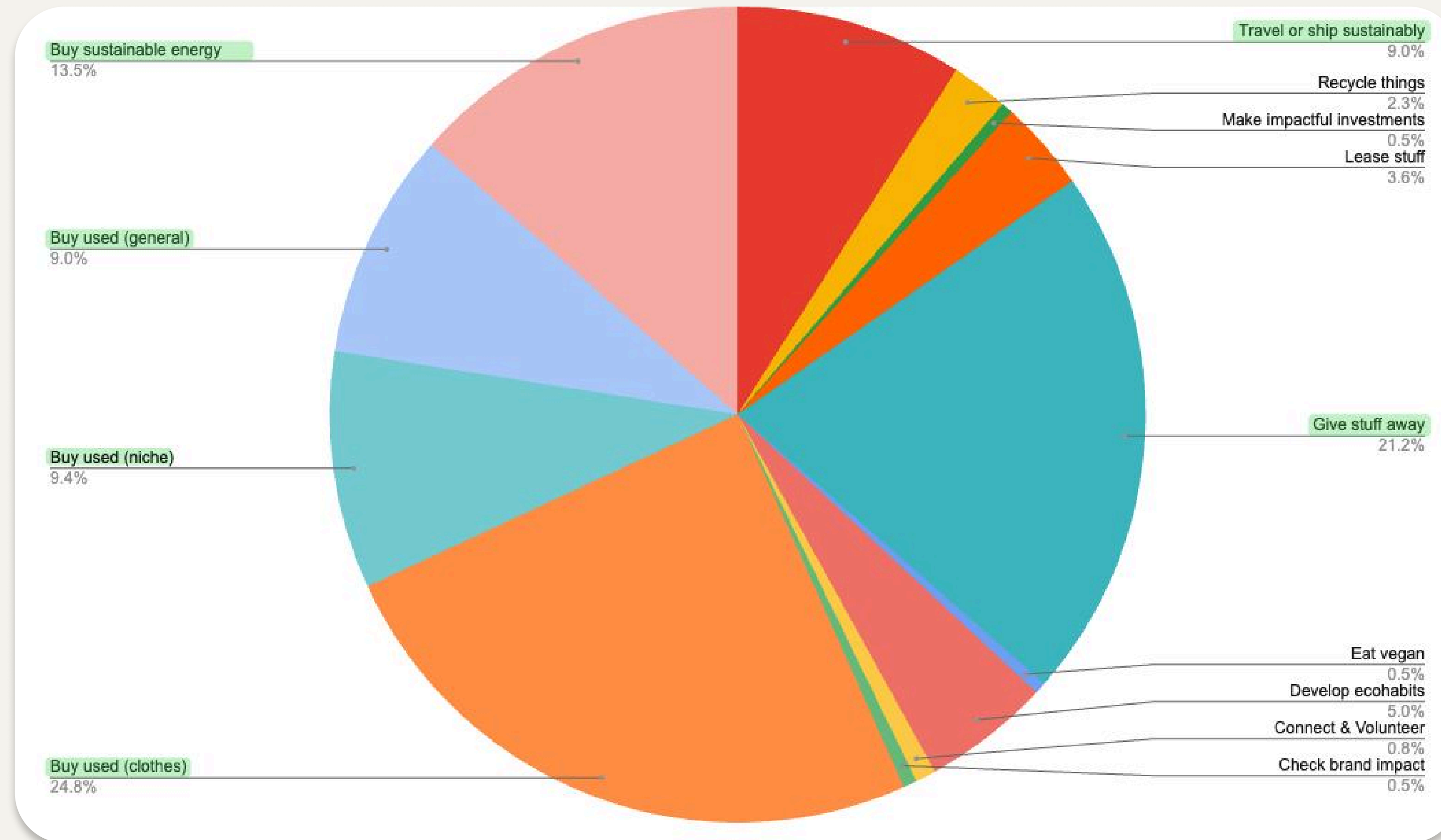
Question

Show of hands if you  
use **Vinted**?



# Apps like Vinted contribute to the UK circular economy.

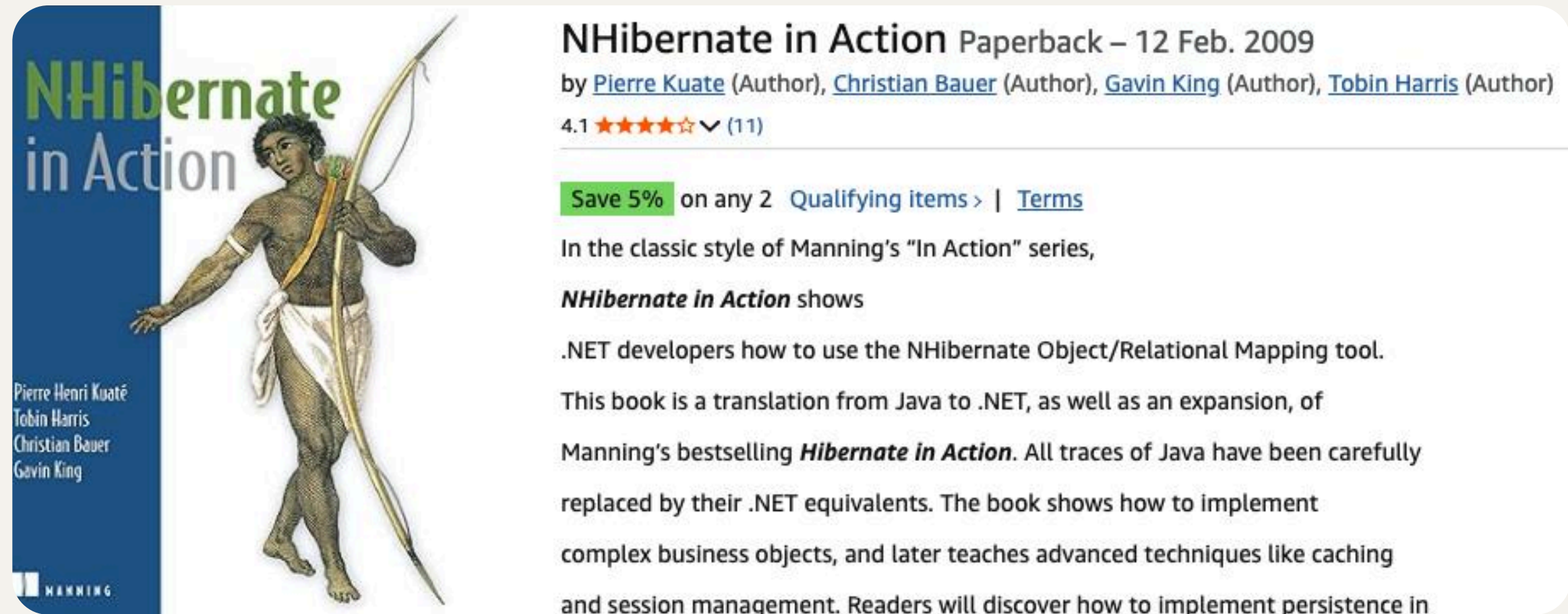
Downloads by Use Case



Vinted 300,000 downloads last month  
100's of apps in the circular space.  
My analysis of 50+ so far, over 12m UK downloads  
Talk: The role of apps, and your opportunity



# A bit about me (I'm Tobin 🙋)...





# Make apps that make a difference

App developers helping purpose-led businesses amplify their impact.

Validating assumptions and digital ideas.

