

# About Reppa

## Background - Business Idea Generation

Anders Östlund is the founder of Reppa, and he has had a life long dislike for waste of all sorts, and that might be one of the feelings that triggered him to think about sustainable business ideas. The Pandemic of 2020 was another event that made new ideas develop. Discussions about life and how the world changes, the climate crisis and other challenges faced by mankind triggered yet another set of inspiration to create a new concept that could become a small part of the solution to very big problems. One mystery to solve was why so many supposedly great circular economy business ideas struggled to take off? What could be the key to finding a working business model for the circular economy? It was a great and very intriguing mystery to solve. Eventually these thoughts and ideas would manifest themselves in the creation of Reppa AB in Falun, Sweden. Falun is Anders native town and in 2023 he had just returned after nearly 30 years.

## Solving the circular economy business model mystery

Based on previous experiences the Anders considered peer-to-peer trading of used goods as a solution to the challenge that wasting perfectly working products posed. However, the peer-to-peer solution wrestled with challenges related to transaction and shipping costs for products that would mostly be sold at a very low cost, while at the same time being traded on markets that were and are not market oriented, such as hobby flea markets or charity markets. The depth and reliability of supply would also be a challenge to overcome in a peer-to-peer business model. Few consumers like empty shelves when they visit a store, be it off- or online.

Finding the right model and niche was important and eventually the choice fell on renting out tools. After all, tools are a very common product, almost every household owns tools and many of them are rather expensive. The more expensive tools are also not used very often, but might have been bought for a single project and have been sitting idle ever since. Tools are excellent for the circular economy in other words.

## Market entry

One way to gather data about the market and the demand for products is to conduct market research, often with surveys. A company asks 1,000 persons about their intent to consume a product and then base decisions on the conclusions drawn from that market research. Reppa considered such research but after speaking with friends and family, who all testified that sustainable consumption was a top priority for them, suspicions arose. Would people actually consume in the same way they said they said they would? A different approach was needed so on July 10th 2023 the newly founded Reppa AB opened a small, unmanned, shop in downtown Falun where consumers could rent tools. It was a live test of real consumer demand. The outcome from the test was positive, there is a demand across every demographic segment for unmanned renting of tools.

## Reppa AB's Business Idea

Reppa is a platform business that enables households and small businesses to rent tools easily and cost effectively, on a daily basis.

Reppa recognized that while repairs and renovations are an ongoing part of the life of every home and every family, the reality is that the tools, purchased and owned by individuals and families, spend over 90 per cent of their lives sitting idle, waiting for the days when they are required. It follows that the home tooling economy is highly inefficient. Households, and indeed small businesses, tie up capital and precious space for tools that are rarely used.

Reppa is addressing this problem by bringing the “sharing economy” to the tools industry, making best use of resources and avoiding waste. Customers can select a tool via the Reppa app, check availability, make a payment, and then collect the tool from an easy-pickup location, at their convenience.

Given the growing awareness of the importance of sustainability, Reppa envisions a future where most households see no reason to have their own tools and instead pay a daily fee for tools, as and when they need them.

Reppa's business idea is to rent out tools to consumers and professional tradesmen. Reppa intends to achieve this by being **sustainable, flexible, mobile, available, and affordable**.

## Reppas Mission

Reppas more holistic mission is to add value to the world by becoming a profitable company that adds value to customers, business partners, society at large, and creates sustainable business practises to the benefit of both the environment and the social fabric of society.

## Milestones

2023

March 28th - Reppa AB is registered as a company

July 10th - The first unmanned location opens

July 21st - [Reppa is featured in Falun's leading newspaper, Falu-Kuriren](#)

August 23rd - First Pitch to DalaCapital

November 22nd - DalaCapital decides to invest in Reppa AB

December 1st - Reppa AB is approved to join Dalarna Science Park's incubator

December 20th - First meeting with David King, who became a partner in Reppa during the spring of 2024

2024

February 7th - Reppa's first smart locker is ordered from Dalform AB in Säter

April 9th - Reppa places its first major order for power tools for the first locker

April 22nd - Reppas first smart locker is delivered and placed in Bergströms Galleria in Falun

May 21st - Reppas new website is launched at [www.reppa.tools](http://www.reppa.tools)

May 25th - The first locker is installed and opens for business

June 18th - DalaCapital decides to make second investment in Reppa

July 3rd - Reppa teams up with Kwikk, a Mora based company that provide an innovative solution for online payments.

July 29th - [Reppa's new smart lockers are featured in Falun's leading newspaper. Falu-Kuriren](#)

August 1st - Reppa launches an updated version of its website and adds 30+ new tools to its offer.

August 3rd - [Reppa's smart lockers are featured in Business News Dalarna](#)

## Our values

We are committed to Sustainability and the Circular Economy.

