

recyclehero

Don't WASTE your time.

Future Hamburg Award

Hamburg, January 2021



Executive Summary

Recyclehero is a **social and sustainable pick-up service for recyclable waste** (waste glass/paper & refundable bottles) for businesses and private households.

We operate with **electrified cargo bikes** and preferably **engage socially & financially disadvantaged people** - our "heroes".

recyclehero was founded in August 2018 in Hamburg, where we operate our business since then. In 2021 we plan to expand in other cities.

Two challenges

- 1 Unpopular, time-consuming and qualitatively inadequate disposal and return of:
 - Waste glas
 - Waste paper
 - Refundable bottles
- 2 Integration of financially disadvantaged people in workforce & society:
 - Long term unemployed people
 - Refugees
 - Needy people

One solution

Our “heroes” (financially disadvantaged people) collect recycable waste from households, restaurants, shops and offices by electrified cargo bikes



Our four missions



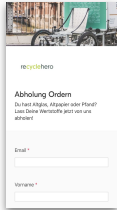
How does that work?

Process



Step 1

Customer **can order the pickup online** - on-demand or as subscription (cheaper).



Step 2

Our heroes (drivers) collect the recyclables with **electrified cargo bikes** - directly at the client's door.



Step 3

Disposal of waste glass and paper at **recycling bins or recycling yard**.

Return of refundable bottles in supermarkets.

APPROVED BY
ENVIRONMENTAL AUTHORITY

Business Model



Waste Glas

EUR 7,90
(each 20 kg)



Waste Paper

EUR 11,90
(each 20 kg)



