

# Team LeKote





**POLLUTED BY  
SINGLE-USE PLASTIC**







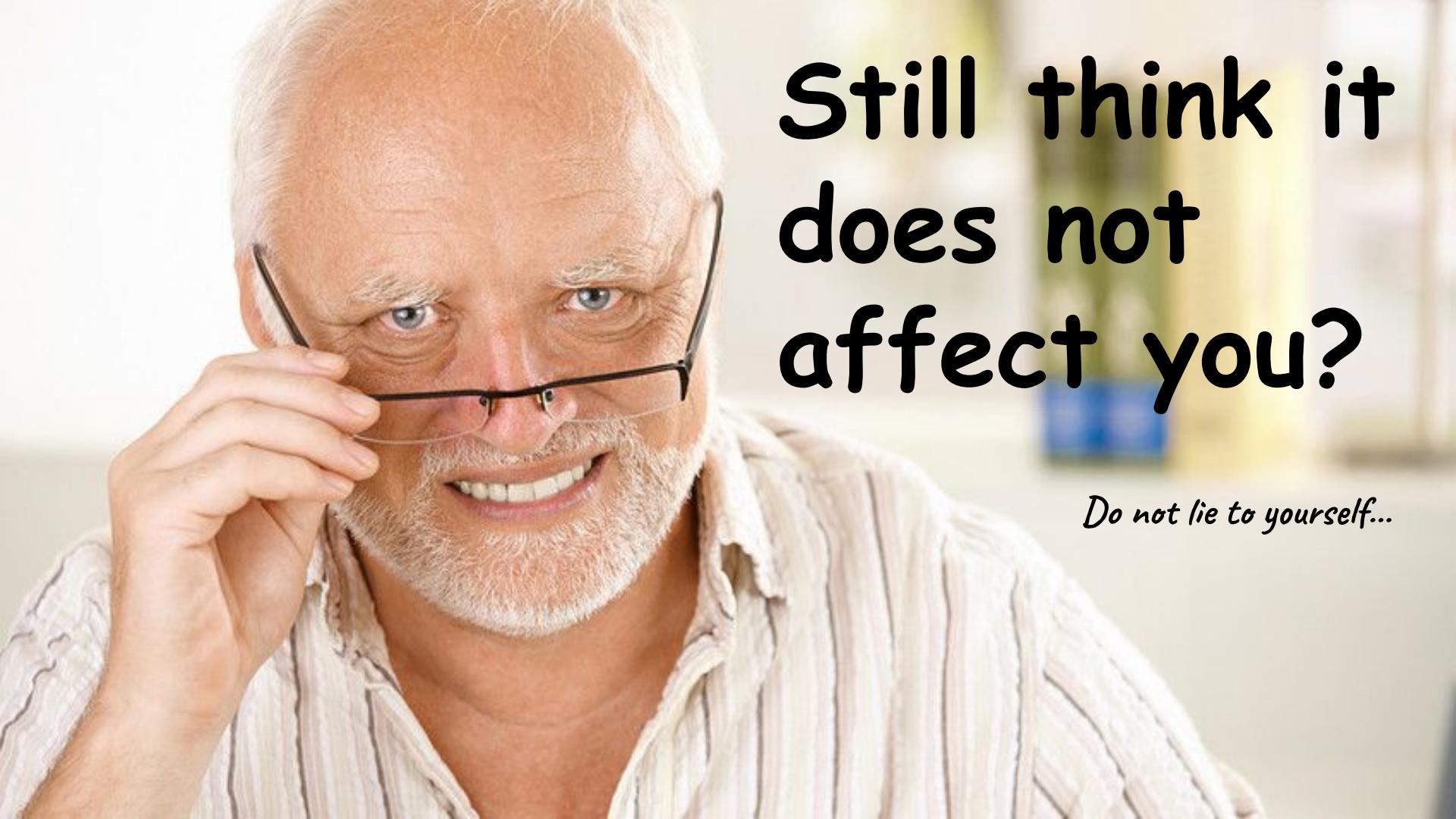












Still think it  
does not  
affect you?

