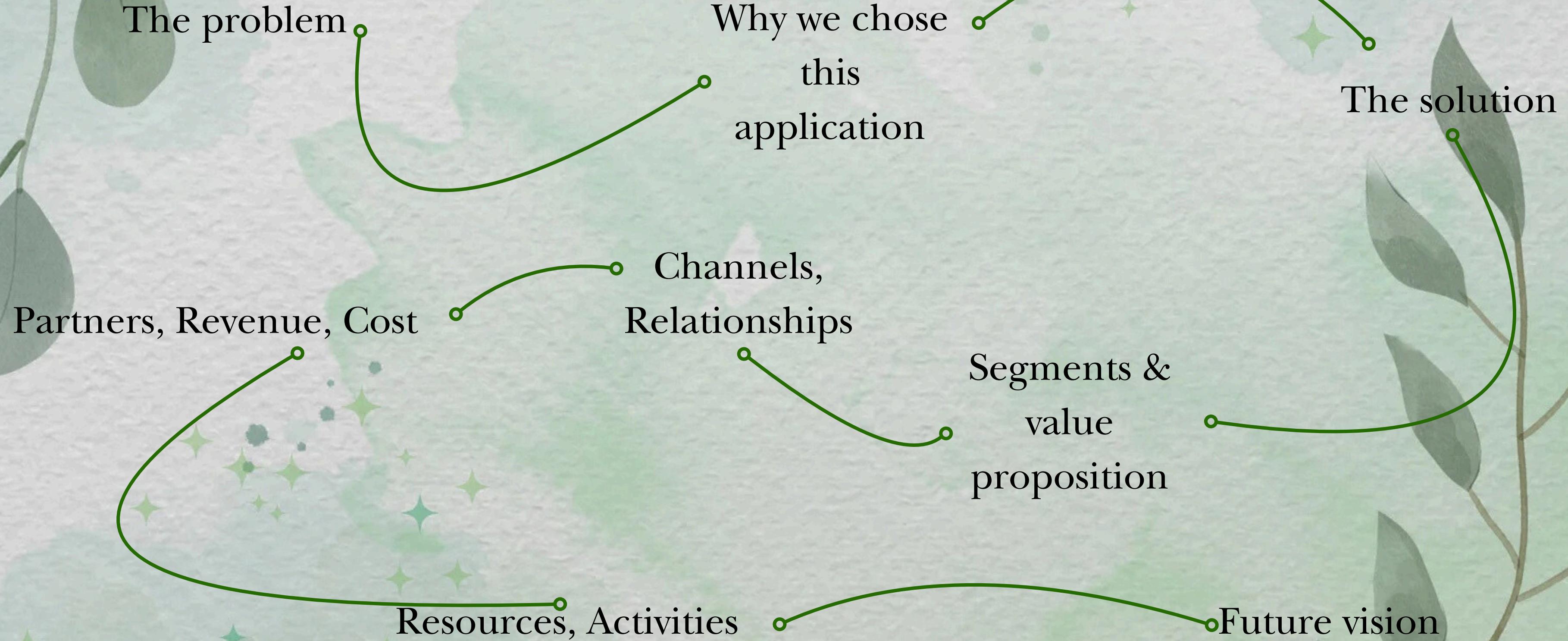




ECO REWARDS

TABLE OF CONTENTS



THE PROBLEM

They don't know where textile recycling is available

Most people still throw clothes in the trash

Existing processes are unclear or too complicated

There is no direct benefit that makes the effort worthwhile

And yet...

The EU now requires retailers to collect used textiles.

WHY WE CHOSE TO BUILD THIS APPLICATION

For people

- a way to turn old clothes into real, instant value
- a simple flow: see a discount → bring the clothes → pay less

For retailers

- brings people directly into the store
- helps them meet textile collection targets with zero extra cost

For the planet

- fewer clothes end up in landfills
- users contribute to a circular economy without any extra effort