Refundables

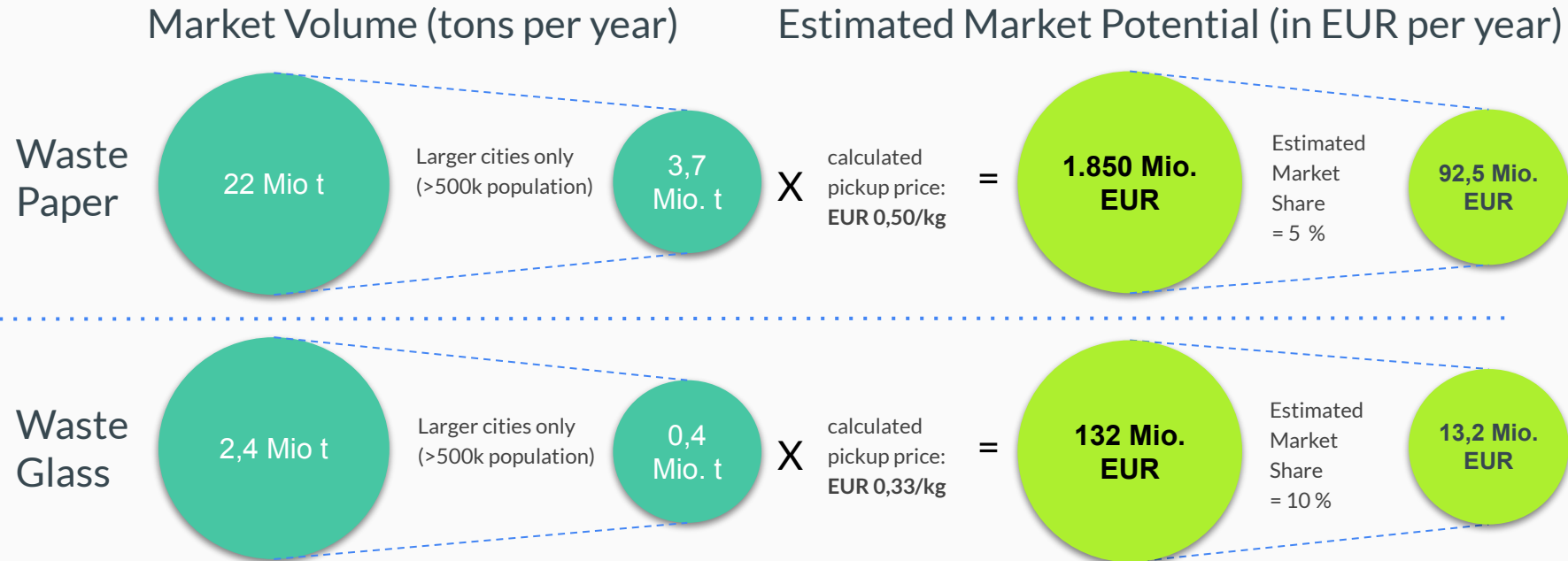
Pickup
for free

Income from Pickups

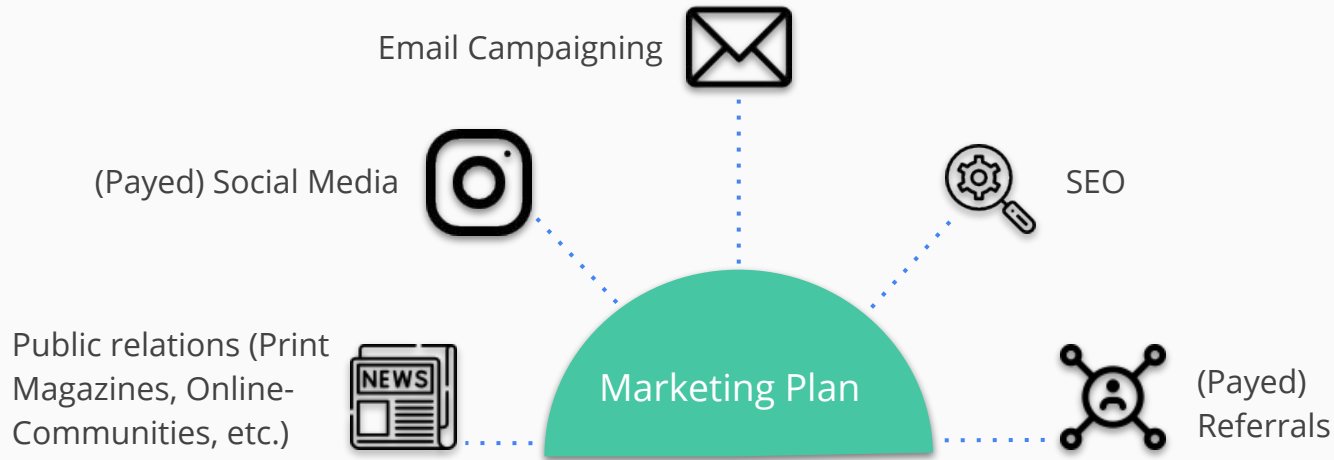
Next: Income from
selling recyclables

Funding
for social
projects
&
Marketing
spendings

Market Potential in German Markets



Marketing & Sales Strategy



Sales Achievements

Despite of the corona lockdown we could gain 100 new clients in 2020. The lead source were primarily our PR activities, search engines and referrals.