*Do not lie to yourself...*

# THE NEW FOOD CHAIN



MICROPLASTICS

TO FISH

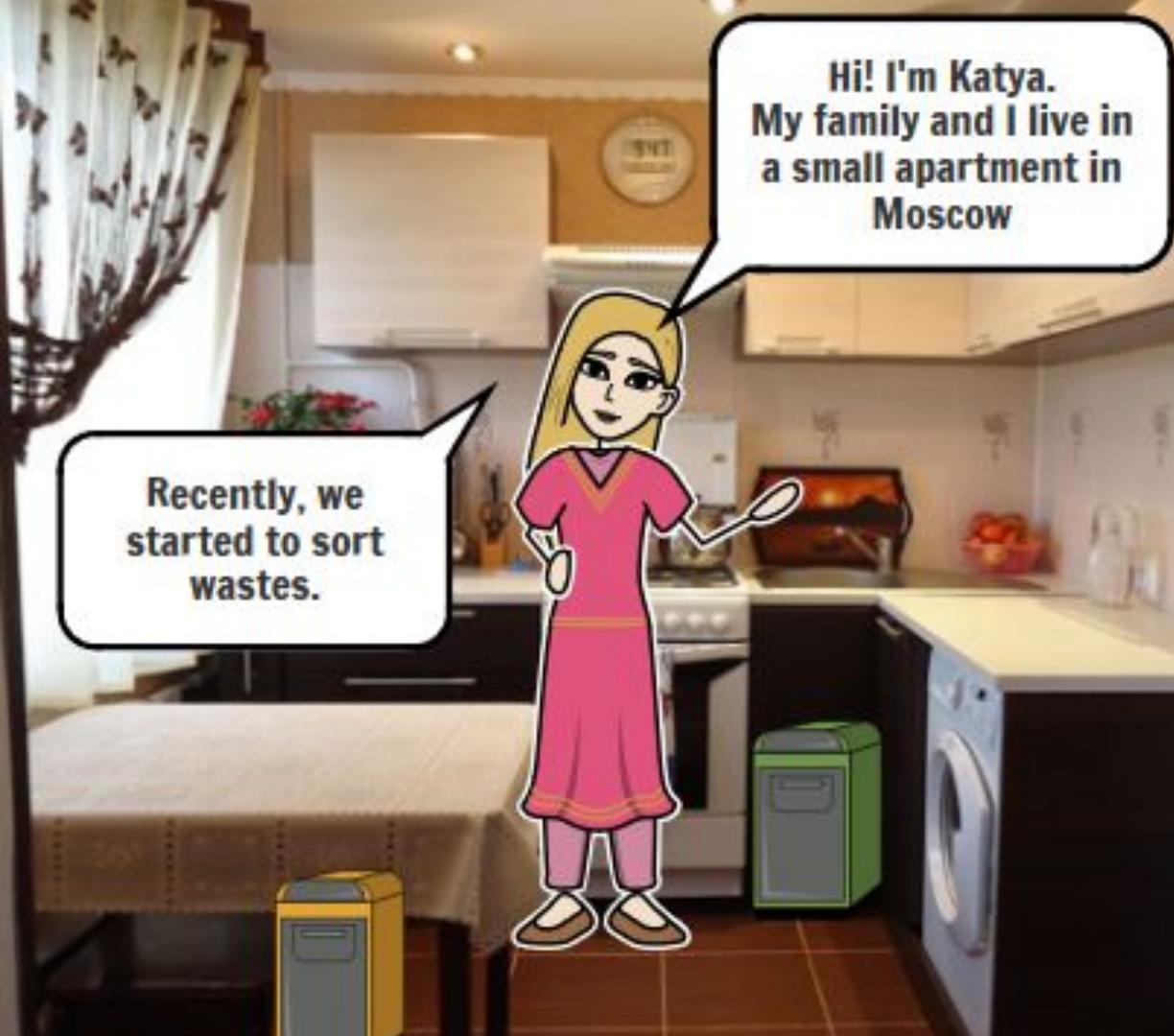


TO US





# Space issue





# Space issue

# Trust issue

# Time issue



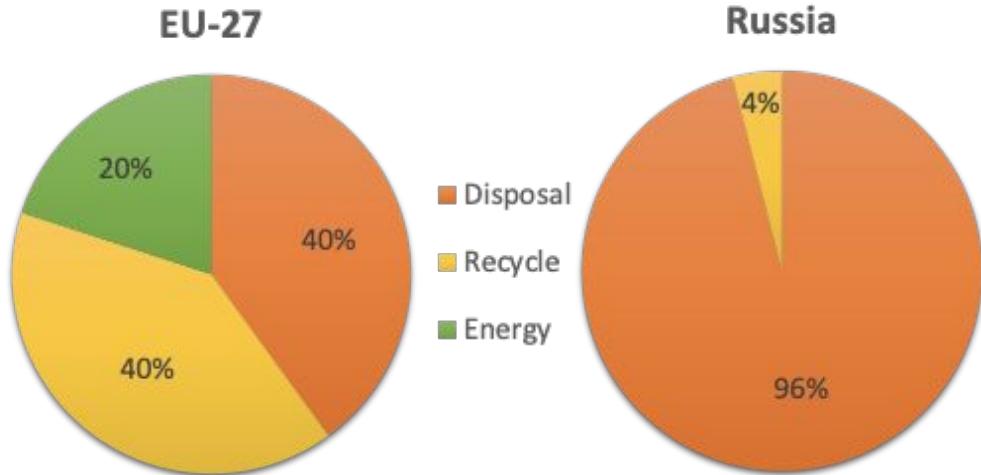
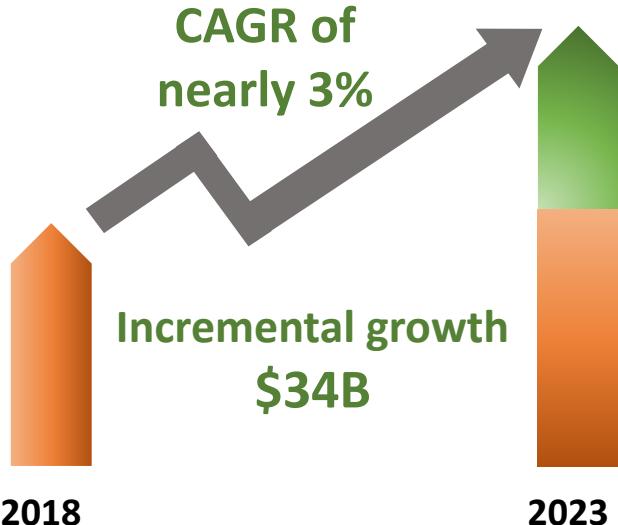
## Space issue

## Trust issue

## Time issue

## Motivation issue

# Municipal solid waste management market



Increasing interest in waste sorting of Russian people (% respondents)



[Technavio report](#) of Global MSW management market 2019-2023

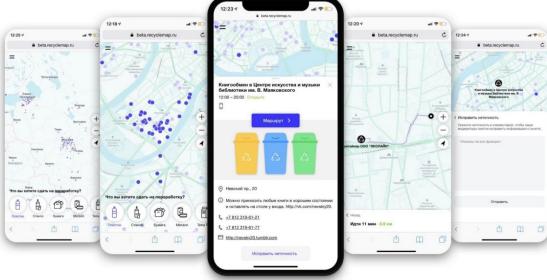
World Bank's [summary report](#) of MSW Management in Russia

