



Innsendt: 15.04.2026 19:53

Ref.nr: RMAXAM

Hol kommune

Ålmannvegen 8

3576 Hol

Telefon: 32092100

E-post: postmottak@hol.kommune.no

Hjemmeside: www.hol.kommune.no/

Kommunalt næringsfond - søknad om midler

Søker	
Søker er:	
<input checked="" type="checkbox"/> Person, enkeltpersonforetak	
<input type="checkbox"/> Virksomhet	
Person/enkeltpersonforetak:	
Fornavn og ev. mellomnavn	
Paul	
Etternavn	
Newton	
Adresse	
Lienvegen 40B	
Postnr.	Poststed
3580	Geilo
Mobil	E-postadresse
+4746211145	pauldavidnewton@gmail.com
Oppgi næringskode:	
Næringskode	
31.000	
Etableringsår	
2023	
Kontonr. (11 siffer)	
2320 27 19872	

Ansvarlig for søknaden
Informasjon om den som står ansvarlig for søknaden:
Utdanning
NC - Microprocessor systems and diagnostic
HNC - Mechatronics
HND - Built environment - Construction management
BSC Hons 2:1 - Quantity Surveying
PGdp - Construction contract law
Yrkeserfaring
Paul Newton brings over 15 years of experience in project management, construction, and hospitality entrepreneurship to Tree-cycle. With a background as a Quantity Surveyor and Project Manager on large-scale construction projects, he combines technical expertise in cost control, planning, and renovation with a proven ability to deliver complex projects.
As the founder and operator of multiple hospitality businesses in Norway — including restaurants, a hotel, and a microbrewery — Paul has extensive experience in team leadership, business development, and bespoke interior renovations. His recent work has focused on renovation, carpentry, and bespoke design projects, laying the practical

<p>foundation for Tree-cycle's focus on sustainable furniture creation and shop fitting.</p> <p>This combination of hands-on craftsmanship, management skills, and entrepreneurial drive positions Paul to lead Tree-cycle in delivering high-quality, sustainable furniture solutions while building strong partnerships within the local circular economy.</p>
<p>Nåværende arbeid</p> <p>Currently setting up the workshop and taking on small commissions and renovation projects.</p>
<p>Mottar du dagpenger?</p> <p><input checked="" type="checkbox"/> Ja <input type="checkbox"/> Nei</p>
<p>Mottar du arbeidsavklaringspenger?</p> <p><input checked="" type="checkbox"/> Ja <input type="checkbox"/> Nei</p>
<p>Skal andre personer/foretak stå som medsökere?</p> <p><input type="checkbox"/> Ja <input checked="" type="checkbox"/> Nei</p>

Søknadsprosjekt

<p>Forretningsidé/prosjektbeskrivelse</p> <p>Tree-cycle is a sustainable furniture renovation and creation business that focuses on upcycling and recycling used furniture and materials. The company will also offer bespoke furniture solutions and shop fitting services to businesses in the hospitality and retail sectors in addition to furniture and corporate art to office spaces. By using primarily recycled materials, Tree-cycle will contribute to environmental sustainability through reducing waste, promoting circular economy principles, and lowering the carbon footprint of its operations.</p> <p>Tree-cycle will provide services including furniture renovation, new bespoke furniture creation, and shop fitting for restaurants, hotels, shops and offices with an emphasis on craftsmanship, sustainability, and design. Additionally, Tree-cycle will collaborate with local partners for specific tasks such as metalwork, upholstery, and CNC woodworking services. The company will also plant a tree for every piece of furniture sold through the charity Plant with Purpose.</p>
<p>Hvilke kundegrupper satses det på og hvorfor?</p> <p>Tree-cycle's target customers can be broken down into four key segments:</p> <p>Businesses (Restaurants, Hotels, Shops, Offices etc.): This segment represents the primary source of revenue, offering Tree-cycle the opportunity to supply multiple pieces to individual clients. These customers value bespoke, sustainable, and high-quality furniture, and Tree-cycle can cater to their needs by providing custom designs that match the interior aesthetic and functional requirements of their spaces.</p> <p>Tourists and Cabin Owners in Geilo: Geilo is a popular ski resort, attracting affluent customers who appreciate unique and sustainable furniture. Tree-cycle will tap into this market by offering exclusive pieces designed with an emphasis on craftsmanship, Scandinavian design, and sustainability.</p> <p>Mid-Century Scandinavian Design Enthusiasts: Tree-cycle will target customers who have a passion for mid-century Scandinavian furniture. Renovation services for these specific pieces will attract collectors and enthusiasts who value the artistry and sustainability of restored furniture.</p> <p>Service-Based Customers: Customers who already own furniture and seek renovation or customization services will also be a core market. Tree-cycle will offer these customers the opportunity to breathe new life into old furniture through restoration and creative customization.</p>
<p>Gi en oversikt over konkurrenter</p> <p>Tree-cycle will face competition from other local carpenters, furniture makers, and renovation services. However, its unique selling proposition (USP) lies in its commitment to sustainability, the upcycling and recycling of materials, and its bespoke service offerings. By combining furniture renovation with custom creations and shop fitting services, Tree-cycle can differentiate itself from competitors that focus on either one aspect of the business or lack a strong environmental angle.</p>
<p>Hva er produktets/tjenestens konkurransefortrinn?</p> <p>Unique sustainability focus: Clear USP through upcycling, recycling, and planting trees for every sale, appealing to eco-conscious customers.</p>

Diverse skill set of founder: Strong background in construction, renovation, hospitality, and business management provides a solid foundation.