Sales Strategy 2021

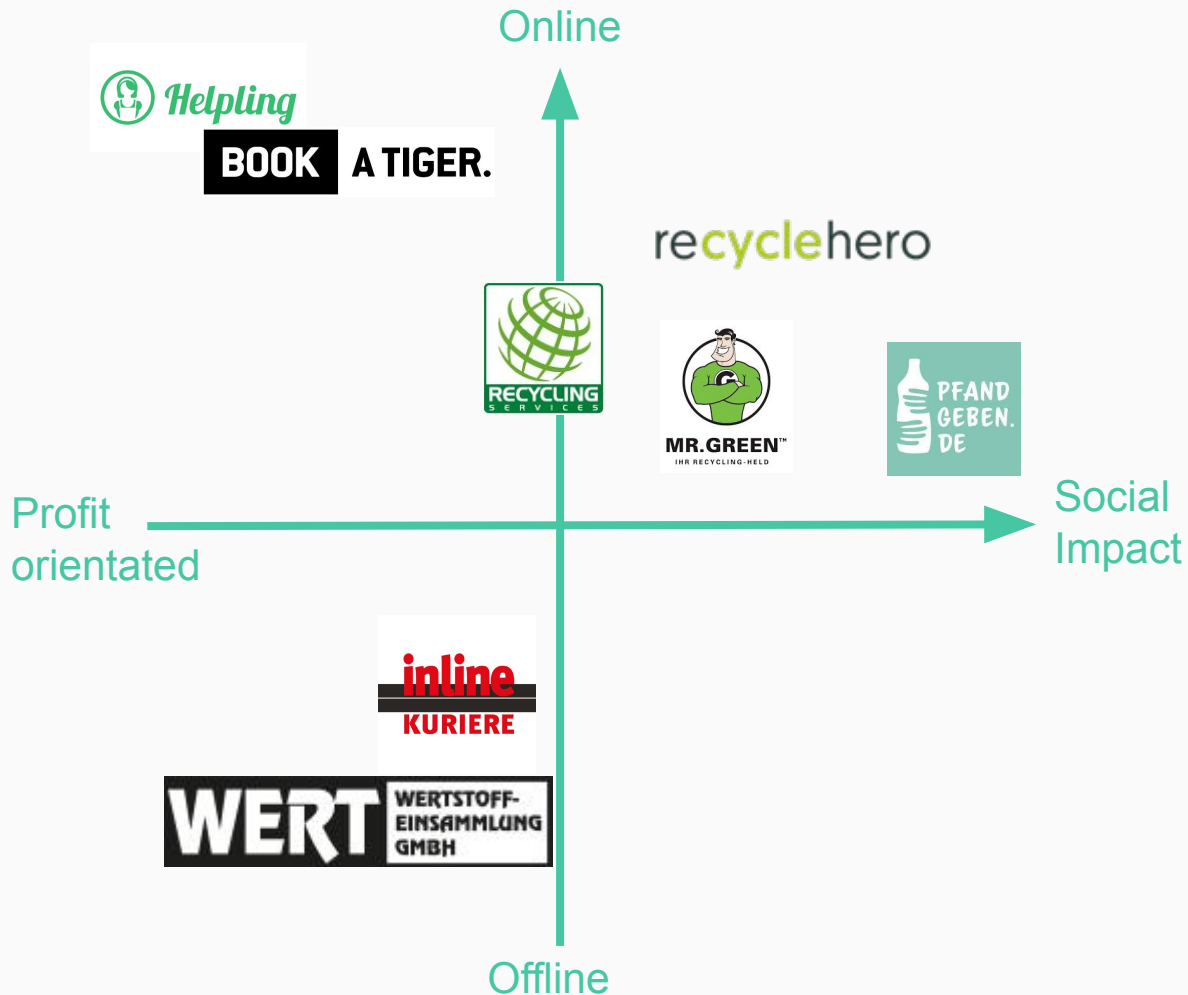
In Q1/2021 we plan to complement our team by an CMO/CSO, who will focus on the development and execution of our marketing & sales strategy.

Who are our competitors?

Our service is currently only provided by swiss companies (z.B. Recycling Services or Mr. Green).

Some courier services in Hamburg do also offer pickups of waste paper but for a significant higher price.

Partially also private and public waste management company are our competitors, however, we focus rather on cases and clients, that are not covered by them for different reasons.



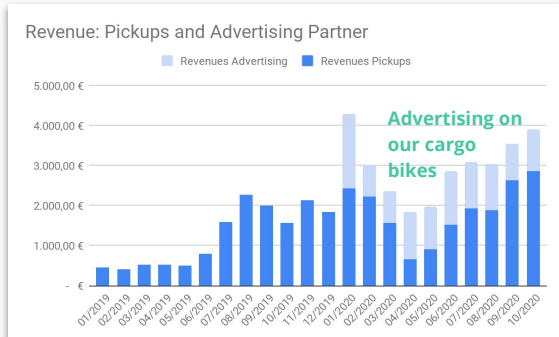
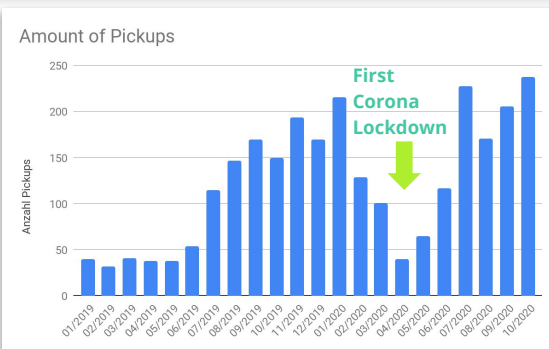
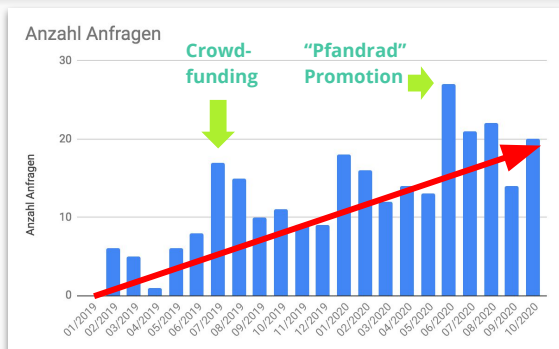
Our Milestones

What do we want to achieve within the next three years?