NAFI

# Existing solutions



iRecycle®



ECOMAP

Their recycle map  
is outdated

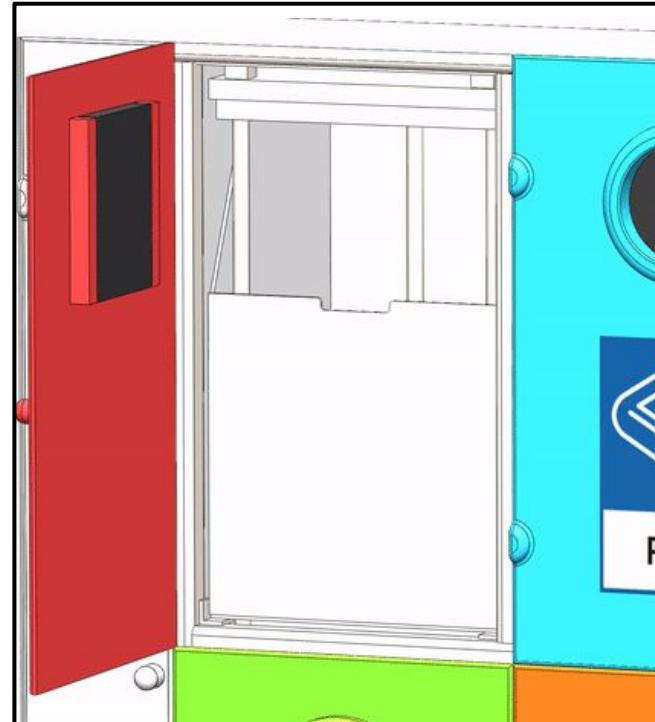
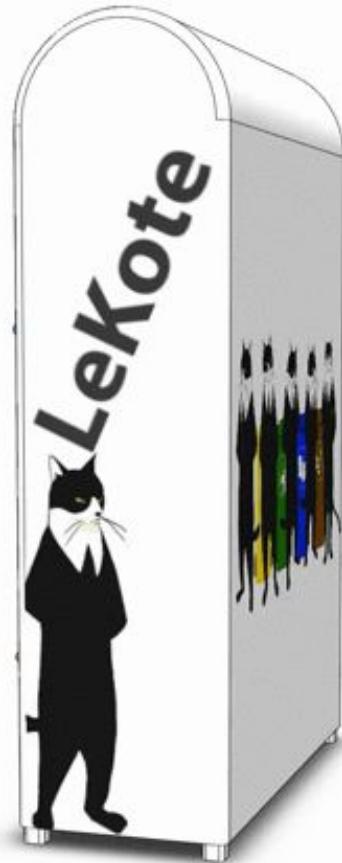


Unilever  
Перекресток  
СУПЕРМАРКЕТ

ВкусВилл

Coca-Cola  
Пятёрочка

# Our solution



9:41



Scan the  
QR bin

Find the  
nearest bin

Check my  
statistics

What's new?

**Interesting fact**

Without greenhouse gases, the average temperature on the Earth's surface would be only -23°C and now it is about +15°C

