



FULL PITCH DECK



**WE'RE
DENMARK'S
FIRST &
LEADING
PACKAGING-
AS-A-SERVICE
SYSTEM FOR
REUSABLE
PACKAGING.**



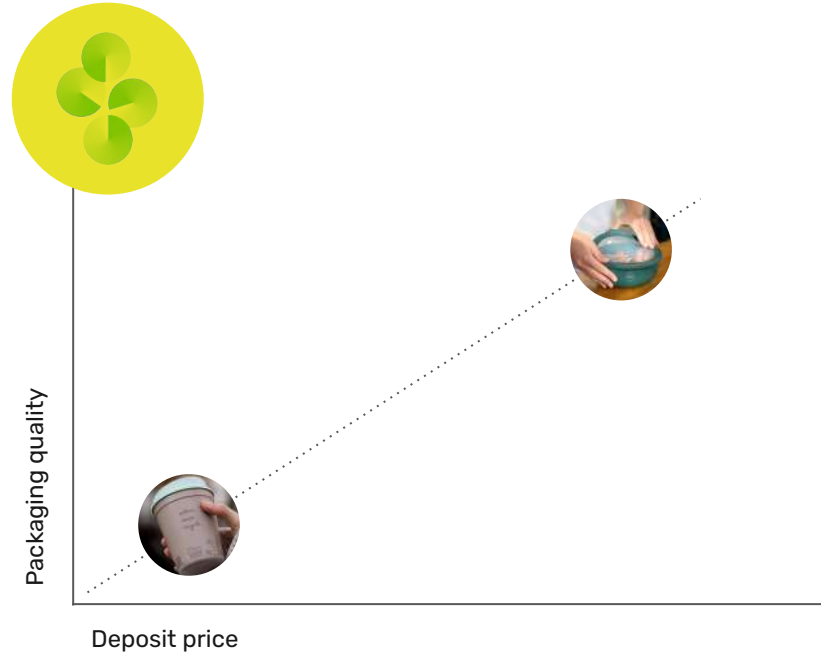
OUR MISSION



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



THE PROBLEM WITH DEPOSIT AND REUSABLE PACKAGING



OUR APP

**BEHAVIOURAL
DATA**

**PAYMENT
DATA**

**MARKETING
CHANNEL**

**CONSUMER
LOYALTY**

**DEPOSIT-LESS
BORROWS**

CO2 ACCOUNTING



HOW IT WORKS

DOWNLOAD & REGISTER

In less than one minute you are ready to use our system.



SCAN

The cards are handed by the employee to start a transaction.



RECEIPT CHECK

Employees are responsible to check that transactions are correct.



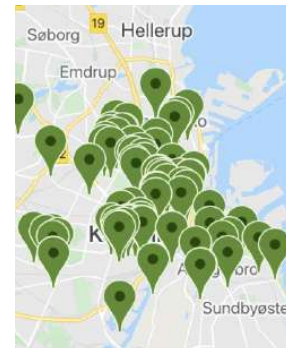
GIVE CUP / BOWL

Coffee cup is given and 10 days countdown to return starts.



RETURN TO ANY PARTNER

In Aarhus and Copenhagen.



DEMAND

WE HAVE 125 PARTNERS.

We operate with 13 restaurants and 112 cafes, growing fast.