Historical figures

How have we performed in the past?



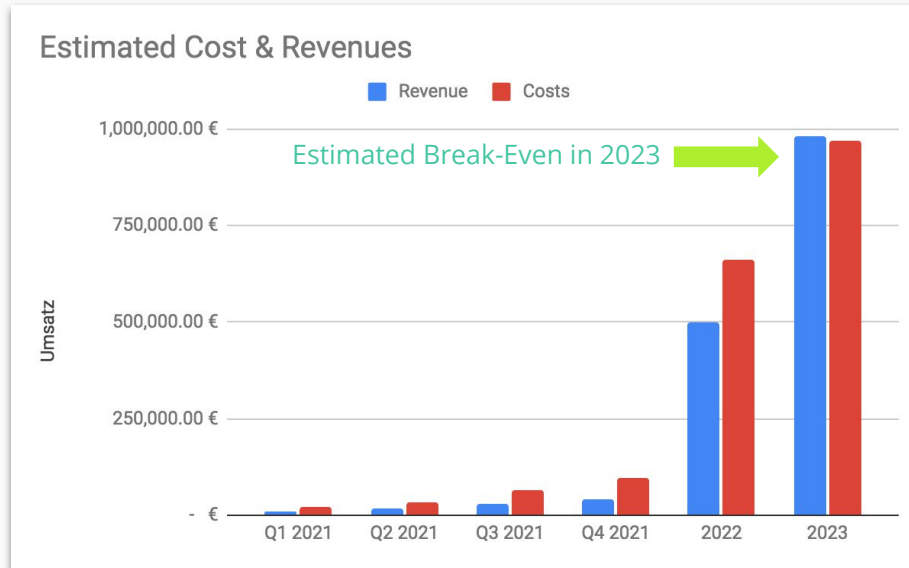
All revenues
without any
marketing
spendings yet!

So far we have gained new clients primarily via our PR activities, SEO and via word of mouth. Therefore, **our CAC are currently around zero Euro.**

Financial Plan

How do we plan to fund our business?

Type of cost	Estimated costs for next 12 months
Staff	€ 200.000
IT	€ 40.000
Marketing	€ 50.000
Cargo bikes	€ 20.000
Rent	€ 20.000
Other Costs	€ 10.000
Total Costs	€ 340.000



Capital Needs

Forecast for Q2/21-Q1/22

Costs: EUR 340.000

Revenues: EUR 100.000

In Q2/2021 we plan to raise EUR 250k pre-seed capital for the following 12 months for expansion in further cities and to cover all HR, IT, Marketing & Infrastructure costs.

What are we currently looking for?



Team members with working experience in relevant areas

- Logistics, Waste Management
- Marketing und Sales
- IT/Development
- Social Workers (Part-time)



Funding

- Smart Money for our expansion in further cities
- EUR 250.000 for the next 12 months (Q2/21-Q1/22)

Awards:



Top 30 of 1590
Ideas for Tomorrow (2021)



No. 9 of 143



HELDENMARKT

1st place:
Startup Contest 2019



1st place:
"Nikolaus Pitch 2018"



1st place: "Social Innovation
Challenge 2017"

Our Team

recyclehero



Alessandro Cocco

Business Development,
Sales & Finance

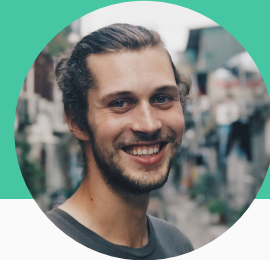
*Bachelor in Finance & Accounting,
Work experience in Investment
Management and Consulting*



Nadine Herbrich

HR, Marketing &
Cooperations

*Bachelor in Real Estate Business,
Work experience in Asset Management,
Project Development and the Food Industry*



Florian Fahrenholz

IT & Development

*Besides Florian is studying Applied
Computer Science in the Netherlands*