9:41

9:41

9:41

9:41

9:41

## My statistics

## Global stat

This month This week



Plastic bottles

24

2



Glass

11

5



Paper

15 kg 3 kg



Plastic

7 kg 2 kg



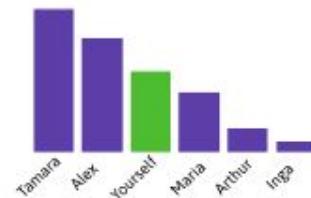
Metals

3 kg 1 kg

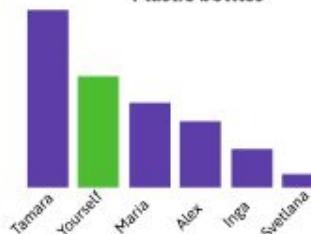


## Global stat

### TOTAL STATISTICS

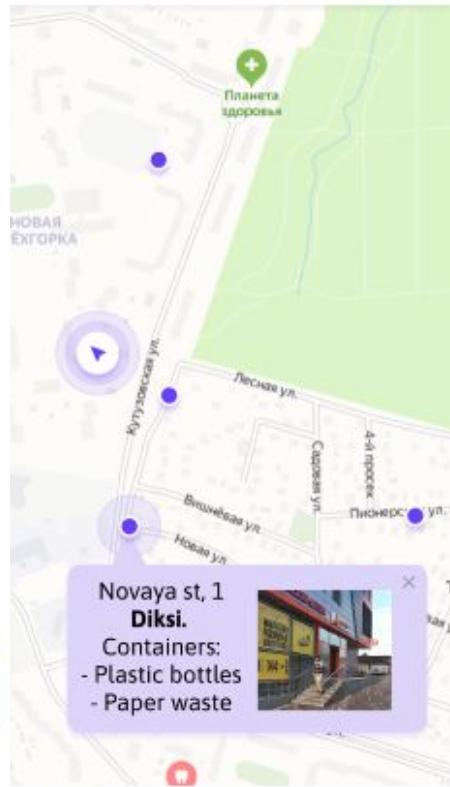


### Plastic bottles

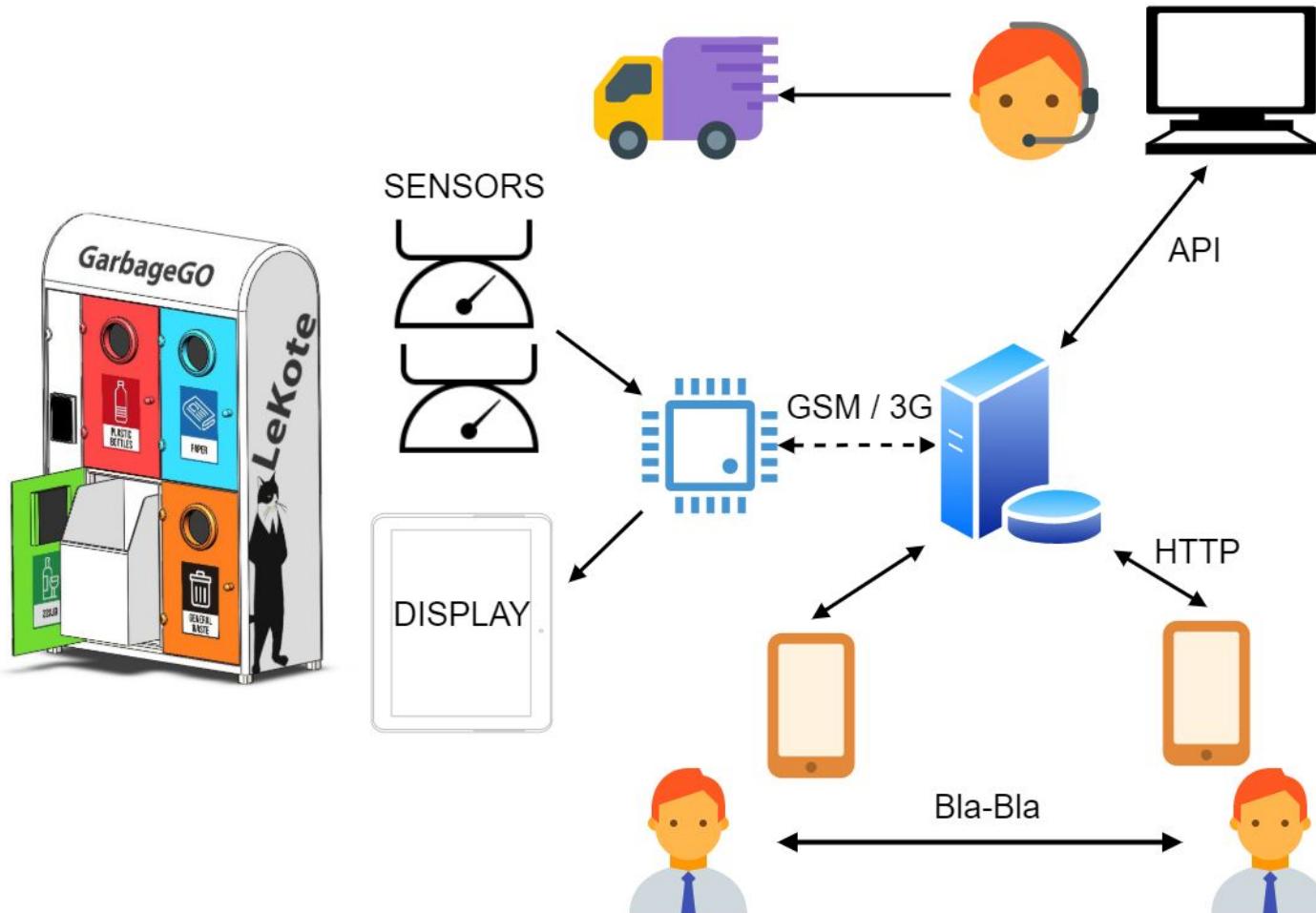


### My achievements

## Map



# Data transfer



<b>Mobile app</b>	-	-	-	+	+	+	+
<b>PET bottles</b>	+	+	+	Have no hardware			
<b>Aluminum bottles</b>	+	-	+				
<b>Paper</b>	-	-	-				
<b>Glass</b>	-	-	-				
<b>Plastic</b>	-	Only household chemicals	-				
<b>Number of machines</b>	10	7	12	-	-	-	Each local store
<b>Statistics</b>	-	-	-	+(manual)	-	-	+(automatic)