AARHUS

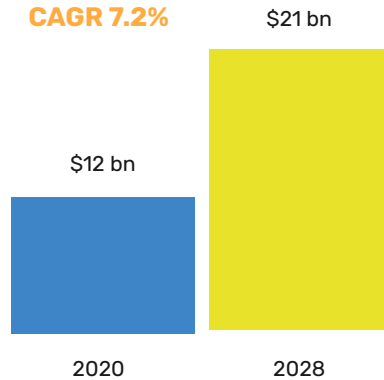


COPENHAGEN

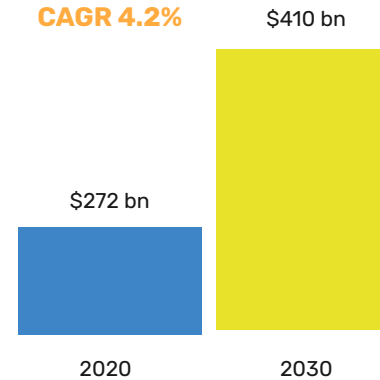


MARKET

GLOBAL DISPOSABLE CUP MARKET*



GLOBAL TAKEOUT CONTAINERS MARKET**



* Grand Review 2021

** Precedence Research 2022

IMPACT KEY METRICS

USERS*

5800+

PARTNERS*

13 Restaurants
112 Cafes

PACKAGING SAVED*

26.000 items

RESOURCES SAVED*

10,5 trees for paper***
72,2 kg of plastic
1.082 kg of CO2e

97,72% RETURN RATE

How many items are
returned.

2 DAY CUPS** RETURN TIME

How quick items are
returned within 10
day limit.

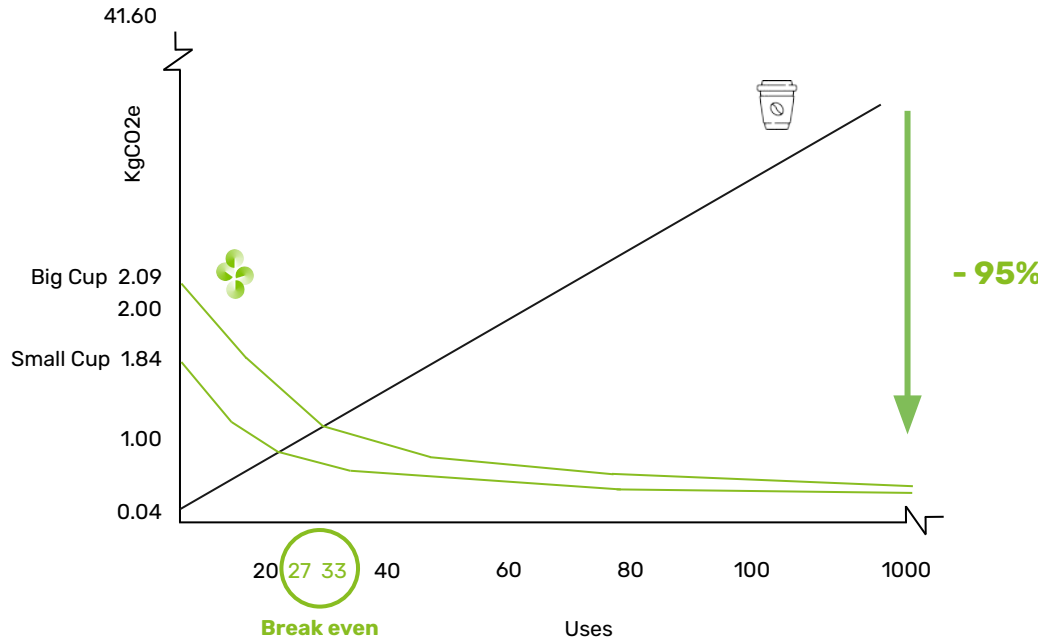
15%** REPURCHASE

How many items are
returned.

*Since launch in October 2020, as of June 2022,
**as of January 2022 because of backend refresh
***SAP, 2011