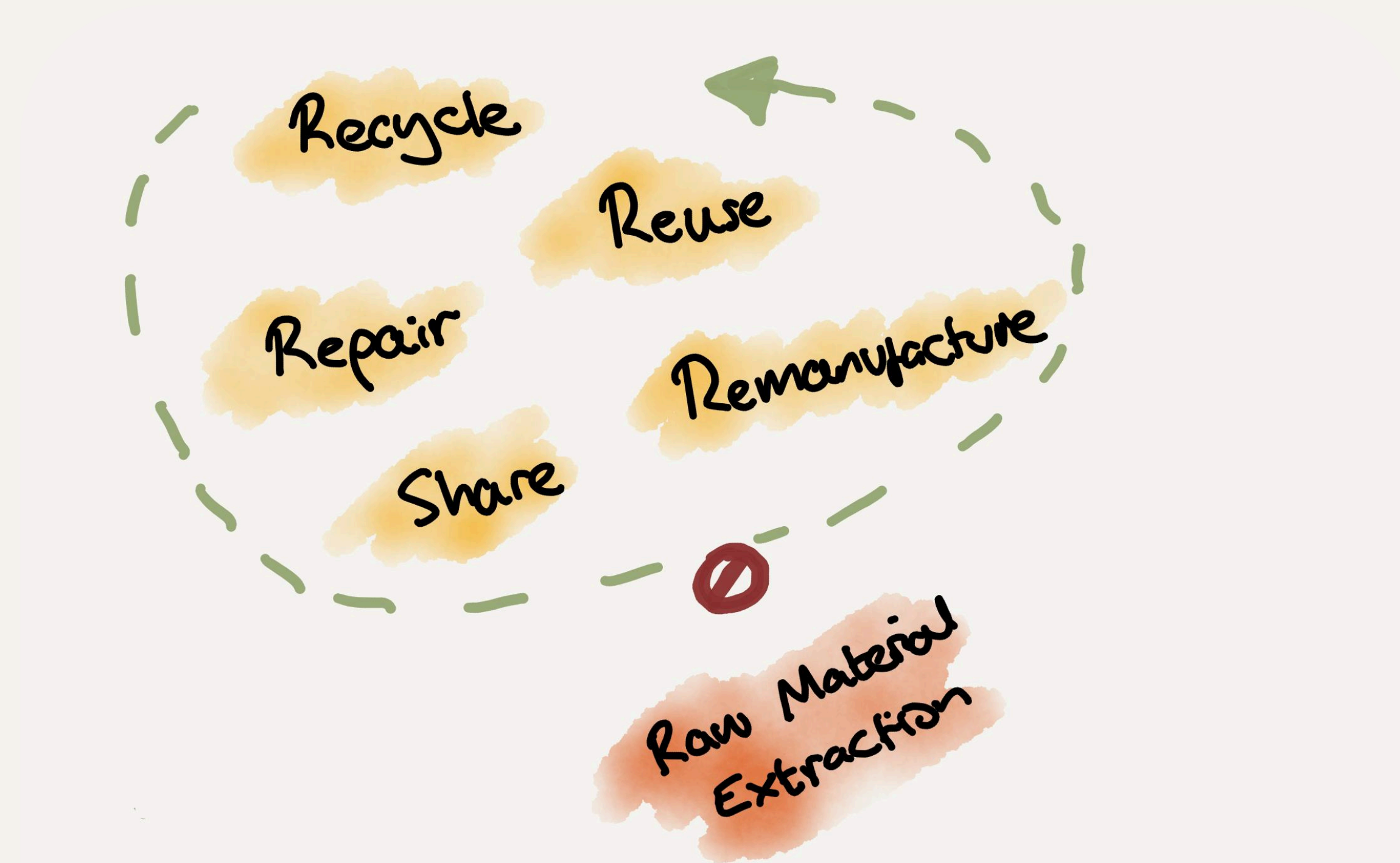
Developing Apps and Digital Platforms.

Driving downloads and product-led growth.







# What is Circular?

## Circular: Keeping things in circulation



# Apps are tackling all angles of "keep stuff circulating"...





## Reuse

	<b>Vinted: preloved marketplace</b> By Vinted Limited • Shopping Released: 4/11/2013   Version: 25.23.0   Rating: 4.9 ★ (2,696,855)   Downloads (30d): 351.4k   🇬🇧 07874344	No financial data available
	<b>eBay marketplace: shopping app</b> By eBay Inc. • Shopping Released: 1/31/2019   Version: 6.212.0   Rating: 4.8 ★ (2,231,997)   Downloads (30d): 125.4k	Revenue: £7.8B
	<b>Depop   Buy &amp; Sell Clothing</b> By Depop Limited • Shopping Released: 8/1/2012   Version: 2.347   Rating: 4.8 ★ (521,344)   Downloads (30d): 59.4k   🇬🇧 08316342	Revenue: £76.9M
	<b>Gumtree: local classified ads</b> By Gumtree.com Limited • Shopping Released: 2/9/2012   Version: 18.1.30   Rating: 4.7 ★ (469,706)   Downloads (30d): 40.6k   🇬🇧 03934849	Revenue: £22.8M


## Recycling

	<b>Horizon Sustainability Scanner</b> By Code Green Ltd • Food & Drink Released: 12/16/2020   Version: 3.6.3   Rating: 4.1 ★ (57)   Downloads (30d): ?   🇬🇧 09178785	Assets: £22.3K Cash: £61.0K
	<b>recycle:me</b> By Metrisk Limited • Lifestyle Released: 10/14/2024   Version: 2.20.1   Rating: 2.6 ★ (31)   Downloads (30d): 2.2k   🇬🇧 11083993	No financial data available
	<b>Recycle at Boots</b> By Metrisk Limited • Lifestyle Released: 3/19/2024   Version: 3.20.0   Rating: 2.2 ★ (29)   Downloads (30d): 36.7k   🇬🇧 11083993	No financial data available

## Sharing

	<b>Olio</b> By Olio Exchange Limited • Food & Drink Released: 7/9/2015   Version: 2.180.22   Rating: 4.9 ★ (61,177)   Downloads (30d): 21.3k   🇬🇧 09428660	Assets: £24.2M Cash: £24.2M
	<b>Forest - eBike Sharing</b> By Human Forest Limited • Travel Released: 3/24/2023   Version: 9.9.4   Rating: 4.6 ★ (15,029)   Downloads (30d): 30.9k   🇬🇧 12352698	No financial data available
	<b>Fat Llama</b> By Fat Lama Limited • Shopping Released: 11/30/2017   Version: 2.1.19   Rating: 5.0 ★ (3)   Downloads (30d): 1.4k	Revenue: £7.6M
	<b>Wedio App</b> By Wedio ApS • Photo & Video Released: 2/21/2024   Version: 1.1   Rating: 3.8 ★ (29)	Revenue: £2.3M

## Repair

	<b>MPB</b> <a href="https://www.mpb.com">https://www.mpb.com</a> › en-uk	
<b>MPB   Buy or Sell Used Cameras &amp; Lenses</b>		
Shop for all the used camera kit you need. Sell to MPB and get an instant quote, free shipping and fast payment.		



All helped by...

**pre-loved** is now mainstream

First Choice 2023 survey



50% adults. 84% millennial's.

**"It's like a digital  
treasure hunt"**

Leoni, Fashion Designer and Influencer

REcommerce 80% growth.  
78% digital adoption.



78% using apps and web sites.