# Whom our value for?

Brands who are concerned



Unilever



SPAR

Wastes goes down  
Customer loyalty goes up

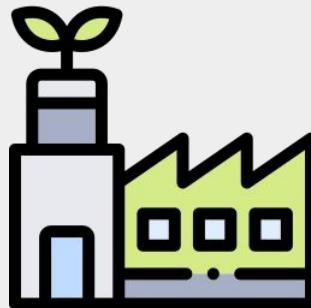


# Revenue flow

Partnership



Recycled materials



ADS

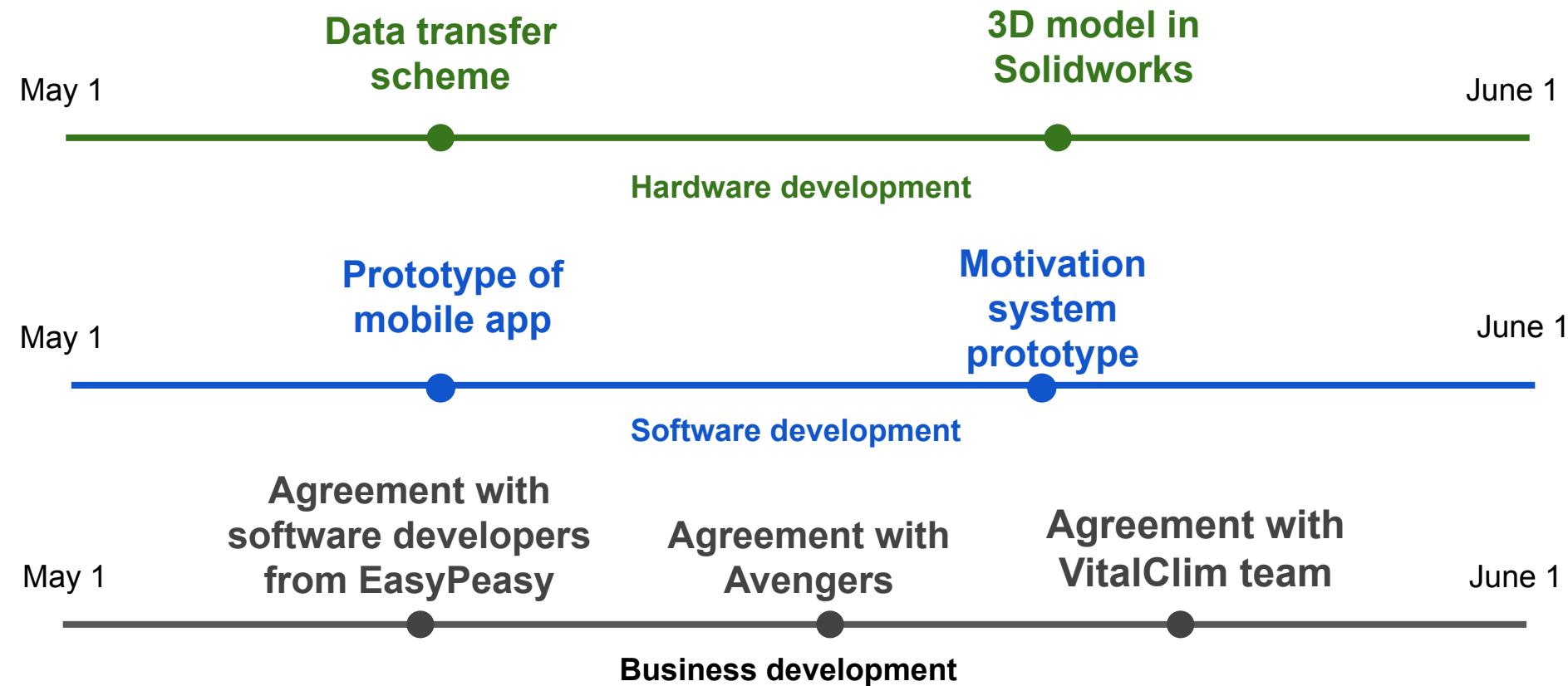


\$

\$



# Achievements so far



# Future plans

MVP

## Hardware development:

June 2020 Preliminary CAD and Simple bin electronic model prototype

Implement press & weighting system

Manufacturing & further development

June 2021

## Software development:

General design & point concept development Connect to the social media

Implement smart access

Develop the achievements system

Further development according to companies contract

June 2021

## Business development:

Build a general business model, Pitching to investors

Contracts with recycling companies

Contracts stores chains

Contracts with global companies (like P&G)