ENVIRONMENTAL IMPACT CUP

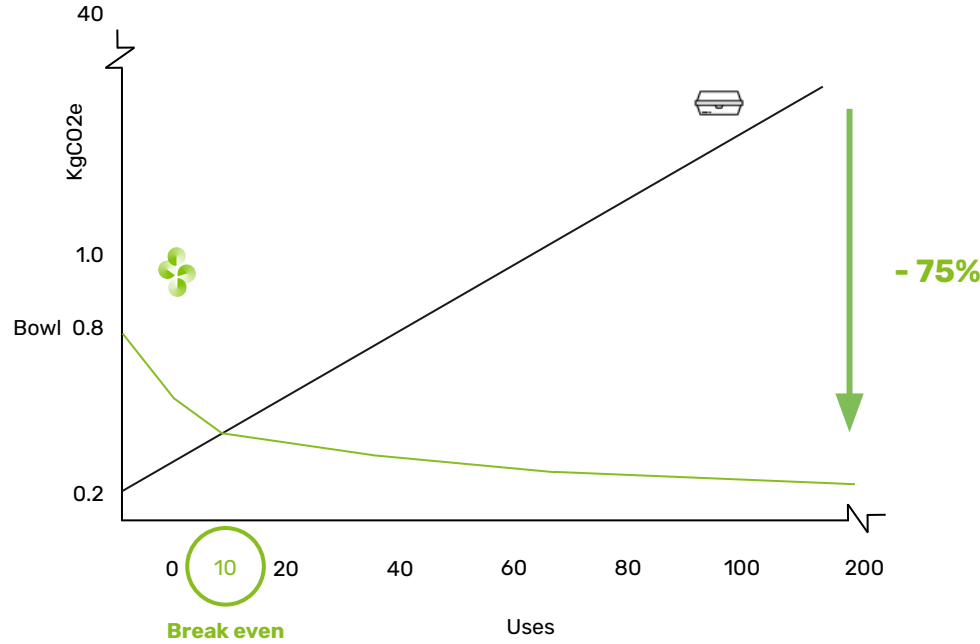


**1 CUP REUSED 1000 TIMES
SAVES 40 KG CO₂e**

With each use, our reusable cup replaces on average 12 grams of paper and 2,5 grams of plastic or bioplastic packaging.



ENVIRONMENTAL IMPACT BOWL



**1 BOWL REUSED 200 TIMES
SAVES 30 KG CO2e**

With each use, our reusable bowl replaces on average 20 grams of paper and 4 grams of plastic or bioplastic packaging.



1,5 YEARS OF TEST & IMPROVEMENT



NATIONAL GEOGRAPHIC

December 2019

Finalist in the Ocean Plastic Innovation Challenge and pitch in Washington D.C.



FOOD BOX LAUNCH

October 2020

Launch our app with our reusable food boxes in Copenhagen Vesterbro.



COFFEE CUP LAUNCH

February 2021

Introducing 3 months later our coffee cups with Coffee Collective and other cafes.



EXPANSION TO AARHUS

June 2021

Testing the expansion in Denmark's second biggest city.



SMALL CUP LAUNCH

April 2022

After feedback from cafes and user we launch our small 8 oz cup with improvements.