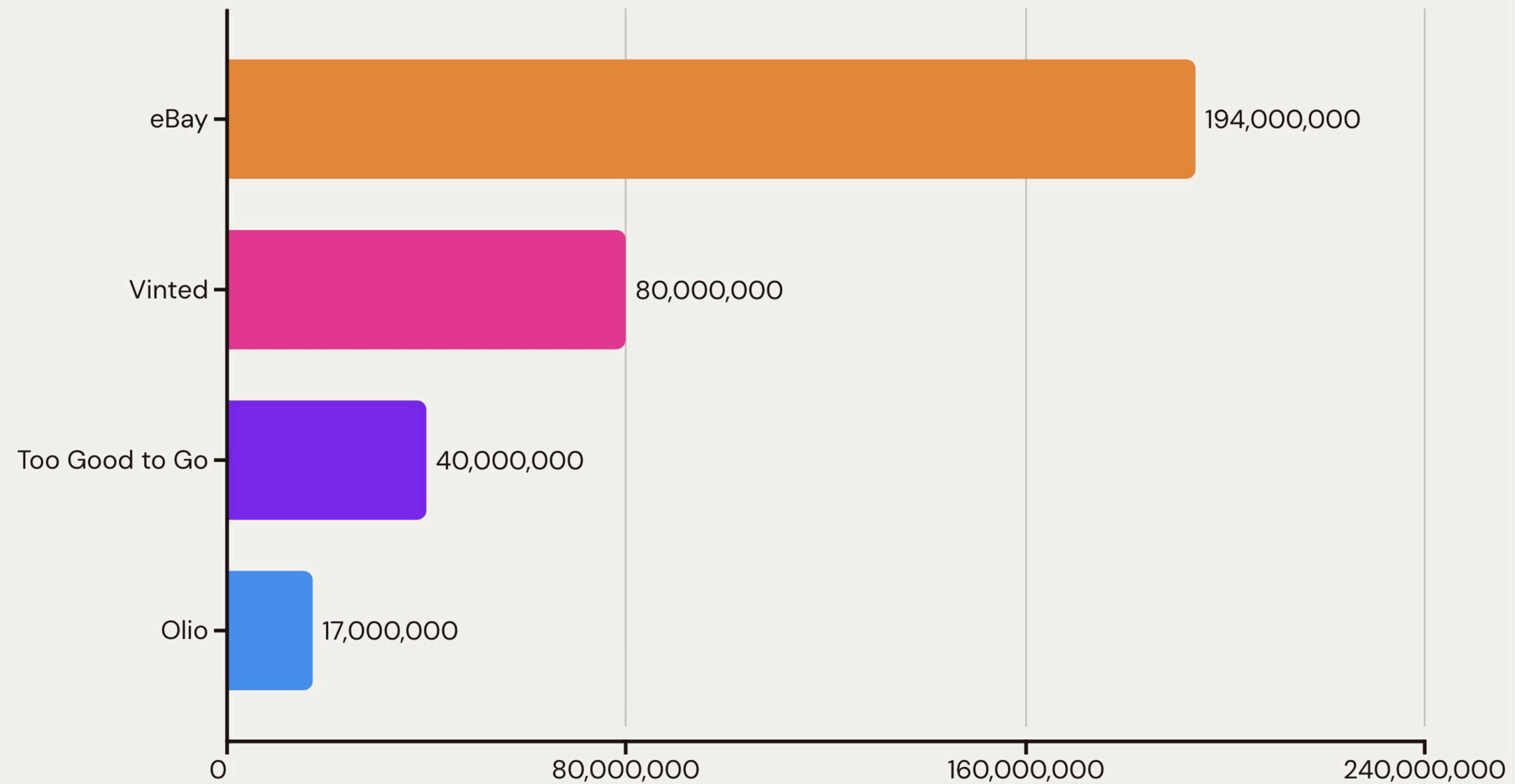




**Some Inspiring apps** out there...

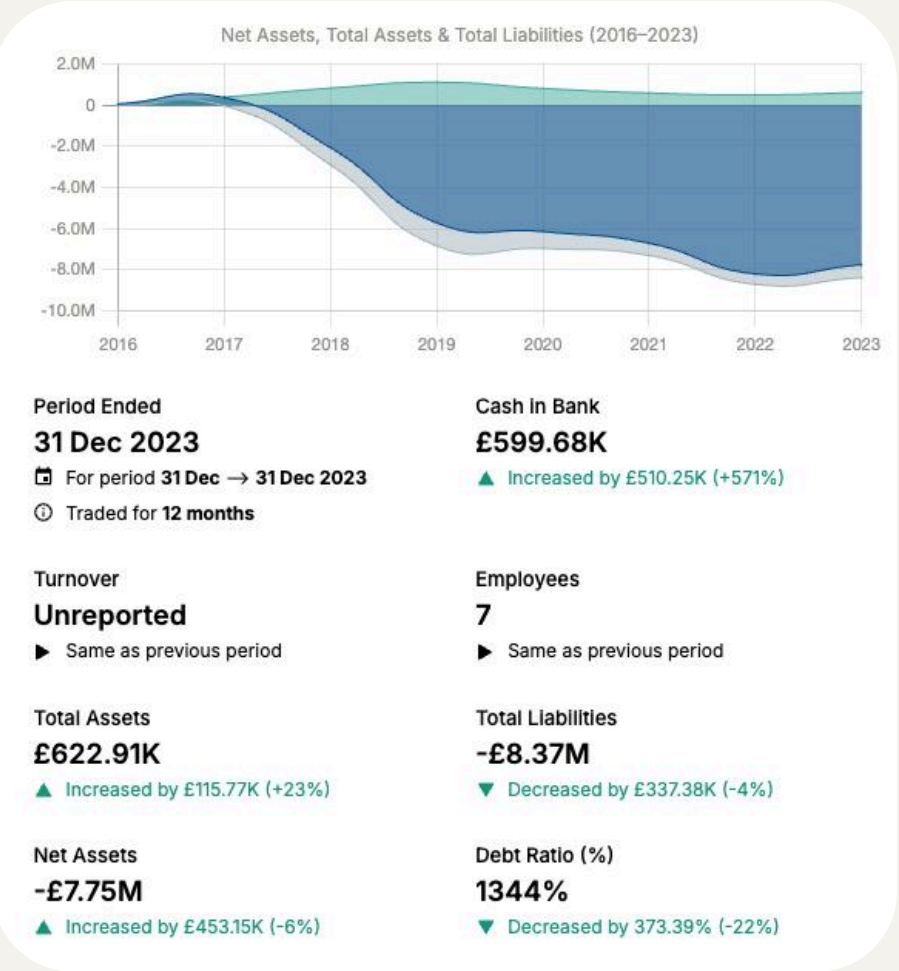
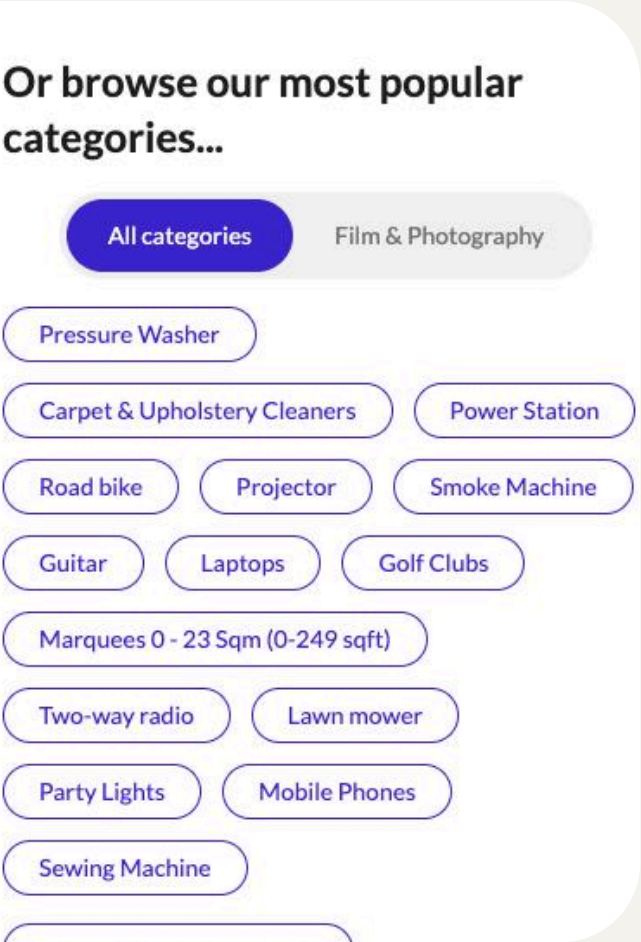
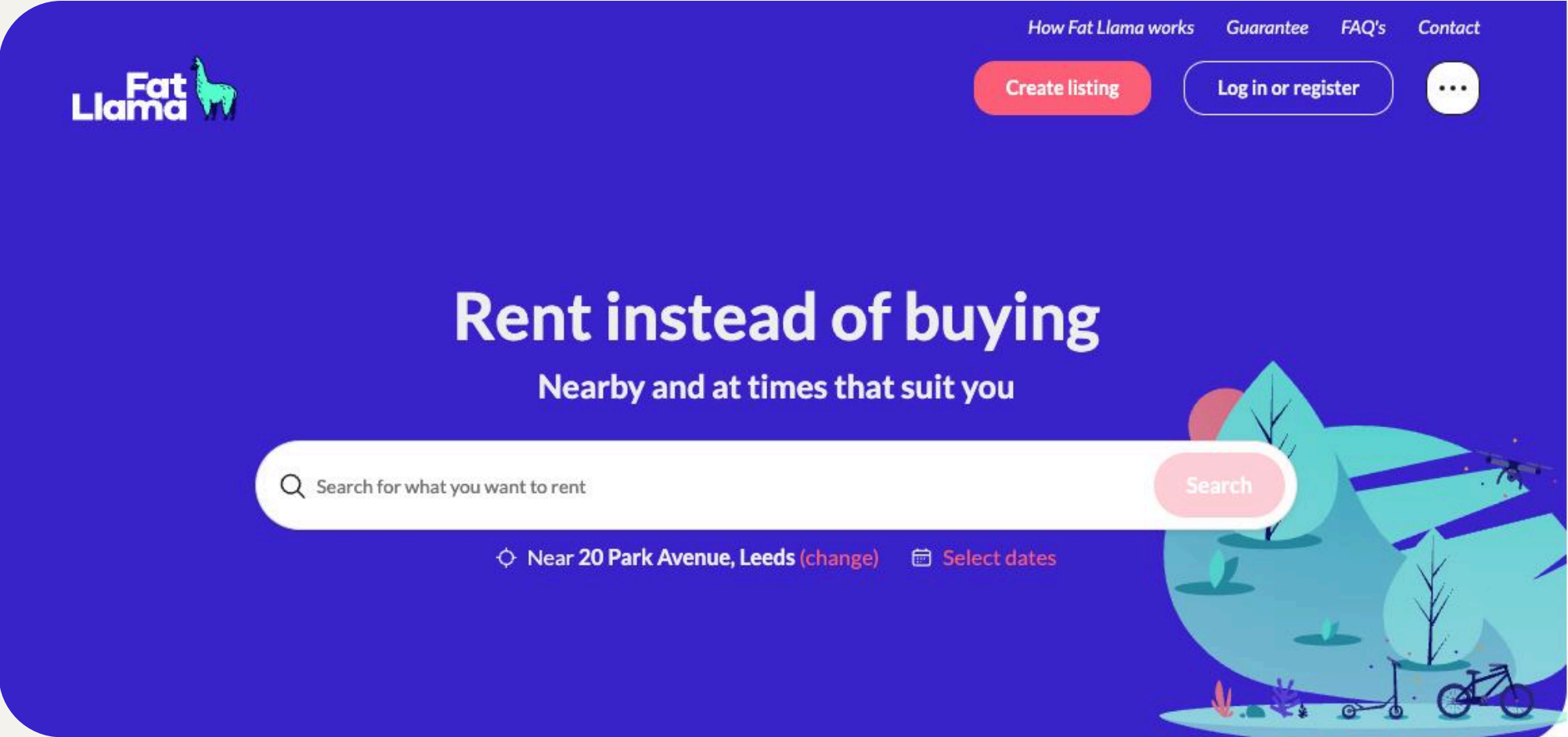
# 350,000,000 yearly transactions (UK)