June 2021



**Denis Artemov**  
Robotics,  
Microcontrollers,  
CAD



**Lidiia Silkina**  
App development,  
Eco-consulting



**Anastasija Cumika**  
Team lead, Pitching,  
Networking, Engineer



**Yaroslav Nasonov**  
Back-end, Business  
analytics



**Nicole Semenova**  
Networking,  
Marketing

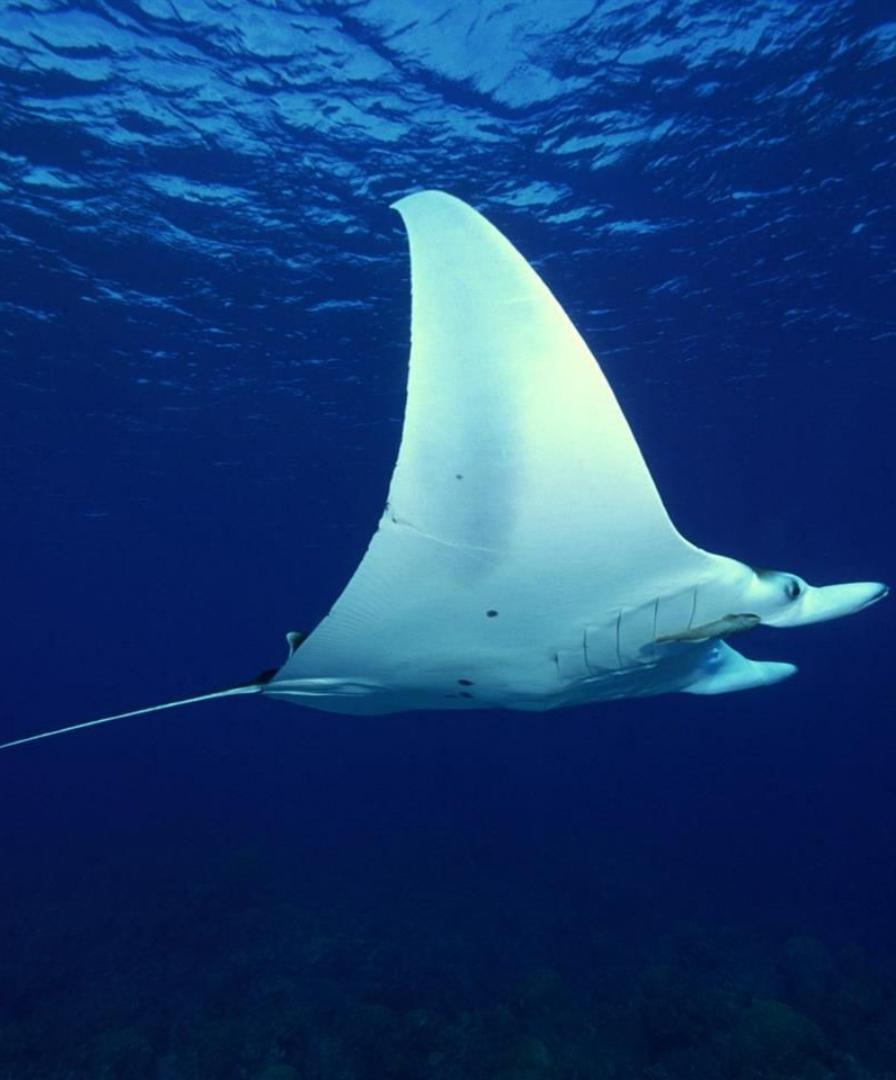


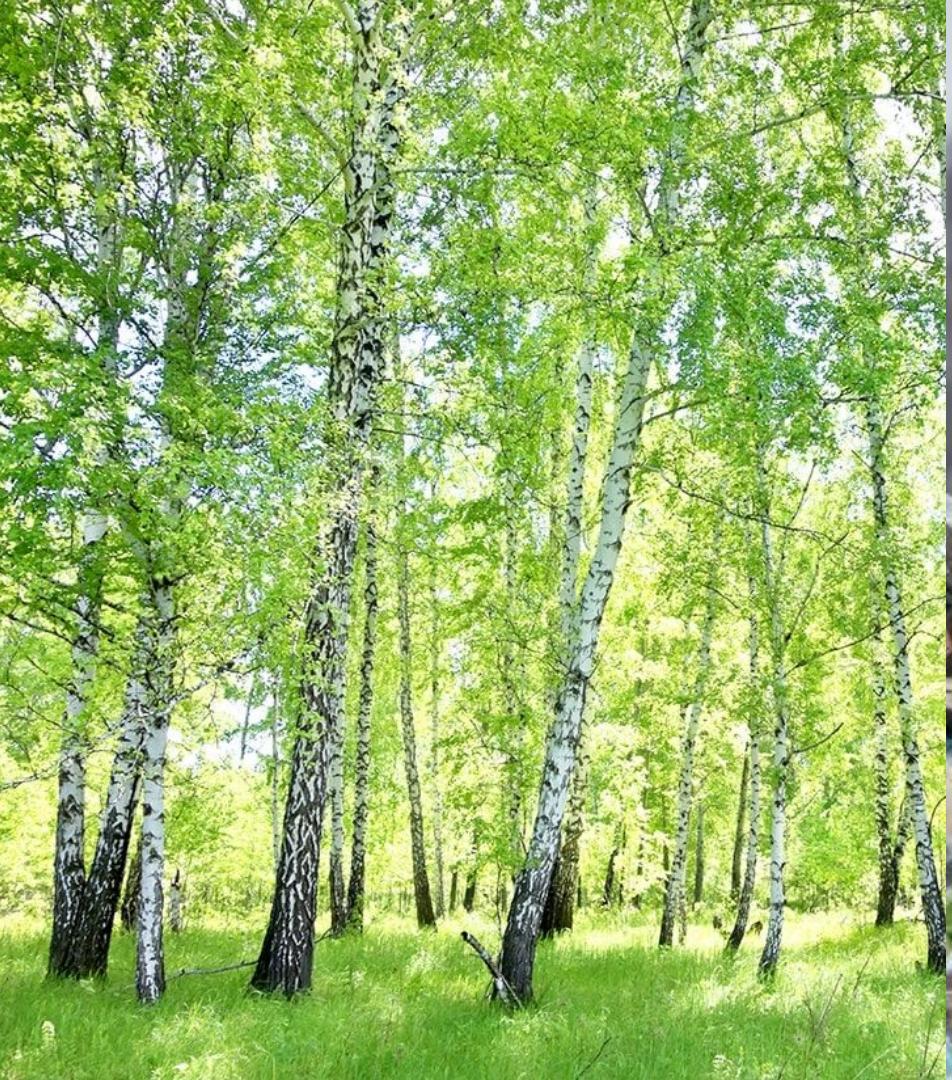
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# Which one do you prefer?











# *Open your greenway!*



**GarbageGO**

Contact us for  
partnership

Test our app!  
We appreciate all the  
feedback

Help us financially!  
Every dollar counts

*“Great things are not done by impulse,  
but by a series of small things brought together”*

*Think of what you can do!*

# Together we can make this world better!



# Unit economics as income model

Weekly Unit economics for local store bin		Hypotheses
Costs (rub)	Revenue (rub)	
Amortization: 260	Materials sale: 150	Container cost from 10500 to 9300 (rub)
Area Rent: free	Advertising in app: 60 rub	Unit operation period - 3 years
Materials transportation: 300		130 kg of recycled materials for unit weekly
<b>Total = 560</b>	<b>Total = 210</b>	Advertising cost in app for show= 0.02 rub

MIN Advertising and partnership income at less 250 rub/week