

# Smart Waste Collection for Greener and Cleaner Cities

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Series-A Investor Deck



# Waste Collections are not optimized

- Bins are picked up too early or too late
- Waste of time, money and resources
- Too much CO2 emissions





# What if bins could talk?



Less CO2 Emissions



Increased efficiency



50% Cost Savings



Smart Decisions with real time data





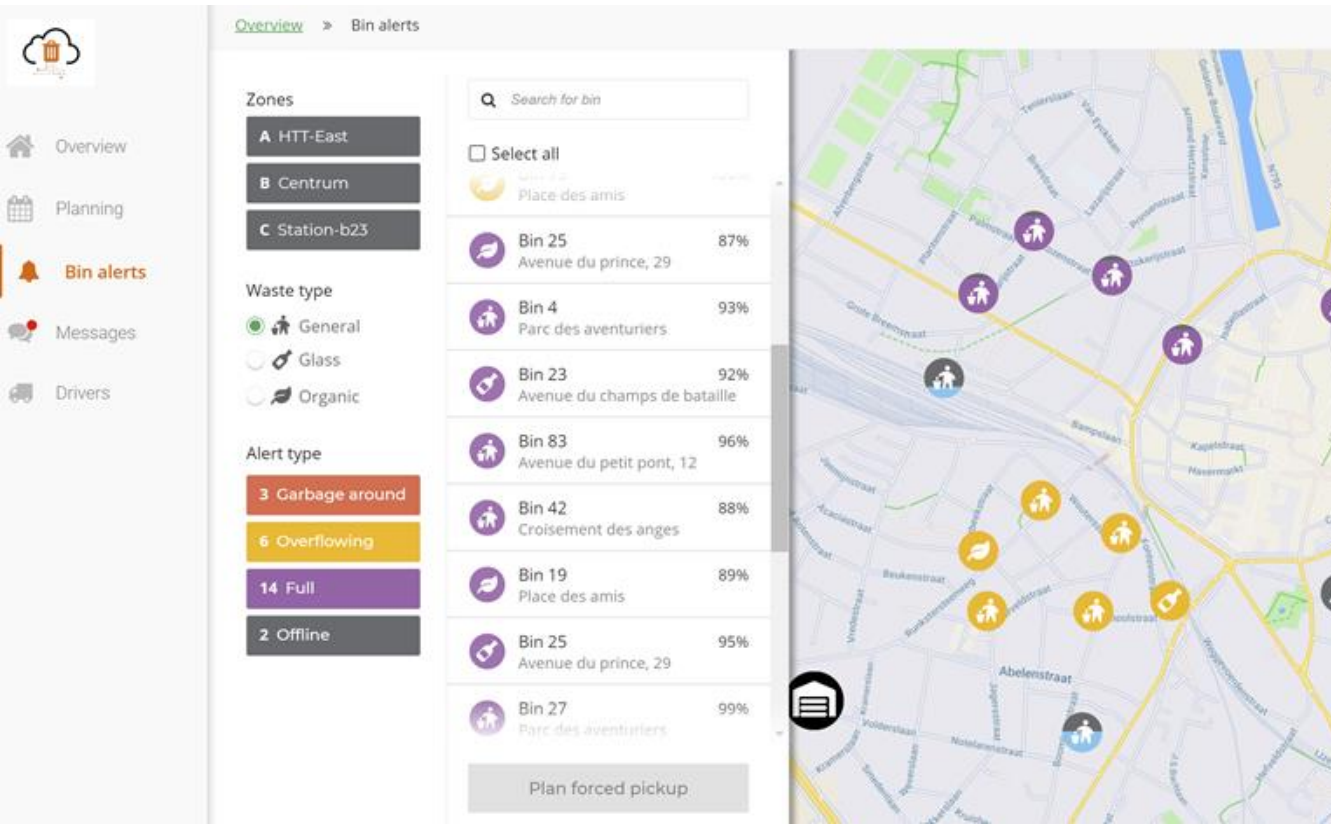


## How did we save 40% Costs in Sheffield

- Before 20 → After 12 Haulers/day
- Reduction in CO2 emissions by cutting the routes
- £112K/month savings in personnel costs
- Payback time less than 1 year

# Optimizing Waste Oil Collection & Recycling

- No Oil overflowing
- 40% reduction in collection costs.
- Fleet reduction 200 → 140 trucks