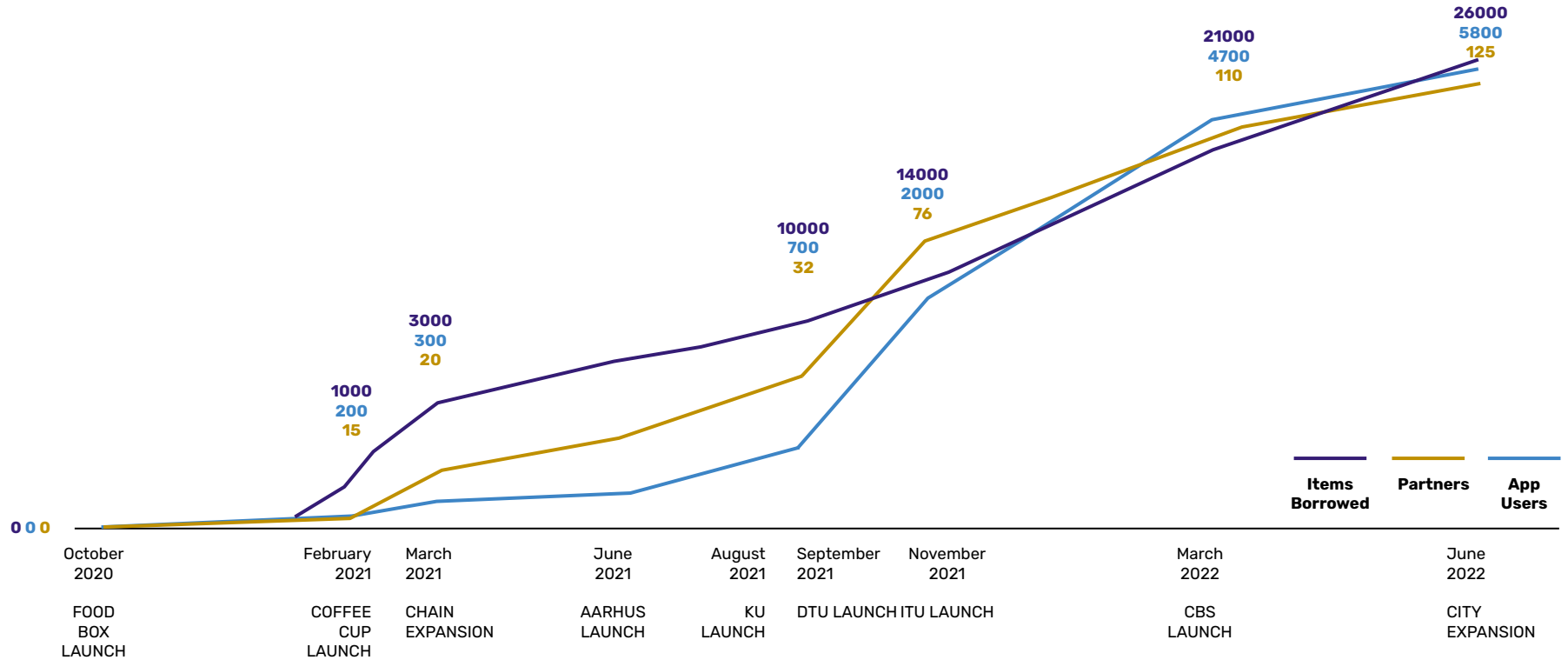
BOWL LAUNCH

April 2022

With WEDO we re-launch a new and improved packaging for food.



USERS & PARTNERS GROWTH*



*accumulated numbers



EXISTING PARTNER MARKET SEGMENTATION

CAFES & RESTAURANTS



\$

10 to 50 items
per location.

INSTITUTIONS



\$\$

50 to 200 items
per location.

CORPORATES



\$\$\$

200+ items
per location.



DK PROSPECT PIPELINE

CAFES & RESTAURANTS

INSTITUTIONS

CORPORATES

INTERESTED

PRODUCT TESTING



A circular diagram representing the prospect pipeline for Cafes & Restaurants. It is divided into two horizontal sections by a dashed line. The top section, labeled 'INTERESTED', contains logos for Wolt, Clever, and STICKS IN SUSHI. The bottom section, labeled 'PRODUCT TESTING', contains logos for Too Good To Go, JENSENS BØFHUS, madklubben, and LA CABRA COFFEE.

Wolt

Clever

STICKS IN SUSHI

Too Good To Go

JENSENS BØFHUS

madklubben

LA CABRA
COFFEE



A circular diagram representing the prospect pipeline for Institutions. It is divided into two horizontal sections by a dashed line. The top section, labeled 'INTERESTED', contains logos for Aarhus University, Nestlé Professional, and Aalborg Universitet. The bottom section, labeled 'PRODUCT TESTING', contains the logo for Compass Group.

AARHUS UNIVERSITY

Nestlé
PROFESSIONAL

AALBORG UNIVERSITET

COMPASS
GROUP



A circular diagram representing the prospect pipeline for Corporates. It is divided into two horizontal sections by a dashed line. The top section, labeled 'INTERESTED', contains logos for EY, SIEMENS, and JYSKE BANK. The bottom section, labeled 'PRODUCT TESTING', contains logos for the United Nations, PFA, and Coca-Cola HBC.

EY

SIEMENS

JYSKE BANK

United Nations

PFA

Coca-Cola
HBC



WHY RESTAURANTS AND CAFES THAT CREATE THEIR OWN SYSTEM FAIL?