At Reppa, we believe in building a better, more sustainable future. Sustainability is at the core of everything we do, and we are committed to minimising our environmental footprint while maximising value for our customers and community. Our approach to sustainability is holistic, encompassing environmental stewardship, economic responsibility, and social equity.

### Environmental Sustainability

We are passionate about reducing waste and promoting resource efficiency. By offering a wide range of high-quality, durable power tools for rent, we enable our customers to access the tools they need without the environmental impact of unnecessary consumption. Renting instead of buying reduces the demand for raw materials, limits production-related emissions, and helps keep tools in use for longer, significantly reducing landfill waste.

### Economic Sustainability

Our business model is rooted in the principles of the circular economy, where resources are kept in use for as long as possible, extracting maximum value before they are recycled or repurposed. By renting out tools, we provide an economical solution that saves money for our customers and supports a healthier economy. This approach also allows us to reinvest in our community, offering affordable access to the best tools while ensuring they are maintained to the highest standards.

### Social Sustainability

We believe that sustainability extends beyond the environment and economy—it's also about building strong, resilient communities. We strive to make a positive impact by supporting local initiatives, providing fair employment, and fostering relationships with our customers based on trust and shared values. By choosing to rent from us, you're not just getting the tools you need—you're also contributing to a more sustainable and equitable future.

At Reppa, we are proud to be part of the movement towards a circular economy. Our commitment to sustainability drives us to continuously improve, innovate, and inspire others to join us in making responsible choices for our planet and future generations.

## Team

### David King, Partner

Accomplished CEO, COO and Non-Executive Director. Over 12 years as CEO of privately held enterprises. Skilled in building and growing businesses in preparation for acquisition and investment funding. Track record in building and sales teams and international business development. Graduate from London Business School.



### Alina Shynkar, Marketing Lead

Former Erste Bank, East One Holding and Fedoriv Marketing and Innovations in Kyiv, Ukraine. Fifteen years of marketing and branding experience.



### Emelie Sundström, Finance and Administration

Graduate from Dalarna University and Linnaeus University. Masters degree in Business and Accounting. Sub contracted from Dalec.



## Tonya Yemelianova, CTO

Co-Founder and CTO of Clever Crew, a software development agency. Experience from developing over 20 mobile applications in diverse fields like smart cities, IoT, and book reading. Skilled in moving businesses from early concept to fully functioning app. Graduate from the National Technical University "Kharkiv Polytechnic Institute".



## Anders Östlund, Founder

Stockholm School of Economics graduate and international serial entrepreneur. Executive Assistant during the founding of the Stockholm School of Entrepreneurship in 1999. Co-Founded Ticket2.com, an Internet market-place for event ticket trading, in Stockholm in 2006. Founded Fryday, an international network of professionals, in Kyiv in 2010, and Coffeenar Ukraine, an internet marketing training school, in 2011. Founded Ukraina Invest in 2018. Other projects include an e-learning platform, a health clinic and a convenience retail chain. Anders has 25 years of experience from sales, online marketing and information management, and has conducted business with entities in more than 20 countries, and has lived in three different countries.



## Media

2023-07-21

Feature article in Falu-Kuriren

<https://www.falukuriren.se/2023-07-21/anders-oppnar-obemannad-butik-for-faluns-hemmafixare/>

2024-07-22

Press Release by DalaCapital

<https://www.mynewsdesk.com/se/dalarnasciencepark/pressreleases/reppa-lanserar-haallbart-koncept-foer-uthyrning-av-verktyg-med-nytt-kapital-fraan-dalacapital-3331825>

2024-07-29

Feature article in Falu-Kuriren

[https://www.falukuriren.se/2024-07-29/skap-ersatter-butik-faluforetagets-nya-satsning-for-hemmafixare/?utm\\_source=local\\_newsletters&utm\\_medium=email&utm\\_content=&utm\\_campaign=FK\\_Morgonens\\_Nyheter\\_2024-07-29](https://www.falukuriren.se/2024-07-29/skap-ersatter-butik-faluforetagets-nya-satsning-for-hemmafixare/?utm_source=local_newsletters&utm_medium=email&utm_content=&utm_campaign=FK_Morgonens_Nyheter_2024-07-29)

2024-08-03

Feature article in Business News Dalarna

<https://www.businessnewsdalarna.se/naringsliv/hyr-dina-verktyg-i-ett-smart-skap-nu-rullar-foretaget-fran-dalarna-ut-sitt-koncept>

## Resources

[Download articles as PDF](#)

[Photo and Video Gallery](#)

[Reppa Logo Package](#)

## Contact Information

Please contact Anders Östlund or David King with expressions of interest and to arrange a meeting with the Company.

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