£7 billion and growing



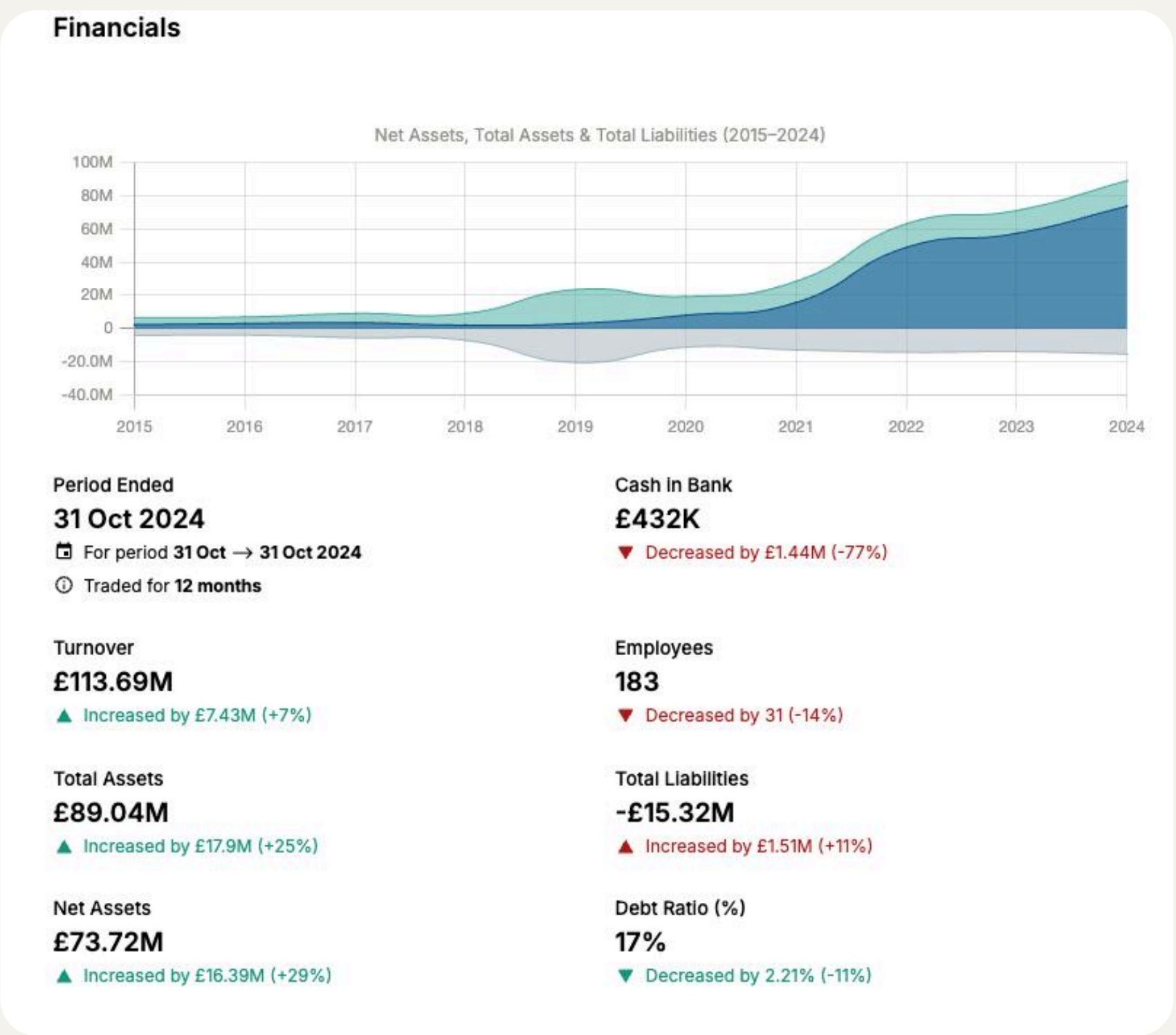
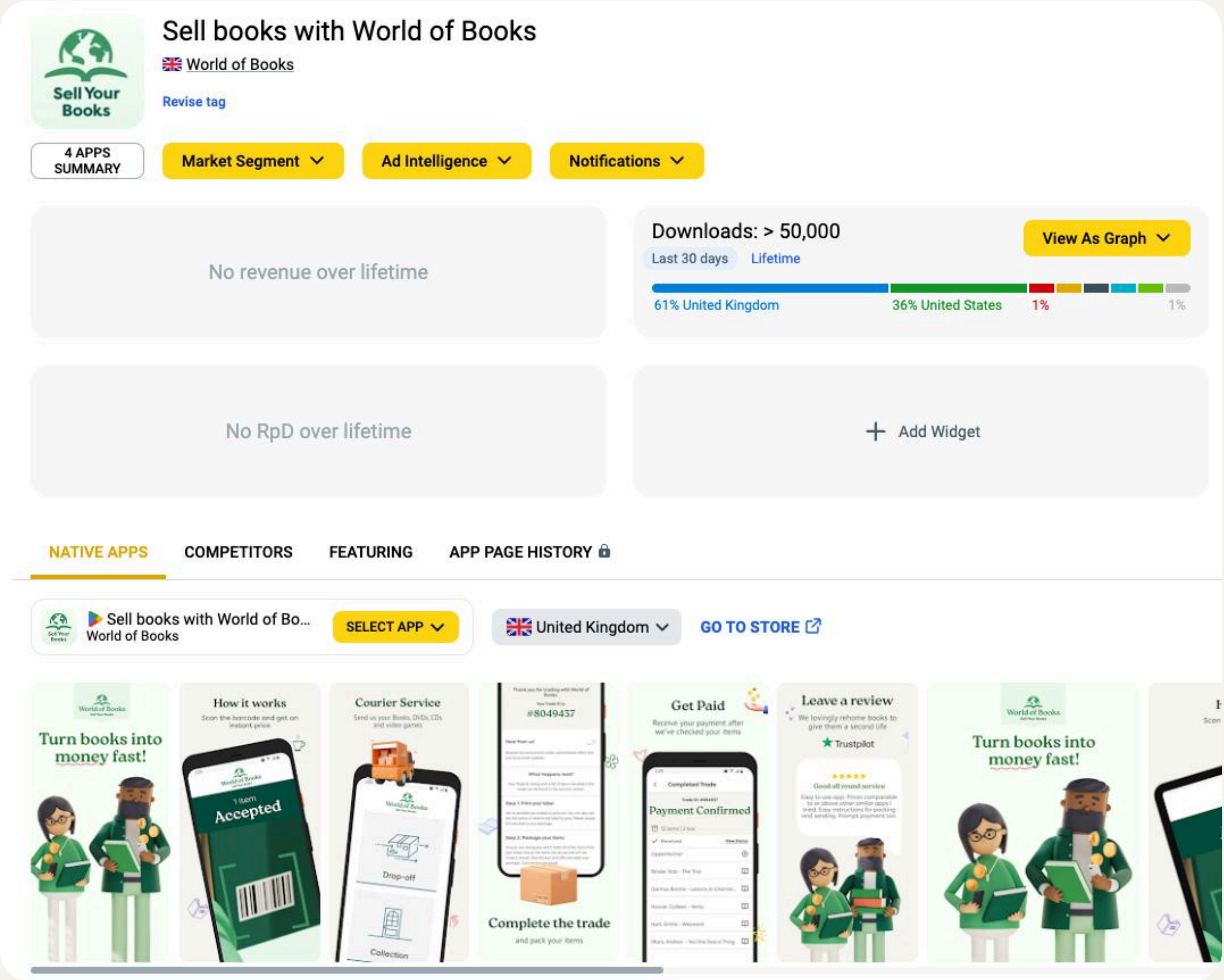
# Fat Llama: Peer-to-peer Rental

London. Challenges. £2m seed. 350K items. Exit.





# World of Books



- Business Model
- Numbers
- Tool

AppMagic is cool for researching this stuff



# Warpit

## Performance League tables - Top 10s

### TOTAL SAVINGS BY MEMBER

Place	Organisation	Total Savings
1	Jessica Ingram Department of Planning, Housing and Infrastructure	£762857
2	David Henderson University of Glasgow	£477381
3	Christine The University of Queensland	£323399
4	Mary Gill University of Tasmania	£316863
5	charlie bull Cardiff Metropolitan University	£313497
6	Estates Facilities Team Nottingham Trent University	£269124
7	Edgar University College London	£240539
8	Andrew Mouat Glasgow City Council	£240354
9	Alexander Ford The Shrewsbury and Telford Hospital NHS Trust	£214949
10	Paul Britton University of Salford	£183116

### TOTAL SAVINGS

Place	Organisation	Total Savings
1	University College London	£2436398
2	University of Kent	£1405211
3	University of Glasgow	£1300523
4	University of Tasmania	£1220936
5	University of Cambridge	£1200377
6	The University of Queensland	£978318
7	Department of Planning, Housing and Infrastructure	£897922
8	Hywel Dda University Health Board	£701013
9	University of Oxford	£667581
10	University of Nottingham	£590548

### TOTAL SAVINGS PER MONTH

Place	Organisation	Total Savings
1	Guy's and St Thomas' NHS Foundation Trust	£174977
2	Department of Planning, Housing and Infrastructure	£47259
3	Griffith University	£33477
4	University College London	£15821
5	Cardiff Metropolitan University	£15771
6	East Lancashire Hospitals NHS Trust	£14166
7	University of Kent	£12219
8	University of Tasmania	£11099
9	University of Glasgow	£9493
10	University of Cambridge	£9163



CO2  
saved  
(tonne)

21,743



Staff Time  
Saved  
(days)

9,453



Waste  
diverted  
(tonne)

6,249



Donations  
to charity  
(million)

£6.92



Total Money  
Saved  
(million)

£47.63

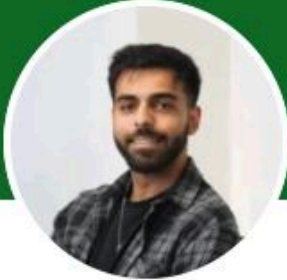
# Yorkshire Rising Stars




**Marc Burrow** · 1st

Head of Estates/Founder & CEO  
Bradford

 2K followers







**Husain Alogaily** · 1st


Co-founder and Director of Compost-It

Leeds, England, United Kingdom · [Contact info](#)

 Compostit

 University of Leeds

**BUCKSHEE**



**REPURPOSING  
SURPLUS  
MATERIALS**

Your site's black stock are your sustainability gains. Track the positive impact of selling unused materials to your fellow contractor, local traders and more, with Buckshee.