THE SOLUTION

CHOOSE A VOUCHER
IN THE APP

GO TO A PARTNER
STORE

HAND YOUR OLD
CLOTHES TO THE
STAFF

RECEIVE THE
VOUCHER
INSTANTLY IN THE
APP

USE IT AT
CHECKOUT → PAY
LESS

SEGMENTS & VALUE PROPOSITION



Fast-fashion
retailers

Price
sensible
consumers

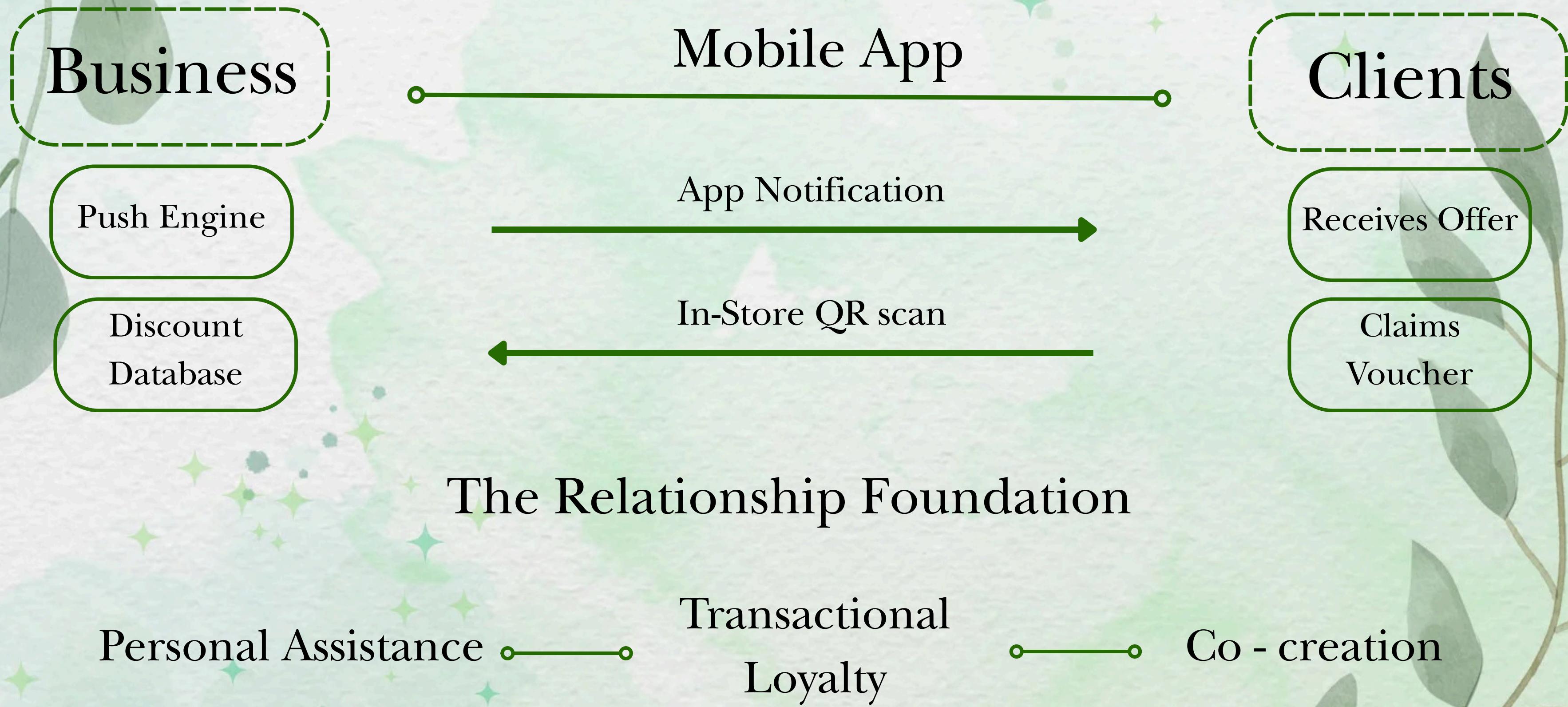
For people
real vouchers,
not just abstract
points

Value
Proposition

drives more foot traffic to
stores + helps meet legal
obligations for textile
collection

For retailers

CHANNELS, RELATIONSHIPS



PARTNERS, REVENUE, COST

KEY PARTNERS

Fast-fashion
retailers

Malls and commercial
chains

Textile collection organizations

REVENUE STREAMS

Commissions per
1000 clients
brought to retailers

Boosted offers and promotions

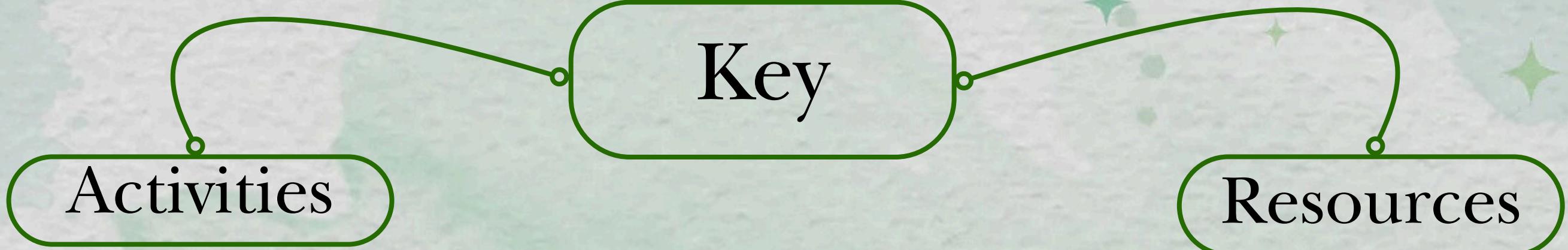
COST STRUCTURE

Salaries

Cloud services and
infrastructure

Support and maintenance

ACTIVITIES, RESOURCES



User Experience Optimization

Offer Aggregation

Performance Marketing

Offer Catalog

Platform & App Infrastructure

Partner Network

FUTURE VISION

Beyond clothes

AI-driven
recommendations

European expansion



THANK YOU FOR YOUR
ATTENTION!