**Executive Summary**

Cash Compactor is a start-up that’s set on making a real difference in how we manage waste. Our goal is to reduce landfill waste and improve recycling rates by introducing a simple, smart system that rewards people for doing the right thing. By making recycling easier and more appealing, we believe we can encourage more responsible behaviour, all while protecting the privacy of our users.

**The Waste Problem**

The UK generates around 26 million tonnes of waste each year, but only 45% of that – about 12 million tonnes – gets recycled. The rest, 14 million tonnes, ends up in landfill, which harms the environment and wastes resources. Many people don’t recycle because it’s inconvenient or they don’t see the benefits. That’s where we come in. Cash Compactor makes recycling more accessible by offering rewards to those who recycle, solving the problem of inconvenience and providing incentives to take part.

We also know that privacy matters. That’s why we only track what’s being recycled and how often, without collecting personal data, ensuring that our users’ information remains secure.

**Our Solution: Incentivised Recycling**

Our recycling machines are designed to make it easy for people to recycle their waste. Customers simply scan their waste using our mobile app, deposit it in the machine, and earn points in return. These points can be redeemed for shopping vouchers or discounts, or even donated to charity. For those who prefer a physical reward card, we offer that too, although we encourage using the app to save on resources and keep things digital.

We use the Tezos blockchain to manage user wallets and ensure secure transactions, adding an extra layer of protection for our users.

**Environmental Impact and Global Influence**

Cash Compactor doesn’t just encourage recycling – we’re helping to change how people think about waste. By making recycling a habit that comes with rewards, we’re promoting sustainability and reducing landfill waste. This contributes to a cleaner environment and helps communities get involved in eco-friendly practices.

Similar systems have already shown success around the world. In Germany, the Pfand system, where customers pay a deposit and get it back when they return bottles, has achieved a \*\*98% success rate\*\* by 2024. Canada’s recycling system collects \*\*60-70%\*\* of recyclable products, though overall waste recycling in the country stands at just \*\*9%\*\*. These figures demonstrate that Cash Compactor’s approach, which covers a wide range of recyclables, has strong potential to drive better results.

**Our Business Model and Revenue Streams**

Cash Compactor generates income through a variety of avenues, ensuring we stay financially sustainable while delivering real environmental benefits:

**Deposit Return System (DRS):** We operate a deposit return scheme, where people get back a deposit for returning items like bottles. This system has proven highly successful in countries like Germany, where recycling rates are now over \*\*90%\*\*.

**Advertising on Machines:** Our machines provide an advertising platform, especially in high-traffic locations, with rates reaching \*\*£500 per week\*\*. Video ads range from \*\*£100 to £500\*\* per week. We share \*\*30-40%\*\* of this advertising revenue with the businesses that host our machines, creating a mutually beneficial partnership.

**Rental Solutions for Businesses:** Corporations can rent our machines instead of purchasing them outright. This allows businesses to offer eco-friendly services without a large upfront cost. We charge a one-off fee for setting up the machines and customising them to match the business’s brand. Ongoing maintenance fees generate further revenue, and if businesses choose to run ads on the machines, we share in that revenue as well.

**Enhanced Capital Allowance (ECA):** The UK government offers businesses the chance to write off \*\*100%\*\* of the cost of energy-efficient equipment in the first year through the ECA scheme. This means businesses that invest in our machines can reduce their taxable profits and boost their sustainability credentials at the same time.

**Collaboration and Partnerships**

We are actively seeking partnerships to expand our reach. Lidl, for example, is trialling a recycling scheme in Glasgow, where customers get 5p for each bottle or can they return. Their programme has already collected over a million items and raised £3,000 for charity. These kinds of partnerships are key to extending our system into more stores and making recycling even easier for the public.

Through our rental programme, businesses can adopt our machines as part of their own operations, enhancing their brand while contributing to environmental goals. This solution is ideal for companies looking to boost their sustainability image, engage customers, and create additional revenue streams.

**Conclusion**

Cash Compactor offers a practical, modern solution to the waste problem by making recycling simple and rewarding. Our approach is designed to change habits and increase recycling rates while ensuring user privacy and security. With proven success in other countries, we’re confident that our smart recycling system can make a real impact in the UK and beyond.

Our flexible business model, which includes deposit return schemes, advertising revenue, and rental partnerships, ensures that we can grow sustainably while helping businesses and communities embrace more responsible waste management. Together, we can help build a cleaner, greener future.