**Leeds Bins & Recycling**

By Jordan Porter · Reference

Released: 12/13/2021   Version: 2.0   Rating: 4.7 ★ (79)



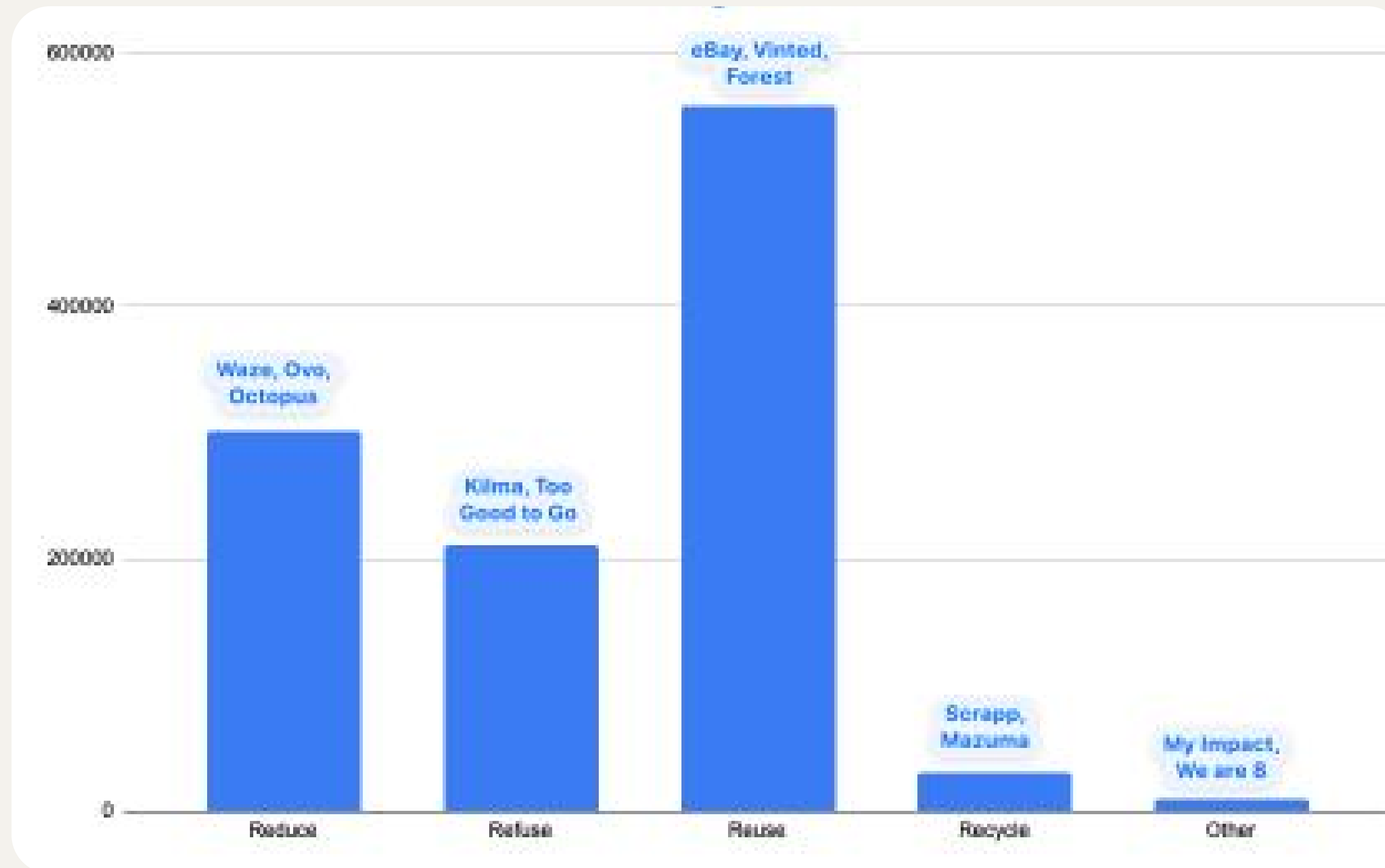
**Where** could your focus be?

# What are people downloading?



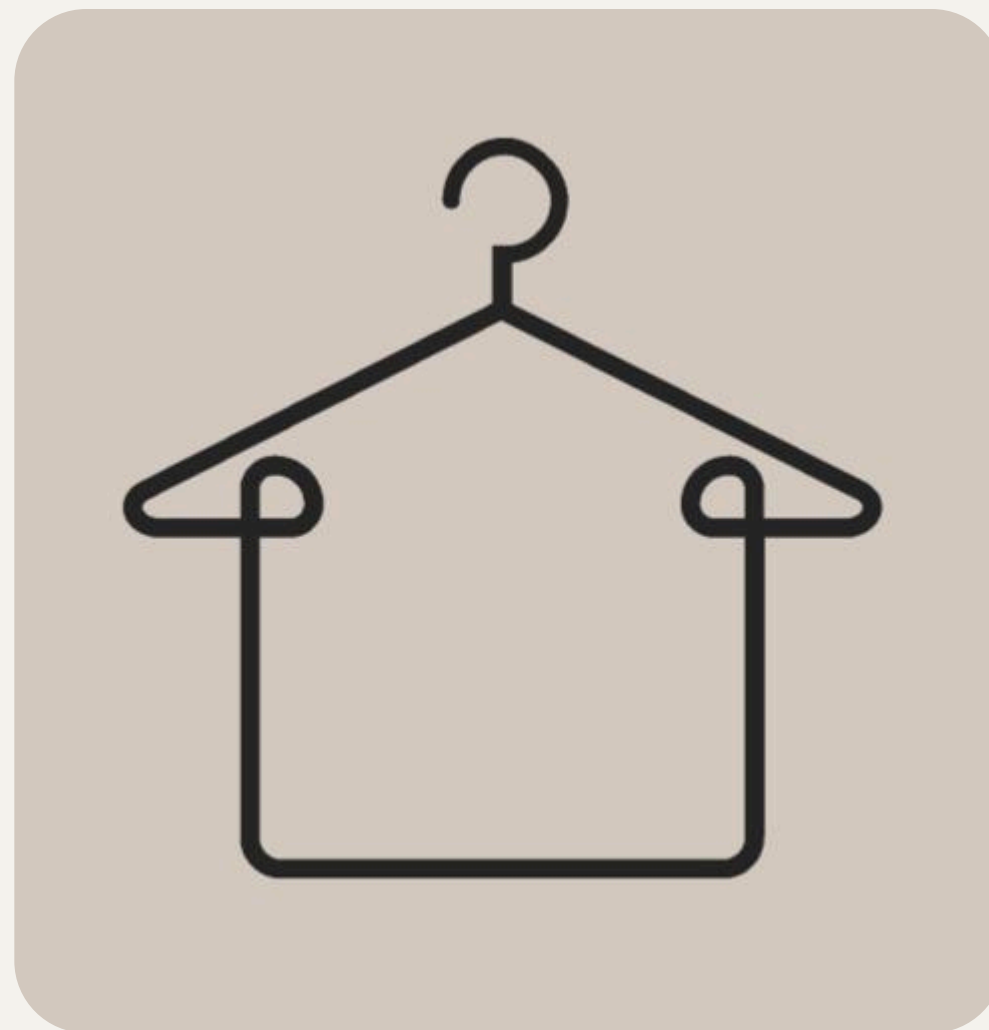
Based on Sustainability Impact Category Framework