ECONOMY OF SCALE

We have several thousand reusable items in our system and we reduce their cost through bulk orders.

SMARTPHONE APP

The cost of creating and supervising an app would be too high for most restaurants and cafes. Also, user wouldn't want to use several return system apps.

NETWORK EFFECT

We connect competitors in our app and build a network where reusable items flow around between our partners and cities.

PLUG & PLAY

Our solution is ready to be deployed in 24 hours anywhere in Denmark.



WHY IT IS THE RIGHT MOMENT



POLITICAL SUPPORT

The EU Plastic Directive as well as national legislation in Germany, Sweden and other countries are promoting reusable packaging.

74% of consumers willing to pay more for sustainable packaging

Circular Economy, Environment and Energy, Resource Management, Sustainability

16th September 2020



CONSUMER DEMAND

Public awareness of plastics leakage into the environment has increased significantly over the past 12-15 months to an all time high.

Dec 7, 2021, 01:30pm EST | 2,286 views

Pieter Pot Raises €9 Mi To Bring The Circular Economy To Grocery D



Jonathan Keane Contributor
Consumer Tech

Predelance technology journalist covering the gig economy.

INCREASED FUNDING

Zero waste grocery delivery startups and other working in the (reusable) packaging space attracted significant funding in the last half of year.



LARGE PLAYERS INTEREST

Starbucks, Burger King and other big brands started testing solutions for reusable packaging in the United States.



REGULATORY ENVIRONMENT

GERMANY 2023

Mandatory

reusable option for all restaurants and cafes bigger than 80 m2.

SWEDEN 2024

Mandatory

reusable option for cafes and restaurants using more than 150 single-use packaging per day

DENMARK 2025

Extended Producer Responsibility (EPR) will target single-use and is currently under development.

FRANCE 2027

10% reuse **target.**

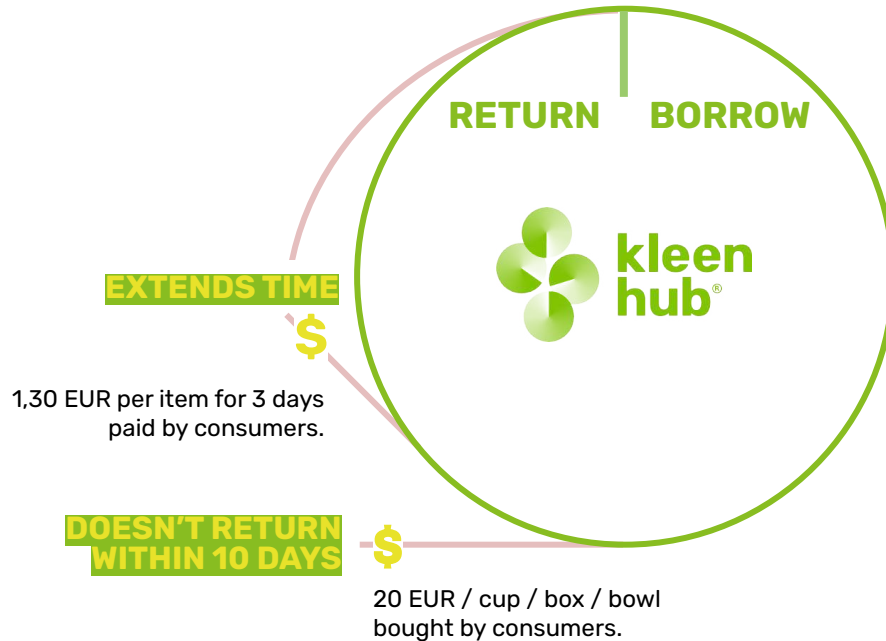
PORTUGAL 2030

30% reuse **target.**

MEANWHILE... THIS FEBRUARY, 5 EU COUNTRIES ASKED THE COMMISSION TO SET **MANDATORY RE-USE TARGETS.**



REVENUE MODEL



SUBSCRIPTION MODEL

Starting from 2 EUR per cup paid by partners per month. Start volume is 10 cups so 20 EUR per month.

