

A portrait of Cameron Smith, a man with short brown hair and a goatee, wearing a light blue button-down shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred outdoor scene with green foliage and a tree branch.

Cameron Smith

Founder of Unwaste

- DBA Learner Case Study

I am the Founder of Unwaste, a social enterprise developing a new online platform, using emerging tech to a) generate and share crowdsourced data about the presence of post-consumer packaging in the environment, b) support operators in the recycling value chain to operate environmentally and financial sustainable businesses, and c) use a circular economy approach to minimise plastic waste going to landfill or incineration. [Our first service](#) is a public interactive map of crowdsourced plastic waste data.



Wiltshire, United Kingdom



Social enterprise



Selected courses completed:



Understand startup finance



Raise investment

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Cameron Smith, Founder, Unwaste

"DBA helped us take stock of our early anxieties and find advice that didn't just give us the answers, but rather gave us the tools to work out the best course of action for ourselves."

Challenge

Given our focus on sub-Saharan Africa and other developing countries, we knew we had to deal with a diverse range of business cultures, regulatory environments and socio-economic levels. We needed to structure the company to be able to operate in all of these markets.

As a startup, we are not keen to incur significant fees with specialist lawyers. We're more interested in a "steer" from entrepreneurs and founders with the right practical experience.

Solution

DBA's range of free online courses helped provide a framework for key initial decisions about company structure. The honest insights from real entrepreneurs who have already found a way through their own challenges helped us get "back to basics".

DBA put us in touch with one of their mentoring partners, who very quickly got the hang of our core business idea and its inherent challenges, providing us with practical advice about inexpensive ways to structure our company for dealing with our target markets.

Result

Now we feel more confident about the foundations of our business; we're not worrying about our structure as we embark on what is a continuous learning process. We have an ambitious business plan that needs to protect our social impact while growing our financial sustainability.

DBA helped us take stock of our early anxieties and find advice that didn't just give us the answers, but rather gave us the tools to work out the best course of action for ourselves.

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