## Or by the 4R Framework





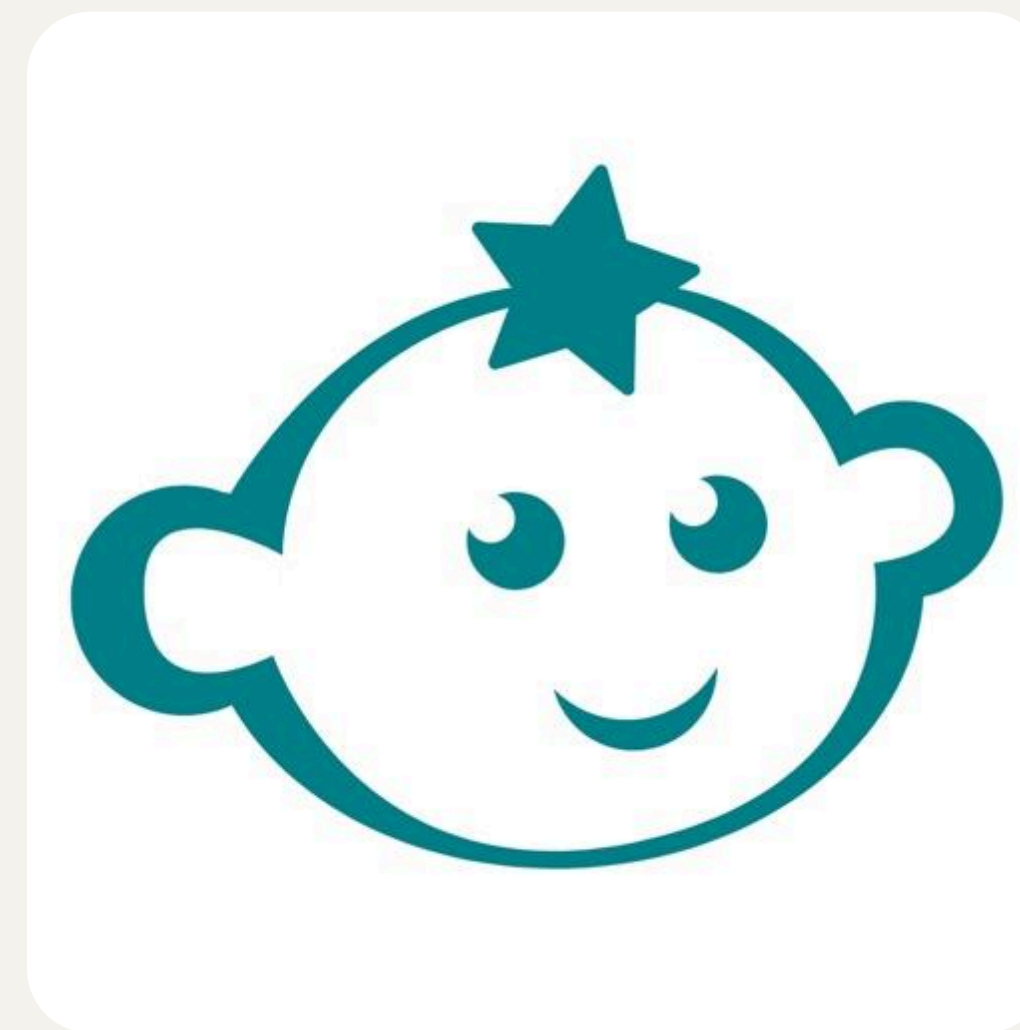
# A new one every month...



## WearHouse

By VALUE AND GROWTH ECONOMIC  
CONSULTING COMPANY SULTAN  
SUHAIL AL-FARHAN AND HIS PARTNERS

Shopping  
Released: 21/05/2025

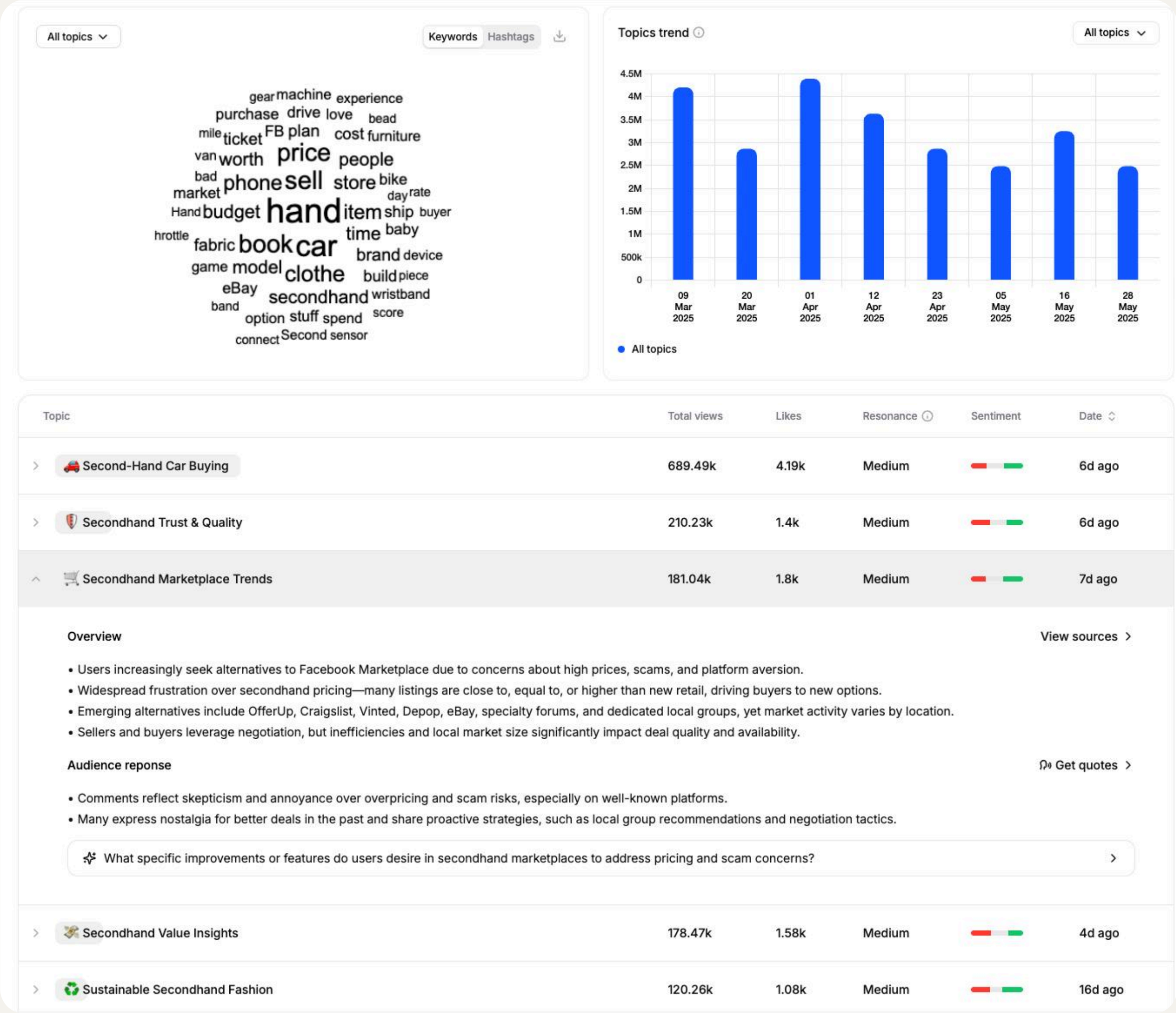


## Kidora: Buy & Sell Preloved

By Kidora Ltd  
Shopping

Released: 13/05/2025

# And plenty of problems to run at



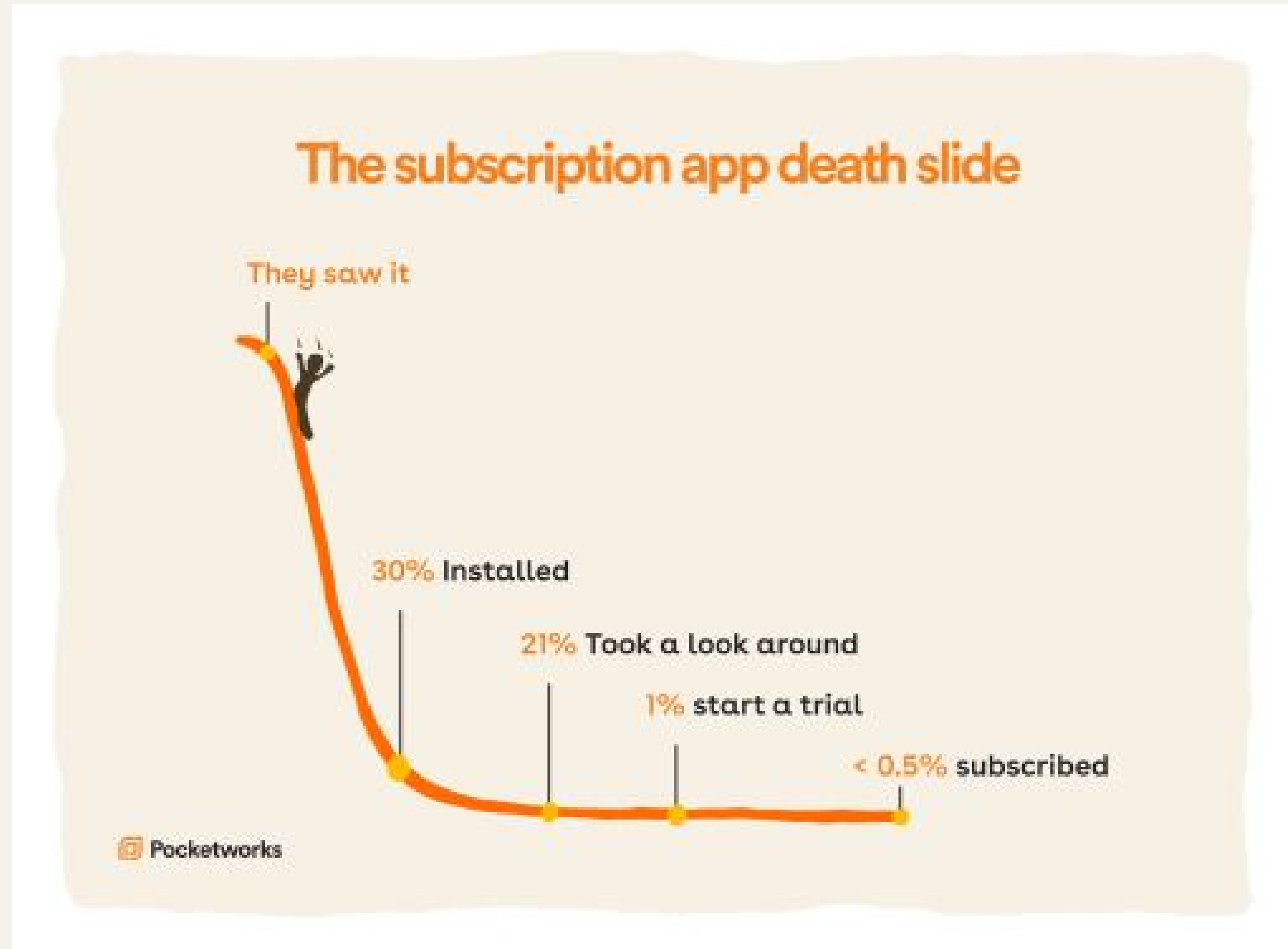
Unserved niches,  
inflated used prices,  
scams, fraud,  
warranties, safety  
(Buzzabout.ai report)