Higher tiers pay accordingly to cup or bowl amount.

6-12 months contractual lock-in period.

B2B - SUBSCRIPTION MODEL

Automatic monthly billing from partners.

B2C - CASH BUSINESS

Ad-hoc billing through user's payment method.



FULL VALUE PROPOSITION

BEST PACKAGING

Our packaging outperforms single-use on all levels: sustainability, price, and premiumness.

GREEN BRANDING

Through being part of our reusable movement and network we help our partners to be part of most sustainable network.

INCREASED LOYALTY

Our products have to be returned to our partners within 10 days where single-use cups get trashed. This leads to increased loyalty.

PLUG AND PLAY

Our solution is easy and fast to implement and includes a onboarding kit with offline and online material.

FREE LOGISTICS

We make sure that our partners always have enough reusable items in their locations. We either restock or rebalance the system so our partners don't need to order more single-use.

CO2 ACCOUNTING

We help our clients to gather and report valuable data to reports and communicate their environmental performance.



MEDIA MENTIONS

Jan 20, 2022 17:04 (UTC) | 60K views

Denmark Plans Tighter Rules On Green Marketing, While European Countries Might Follow Suit


Davidia De Lorenzis Contributor @ davidialorenzis

Forbes

Reduce, Reuse, Recycle: Plastic Food Product Packaging Needs A Makeover

Davidia De Lorenzis Contributor @ davidialorenzis

Listen to article 9 minutes



POLITIKEN Frederiksborg

Sekretariatschef til Kalundborg Kommune

POLITIKEN MAD Vil du også spise grønere? Se med her →

Stål i stedet for pap: Kampen for at ændre brug og smid-væk-kulturen fortsætter

Mye miljøfarlige plasts "børn" og ny lovgivning skal gøre dansk smid-i-bødder. Miljøorganisationer efterspørger ændringer.




Pant på kaffekoppen: - Det handler mere om systemet end om materialet

Det gør ikke noget, at isoballen bliver serveret i et plastikrus med et papgrube, hvis blot kruset kan vaskes og genbruges. Det er både plastindustrien og organisationen Plastic Change enige om.



There is a great need to look at the tourism ecosystem in the Nordic region, says a new study. Cruise ship in the Port of Copenhagen, archive photo for Wonderful Copenhagen: Ty Stange

Nordic project on sustainable cruise calls

By Steve's Bieringsten in: Cruise | January 25, 2022 | Last updated: January 25, 2022 at 18:21 | Print

Borgerforslag: Kunder skal tilbydes genbrugskopper ved køb af to-go-kaffe



Har du allerede købt eller vil du købe, så det ikke kommer i glemmebogen? Så er det måske en god idé at prøve at bruge genbrugskopper ved køb af to-go-kaffe. Det bliver nok mere end et forbrugstiltag, men også en god måde at reducere sin egen forbrug af plastik og pap på.

Sekretariatschef til Kalundborg Kommune

Forbes



Dansk Industri



POLITIKEN



WE ARE A TECH COMPANY

And as such, technological development and innovation are our main priorities.

Our app is today a simple tool for borrowing and returning premium packaging, but we have much more in the pipeline.

We believe we have great potential of expanding towards becoming a purchasing platform and towards leveraging the power of data to influence our users.

The following slides show the new features we are working on.



PLATFORM EXPANSION



CO2 ACCOUNTING

We'll use data to create automated reports for our partners containing their environmental performance.

Expected delivery: Q2 2022



SAAS MODEL

Opening up our return-system platform to any kind of packaging, fuelling growth through a digital solution.

Expected delivery: Q2 2022



LOYALTY PROGRAM

Providing a digital reward system to our partners. Offers and discounts can be redeemed through our app.

Expected delivery: Q3 2022



MARKETPLACE APP

Taking advantage of our app, we add a function to preorder/buy/sell coffee and food on the platform.