# BrightSense Module

Proprietary Technology

©Unique Tunnel Design

Fits All types of bins

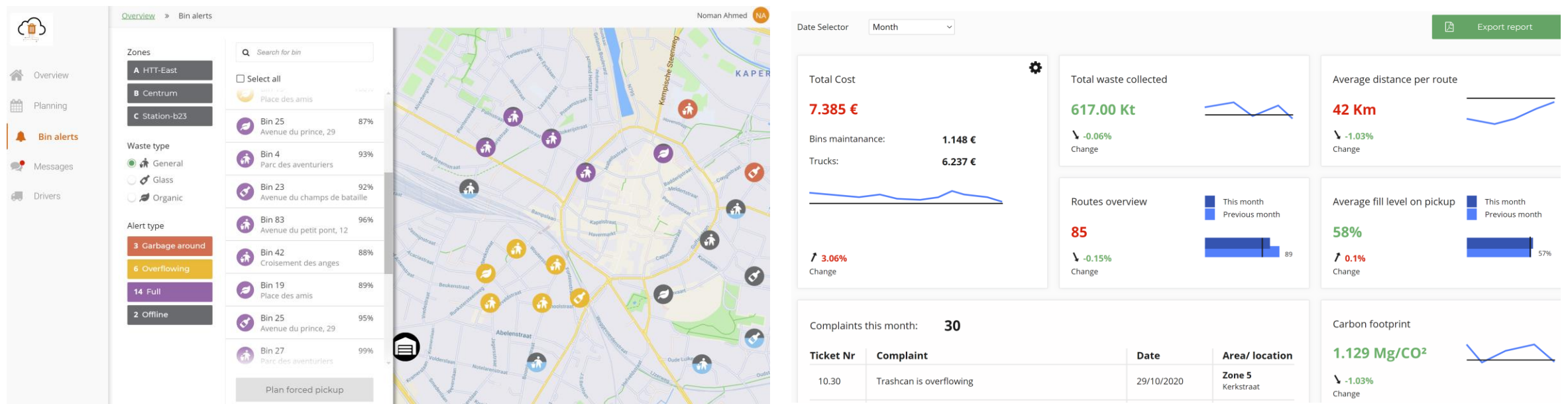
Laser, Ultrasonic & Camera





# Route optimization platform

- Intelligent routing based on predicted fill levels
- Navigation App for truck drivers
- KPIs Analysis for managers





Market  
Segments

\$25B market  
in next 5  
years

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## **Public Sector**

City bins

Bin Manufacturers

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## **Commercial Sector**

Restaurants, Airports,  
Offices, construction waste,  
industrial waste



# Business Model – SAAS & HAAS

## Price

- One time sell €90/sensor
- HAAS €4/month
- Basic Platform €2/month per bin
- Routing Platform €3/month per bin

## Terms

- One time sell – 50% upfront
- HAAS – 1<sup>st</sup> year paid upfront
- 15% discount on subscription if paid annually upfront

## Key Metrics

- BOM cost covers with upfront payment
- 80% avg. gross margin after 3 years
- 5+ years battery life