Should **you** build an app?



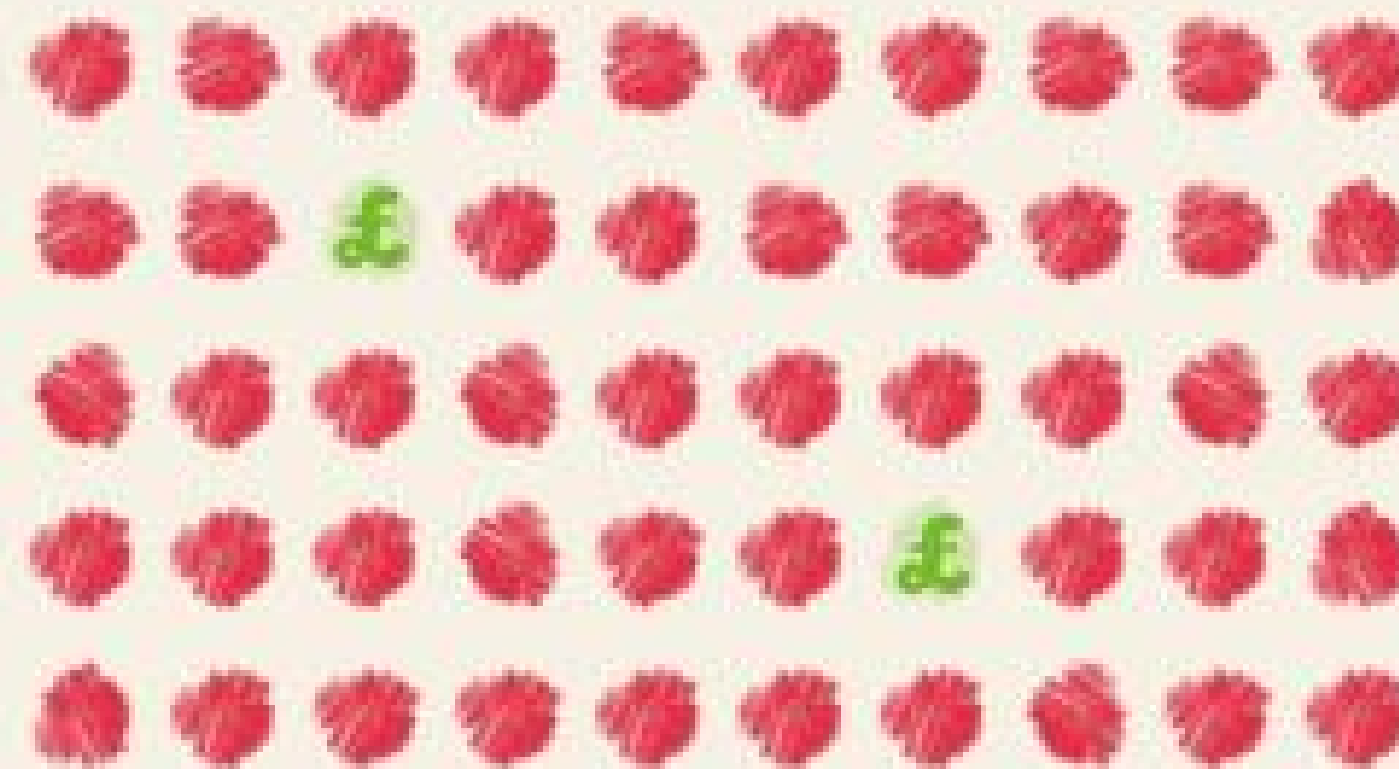
**Go in with eyes open...**

# Most people leave within minutes or days



# Lean on existing marketing if you can

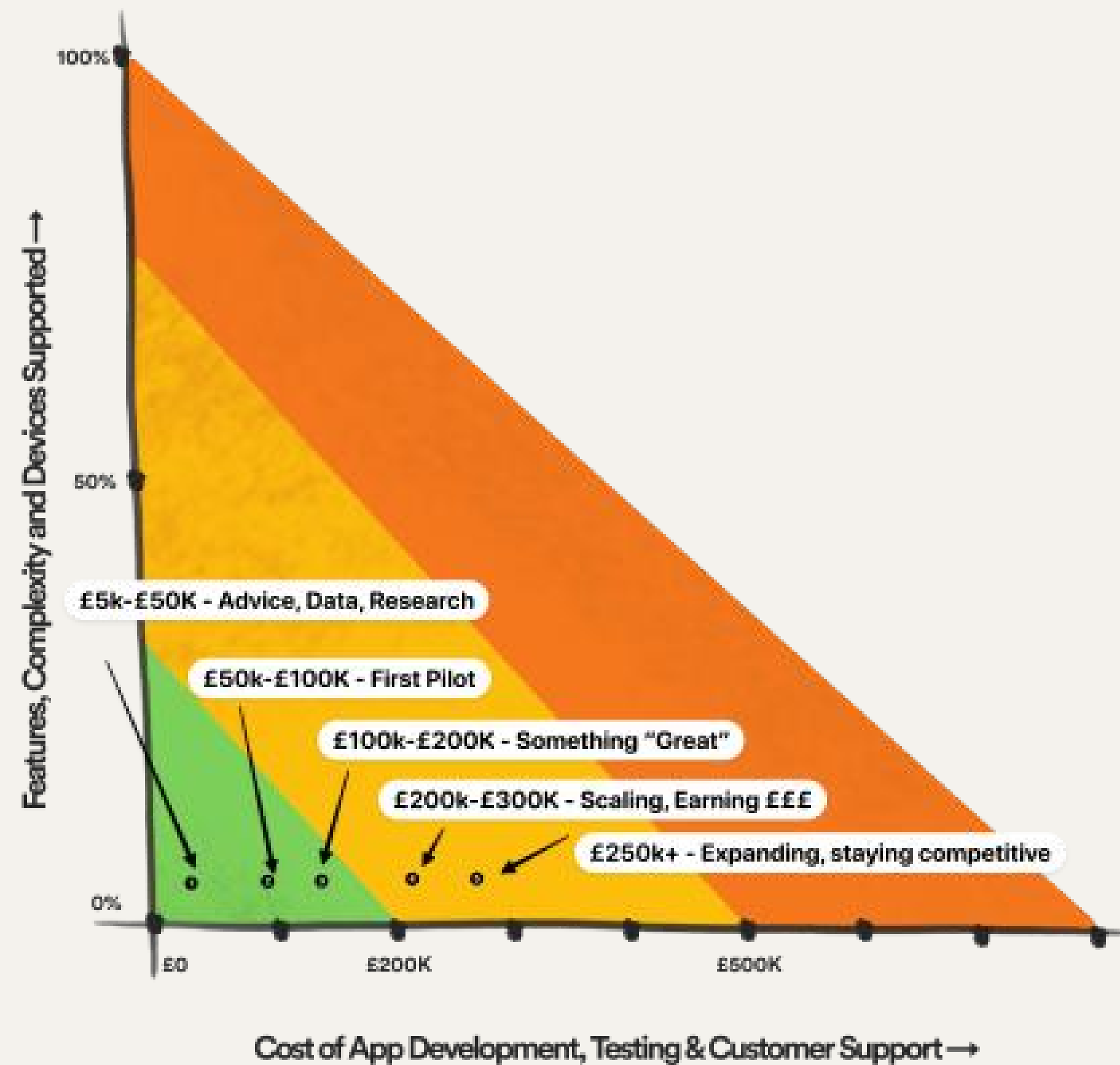
## Buying app customers



When running paid adverts, if 4% of app downloads turn into customers, you're doing ok 👍