Bespoke, high-quality craftsmanship: Custom furniture and shop fittings differentiate Tree-cycle from mass-produced alternatives.

Collaborative local network: Partnerships with upholsterers, metalworkers, and CNC specialists broaden service offerings without heavy fixed costs.

Location advantage: Based in Geilo, attracting both affluent tourists and cabin owners who value Scandinavian design and sustainability.

Hvordan skal produkt/tjeneste markedsføres?

Marketing and Sales Strategy

Sales Channels:

Direct Sales

Customers can visit the workshop in Geilo to view products and place orders.

Markets and Furniture expose

Taking a selection of products to different locations for direct sales and product exposure.

Established retailers

Setup agreements with high end furniture stores to hold a range of products in stock. Place renovated pieces in vintage furniture stores offering a commission to the seller i.e. Klasik Copenhagen,

Online Sales

Through Tree-cycle’s website and social media platforms, the company will showcase its offerings, sell through a webshop and accept commissions.

B2B Sales

Tree-cycle will target businesses directly through networking, partnerships, and local events.

Collaborations and Partnerships

The company will collaborate with local hotels, restaurants, and interior designers to secure long-term contracts for bespoke furniture and shop fitting services.

Marketing Activities:

Social Media

Promote work through Instagram, Facebook, and Pinterest, showcasing the craftsmanship, sustainability, and design of Tree-cycle’s products.

Website

A user-friendly website will feature a portfolio, client testimonials, and the option to request custom designs or renovation services.

Networking

Establish strong ties with local businesses and sustainable economy organizations to increase visibility and credibility in the community.

Local Marketing

Participation in local events and markets to raise awareness of Tree-cycle’s offerings.

Sysselsetting	
Antall ansatte	1
- herav kvinner	0
- herav menn	1
Antall årsverk	1
Planlagt sysselsetting (ved nyetablering eller økning):	

Planlagt sysselsetting - Antall årsverk	3
---	---

Øvrig finansiering	
Finansiering <input type="checkbox"/> Eget arbeid (verdi av egeninnsats) <input checked="" type="checkbox"/> Egenkapital <input type="checkbox"/> Lån bank <input type="checkbox"/> Lån offentlige institusjoner <input type="checkbox"/> Andre offentlige tilskudd	Beløp 550 000
Finansiering <input checked="" type="checkbox"/> Eget arbeid (verdi av egeninnsats) <input type="checkbox"/> Egenkapital <input type="checkbox"/> Lån bank <input type="checkbox"/> Lån offentlige institusjoner <input type="checkbox"/> Andre offentlige tilskudd	Beløp 300 000
Sum	850 000
Søknadsbeløp	250 000
Samlet kapitalbehov	1 100 000
Er det søkt/mottatt offentlig finansiering til andre formål i tidligere fase av prosjektet/etableringen? <input type="checkbox"/> Ja <input checked="" type="checkbox"/> Nei	

Dokumentasjon
Dokumentasjon som skal følge søknaden <input checked="" type="checkbox"/> Forretningsplan <input checked="" type="checkbox"/> Regnskap siste hele regnskapsår <input checked="" type="checkbox"/> Budsjett inneværende år <input checked="" type="checkbox"/> Kopi av firmaattest <input checked="" type="checkbox"/> -Kostnadsoverslag. For bygningstekniske investeringer kreves tilbud eller dokumentert kostnadsoverslag
Last opp Tree-Cycle business plan.pdf
Last opp resultatregnskap_2025-01-01_2025-12-31.pdf
Last opp 20260000971062-1.pdf
Last opp 20260000971062-2.pdf
Last opp 20260000971062-3.pdf
Last opp Trecycle financial planning.xlsx
Last opp Business timeline.xlsx

Bekreftelse
Jeg bekrefter herved at: <input checked="" type="checkbox"/> søker/virksomheten ikke er dømt for økonomisk mislighold de siste to år <input checked="" type="checkbox"/> søker/virksomheten ikke er ilagt konkurransekarantene <input checked="" type="checkbox"/> søker/virksomheten ikke er under økonomisk etterforskning <input checked="" type="checkbox"/> kommunen kan innhente kredittopplysninger om søker/virksomheten