Sheffield,  
Delft, Hasselt,  
Luxembourg,  
Oslo & many  
more

**7000 Sensors in 15 countries**



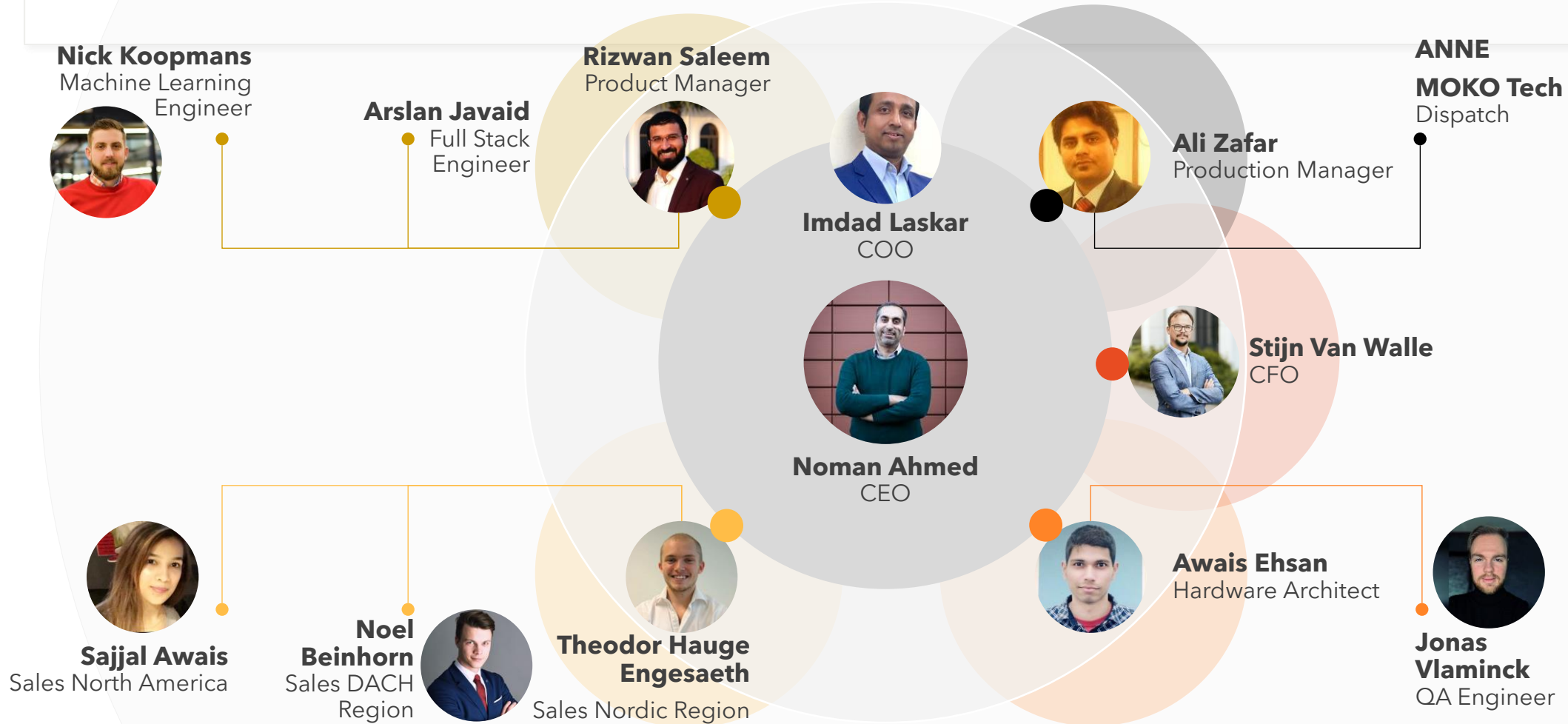


# Competition Vs BrighterBins

	Compology	Enevo	Nordsense	BrighterBins
Design	Side Mounted	Top mounted	Top Mounted	Universal
Sensing Tech	Camera	Ultrasonic	ToF	Ultrasonic, ToF & Camera
Transmission	Cellular	Cellular	Cellular	Cellular, SigFox, LoRaWAN
Price	14 USD/month	12 Euro/month	10 Euro/month	7 Euro/month
Flexibility	No Open API	No Open API	No Open API	Open API

# 20 people team - Experienced Founders

## Cisco, Technicolor Background





# How did we bootstrap 2017 - 2021

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€ 1.2M RAISED  
FOUNDERS (150K), IMEC  
ISTART(150K),  
KATAPULT(150K), GRANTS  
(430K), DEBT  
FINANCING(300K)

11 R&D  
5 SALES & MARKETING  
4 OPERATIONS

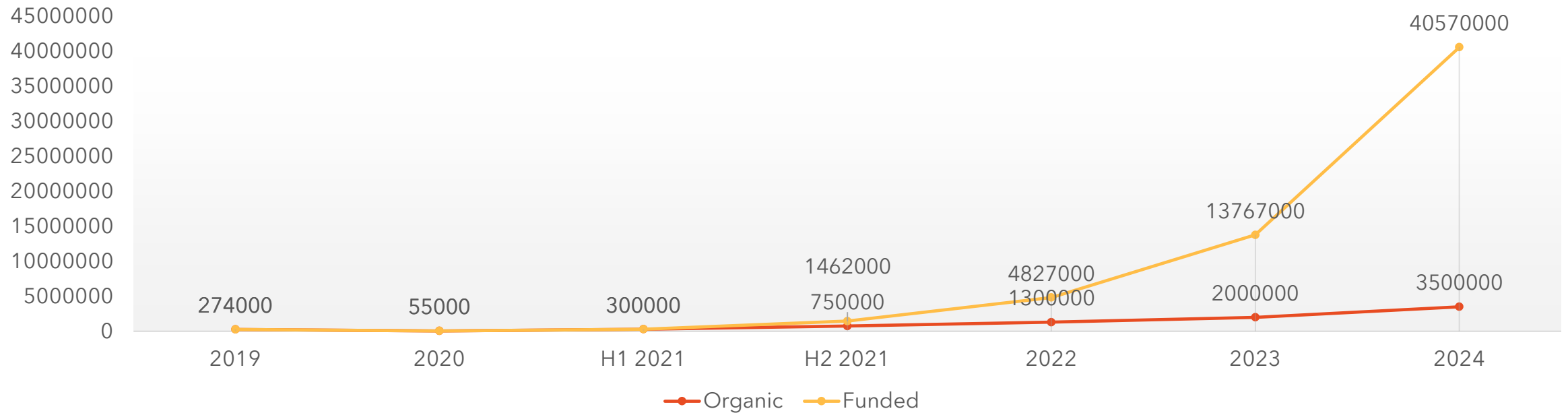
PRODUCTS  
3 SENSORS  
ROUTING PLATFORM  
DRIVER APP

TWO BIG CLIENTS  
PUBLIC SECTOR SHEFFIELD  
COMMERCIAL SECTOR  
QUATRA


# Revenue Projections

- Business is growing organically
- If 2 - 3 M € invested today
- 11x growth potential in 4 years

Organic Vs Funded Growth







# Business Plan – Next 4 years

## Team

- VP Sales - Worldwide Sales Organization
- R&D resources in Belgium
- Platform CTO in Belgium

## Product

- Improve AI/ML algorithms
- Computer Vision
- Intelligence in Camera
- Improve Analytics

## Sales

- Focus on SaaS & HaaS
- 2021 – € 1.5M
- 2022 – € 4.8M
- 2023 – € 14M
- 2024 – € 40M



# Thank you



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