



## AT A GLANCE

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**Sector:** Waste to resources

**Website:** [www.instagram.com/frenzy.works](https://www.instagram.com/frenzy.works)

**Stage of Startup:** Prototype/ Proof of Concept

**Stage of Product:** Early

**Customer Focus:** B2B, B2C



### Ritvi Mishra

Since a young age of 9, Ritvi has been creating handicrafts and jewelry with waste paper and macrame. Over the years, she experimented with various materials discarded as waste around house such as glass bottles, paper waste, disposed tyres and electronic products to create home décor and utility products.

## ABOUT

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Ritvi is an undergrad student specializing in electronics engineering who wants to create awareness about sustainable living by upcycling waste and creating eco-friendly products. She was born in a 'sustainability obsessed' household, where creating compost from wet waste, reusing products, avoiding plastic, and upcycling products is not just a concept but a lifestyle. Clubbing her creativity and passion to live sustainably she launched Frenzy Works. With her venture, Ritvi runs hands-on workshops to make people conscious about circular economy and demonstrate how small lifestyle changes can have a significant impact. Her workshops are designed to create quirky and trendy products with easily available raw materials discarded as waste in households.

## THE CONCEPT : PROBLEM & SOLUTION

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We generate a lot of waste in our day-to-day lives – be it paper waste, plastic, clothes.

Frenzy Works trains people to upcycle waste to create new products, giving it new life. With her customized workshops based on what raw materials the attendees want to upcycle, Ritvi helps people ways to transform unwanted things into something to cherish.

Her workshops are themed as per the audience's needs conveyed by them in a prior survey. In all her workshops, she uses varied raw materials – paper, plastic, glass, fabric, metal scrap etc. nudging the attendees to adopt green living.

## SERVICE

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Workshops at Frenzy Works are curated to make upcycling engaging and actionable. Through live demonstrations of upcycling waste, Ritvi aims to sensitize individuals to lead sustainable lives and manage their waste duly.

## CUSTOMERS

Ritvi customizes her workshops according to the audience's needs. For audience age group between 15-23 years, she creates products like upcycled lamps, upcycled electronics décor. For age group of 23+, workshops are designed to create home decor-based products like plant hangers, macrame shelves thread etc.

She has a good retention rate with 7-8 repeat customers who have been following her activities.



## FUNDING

Ritvi is focusing on scaling her service to offline workshops and better marketing strategies to increase customer base. Once she has a good clientele, she will require grant support to scale operations in multiple cities.

### Online workshops:

With her online workshops, Ritvi reaches out to multiple people from different states. Her online workshops are fun interactive sessions where attendees upcycle waste and learn to upgrade their choices.

### Offline workshops:

Ritvi is in an exploratory stage for her offline workshops. She is partnering with café to use their space to conduct the workshop while also utilizing the waste generated in the café as raw materials to upcycle. The café gets higher footfall and it's a win-win for both. With café meetups, she aims to form an eco-conscious community to initiate greater change.

## VALUE PROPOSITION

- Frenzy Works conducts customized workshops on sustainable lifestyles based on the audience's demand
- Upcycle easily accessible waste to make quirky home décor products
- Cafes as meet-up spaces promote eco-conscious lifestyles thereby helping cafes with eco branding and increasing their footfall.

## OUTREACH

To get more visibility and target a wider audience, Ritvi leverages social media. She attracts the audience by showcasing the unique products she upcycles.

She has been collaborating with national art studios, bookstores, and cafes to get more clients. The art studios and café owners charge a small fee for their patrons to attend these workshops.

## CHALLENGES: HURDLES & LESSONS

Frenzy Works has been struggling with outreach. To solve this, she has prioritized learning techniques to market her service. Due to lockdowns, Ritvi has been limited to online workshops, limiting the number of people she could have reached out to.



Ritvi utilized this period to its maximum potential to strengthen her business model while increasing visibility for her startup. With the ongoing online university classes, it has been fairly easy to manage her studies and business.

## IMPACT

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Ritvi's workshops catalyze impact through behavioral change in communities. Till date she has coached 45 people to upcycle products and lead a sustainable lifestyle. She soon plans to make valuable products from café waste while creating awareness among people.

## WHAT'S NEXT

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Ritvi's next step is to launch her offline workshops. She is in talks with multiple cafés to promote her startup. She wants to establish a franchise model to create a strong network among like-minded people and onboard people to hold workshops in different cities.