Expected delivery: Q4 2022



PLATFORM EXPANSION



DELIVERY INTEGRATION

We are working with Takeout.dk to integrate our return-system on their delivery platform.

Expected delivery: Q4 2022



GAMIFICATION

Rewarding certain behaviours and create a digital community around coffee.

Expected delivery: Q4 2022



PREDICTIVE MODELS

Nudging consumers to visit specific restaurants or cafes based on predictive models.

Expected delivery: Q1 2023



OUR 3 CATALYZERS

BRAND/LIFESTYLE

We lead the *reuse movement* making it fun and rewarding to participate.



TECHNOLOGY

We make reusing smarter while opening up to tech-enabled business opportunities.

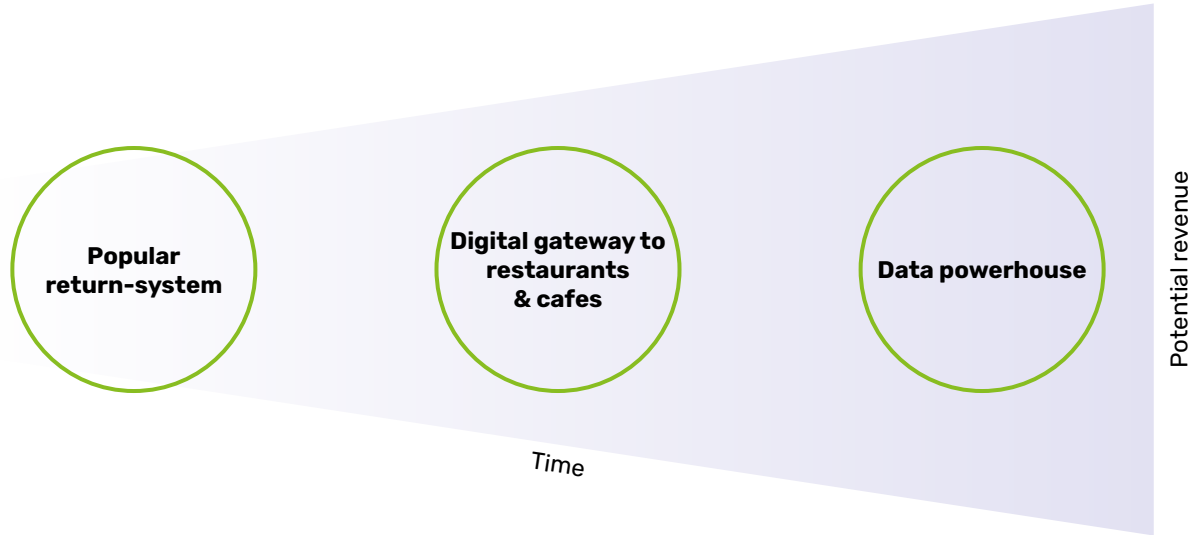


PHYSICAL PRODUCT

Our alternative to single-use is tangible and with a premium feeling.



EVOLUTION



FOUNDING TEAM

ROBERT DICHTL

COO & Co-founder



SIMONE FAVORITO

CMO & Co-founder



GIUSEPPE LANZAFAME

CEO & Co-founder



Friends for 6 years. Met at CBS and through friends.

Started with two pitch decks after 13h of work and got invited to Washington D.C. by National Geographic.

Strong work ethic, high speed and agile.

We are in business with our food boxes and cups for 1,5 years.

Futuristic and scale mindset plus strong execution.



WIDER TEAM

DENMARK SWEDEN

BIZ DEV



Caroline



Carlos



Makszim



Lorina



Marketa



Coline

MARKETING AND DESIGN



Lara



Rebecca

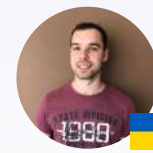


Sofia

TECH LEAD AND DEVs



Volodymyr



Pasha



Mher

WE ARE HERE ↓



LET'S GET IN TOUCH

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+45 5280 9202

Thank You.