# Budgeting can be painful



## Hidden app costs



**If you decide to build an app  
or digital platform...**

# An app is a mini business





# Start Small

## Your MVP is too big

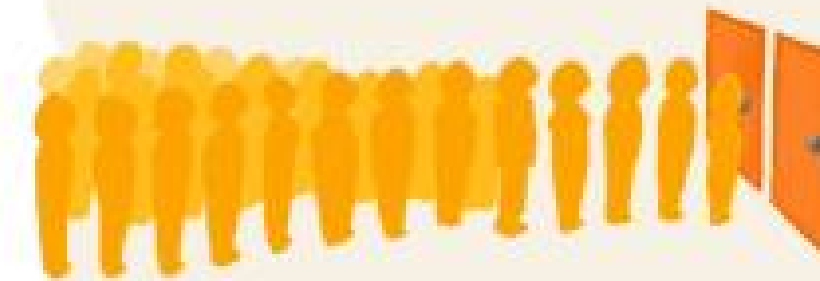


The app you want to launch to the world



What you should launch on day one

## Pareto's Law for apps

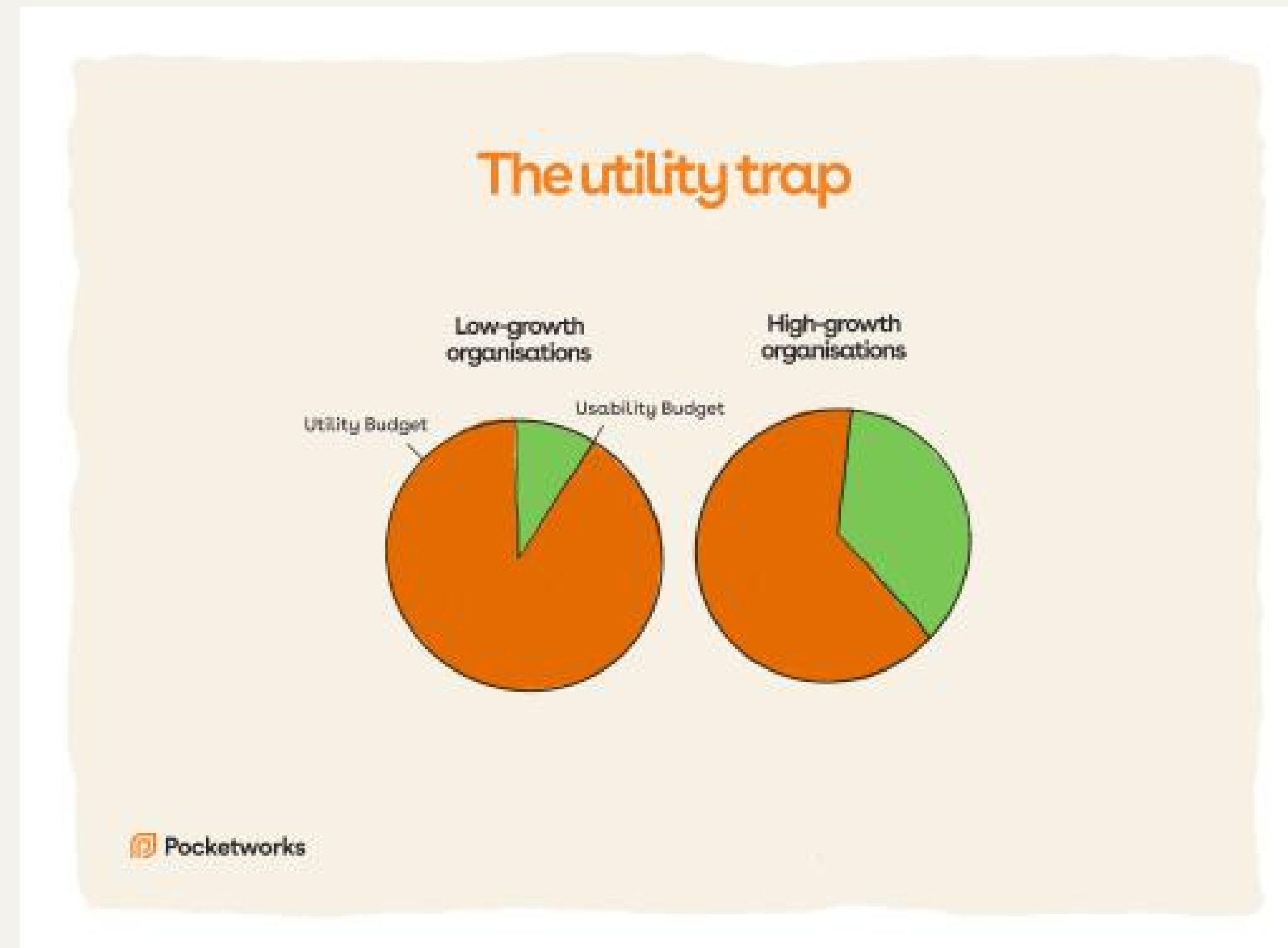


The few essential features



The rest of your app

# Invest in "usability"



# A quick note on sustainability



# Digital technology emissions are now higher than the entire aviation industry

3.0% vs 2.5% Borderstep Institute's 2020 study (and on track to reach 8% within 10 years)



## Mission

Build a trusted ecosystem of people, standards, tooling and best practices for creating and building green software.



## Vision

Change the culture of building software across the tech industry, so sustainability becomes a core priority to software teams, just as important as performance, security, cost and accessibility.



### MINIMISE CARBON

The Foundation's mission is to reduce the total change in global carbon emissions associated with software. When evaluating choices we choose the option that advocates for abatement (reducing emissions) not neutralisation (offsetting emissions).

# Finally. There's a ton of opportunity...

- Circular apps are booming. Attitudes have changed
- Sharing and reusing are incredibly popular circular app categories
- Established businesses already have an audience.
- Have a strategy, validate your ideas, keep it small



Thank you!

Questions?

# We help you...

## Building the right thing

- Focus your time and money on the right problems by validating digital ideas
- Create prototypes that prove your digital ideas will resonate with customers
- Understand the costs, project plan and build an ROI case for your digital ideas

## Build the thing right

- Build your own mobile apps and digital platforms using connectivity, data and AI
- Develop best-in-class embedded touch-screen experiences for your next generation of products
- Operate with scalability and security
- Our clients trust us to manage solutions generating over £200m of revenue for our clients, 4m consumers.

## Achieve product led growth

- Treat your digital products as the top of a sales funnel
- Use product to drive up create sales and customer lifetime value
- Lean into push messaging, loyalty and marketing to increase repeat business

Email **tobin@pocketworks.co.uk**  
to arrange a coffee/chat. 

# Resources

- UX insights for creating useful apps and digital experiences  
<http://nngroup.com>
- Tips for creating apps that get results  
[Badly Drawn Mobile](#)
- Understand competitor app revenue and downloads  
[appmagic.rocks](http://appmagic.rocks)
- Getting real-time insight into customer pain points and opinions from social media  
<https://buzzabout.ai/>
- Getting strategic about your app  
Roger Martins "Playing to Win" Book



# Sources

PDF file

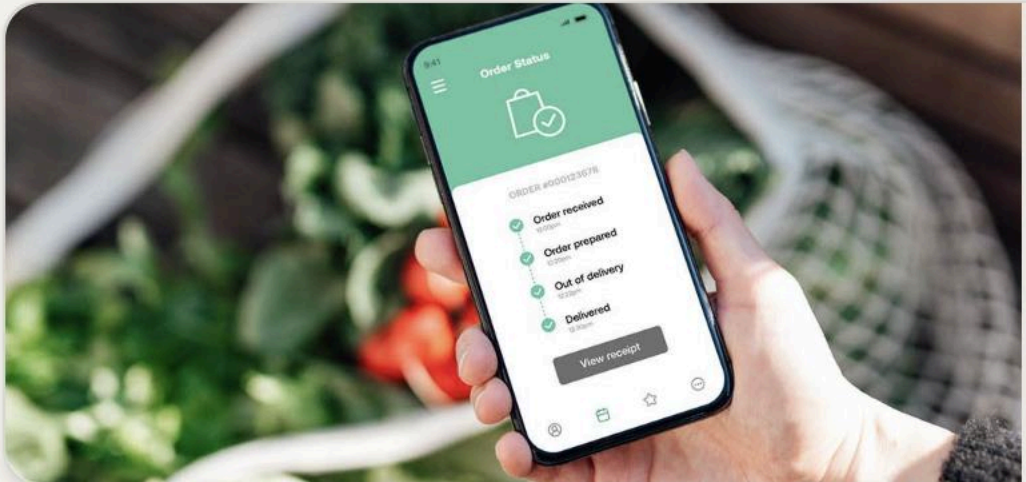


Circular Online



### 71% of consumers bought or sold goods in past year – research

71% of consumers across the UK, US, France and Germany bought or sold used goods in the past year, according to new research.



home.barclays



### Recommerce Revolution: reusing, reselling and renting worth almost £...

Rising cost of living and a desire to be more sustainable are changing the nation's shopping habits, contributing to the continued growth of the 'Recomme



Yorkshire Circular Lab



### Yorkshire Circular Lab

A circular economy offers solutions for global sustainability challenges through the transition from the linear take-make-use-dispose economy to a better organisation of resources.