
UpCycle

Making recycling easier and more efficient





Who are we?



Boyu Xue

China



Diljá Heba Petersen

Iceland



Georgios Manolios

Greece



Olivia Taivalkoski

Sweden



Pochara Hc Pao

Thailand



Problems

That people are facing that we aim to solve

How to recycle appropriately

Many people want to recycle more but are not sure how to do it in the right way

Getting to a recycling station

Many people live far from a recycling station which demotivates them to recycle

Where to recycle

Many people don't know where to take their recyclables





Survey

115 participants from 13 countries

93%

OF PEOPLE RECYCLE

49%

OF PEOPLE WOULD
USE AN APP TO
HELP THEM
RECYCLE

61%

OF PEOPLE WANT
TO RECYCLE MORE
THAN THEY DO
TODAY

21%

OF PEOPLE WOULD
PAY FOR A PICKUP
SERVICE



The UpCycle Solution

Pick-up service for your recyclables

We will pick all your recyclables up for a small fee and take them to the recycling facility

Scanner to tell you how to recycle in the right way

Our app uses AI to identify your waste and tell you how to appropriately recycle your waste

Source of information

UpCycle aims to give customers all relevant information about how the waste is recycled and the customer can see what difference he is making for the environment by recycling

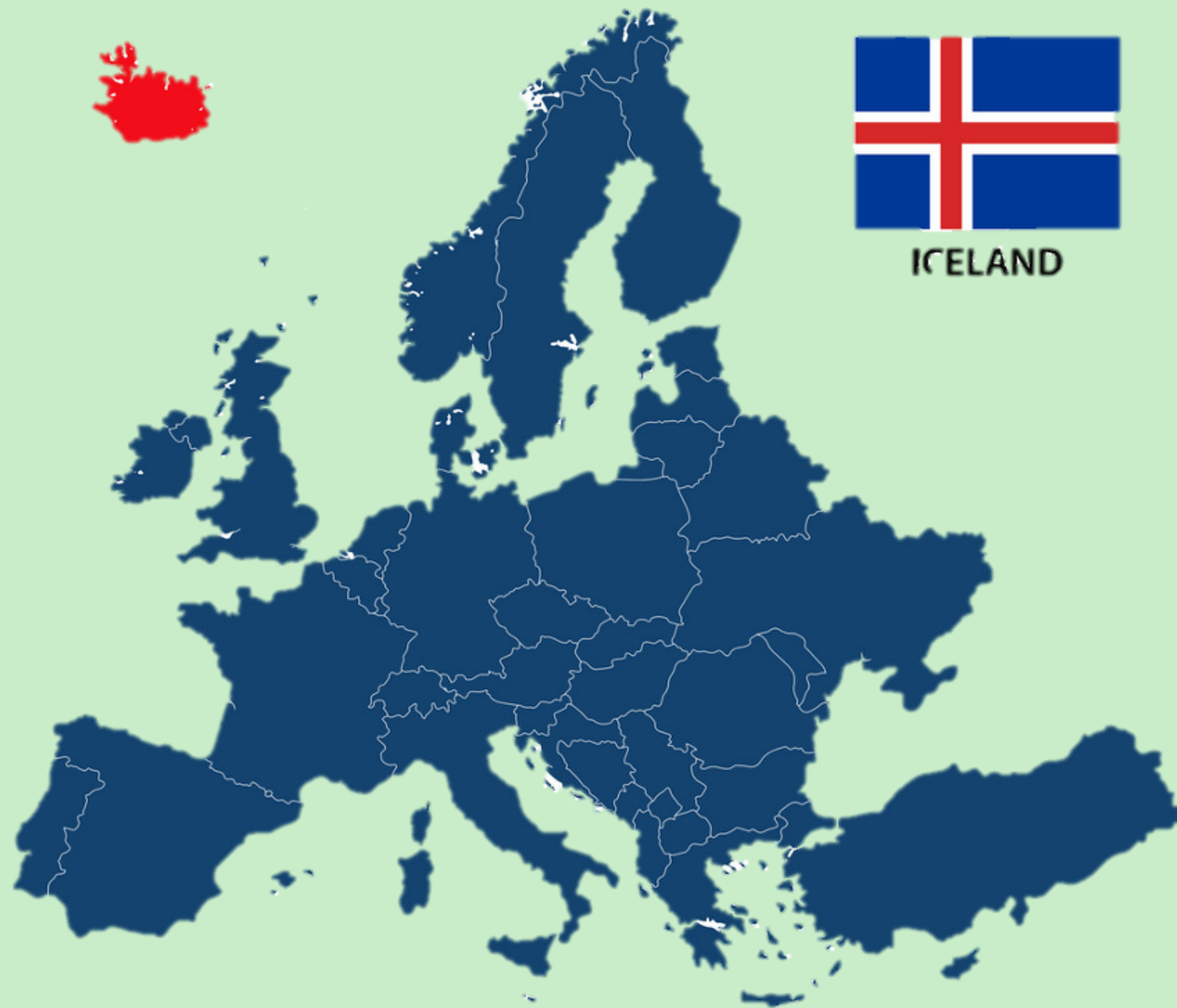
The UpCycle App

- Scanner that identifies the waste using AI and gives the right recycling method
- Pick up service for the recyclables
- Platform to share information about recycling





Starting point- Iceland

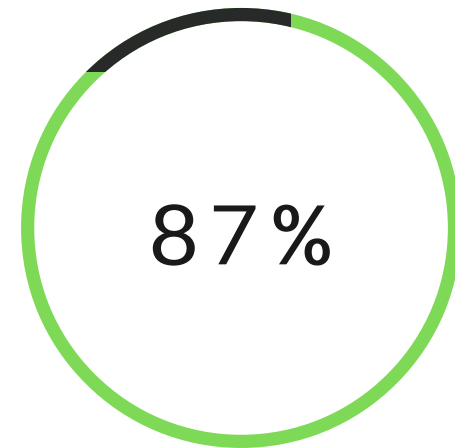


- Small market
 - Good to test the product
- People are willing to recycle (according to our survey)
- Not many companies that do recycling

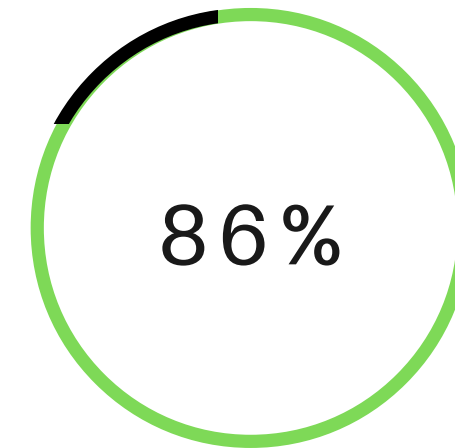


Our starting point

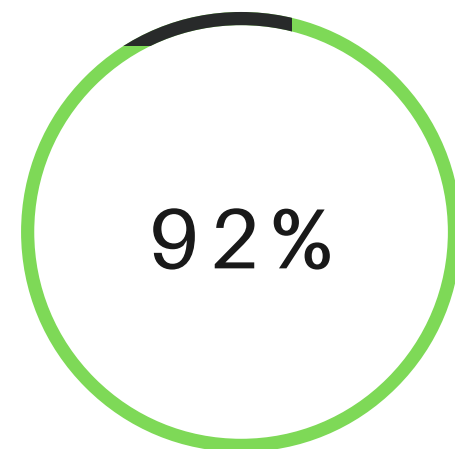
The catagories we will focus on in the beginning



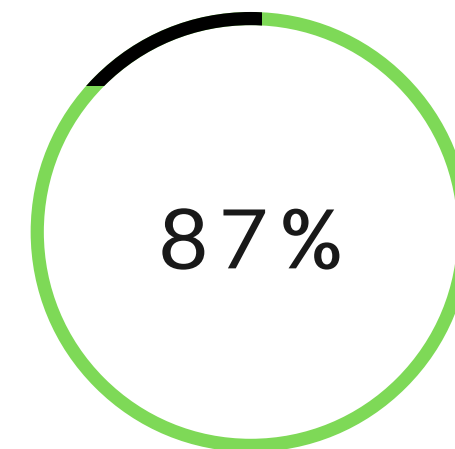
PLASTIC
(NOT INCLUDING
BOTTLES)



CARDBOARD AND
CARTOONS



PLASTIC
BOTTLES



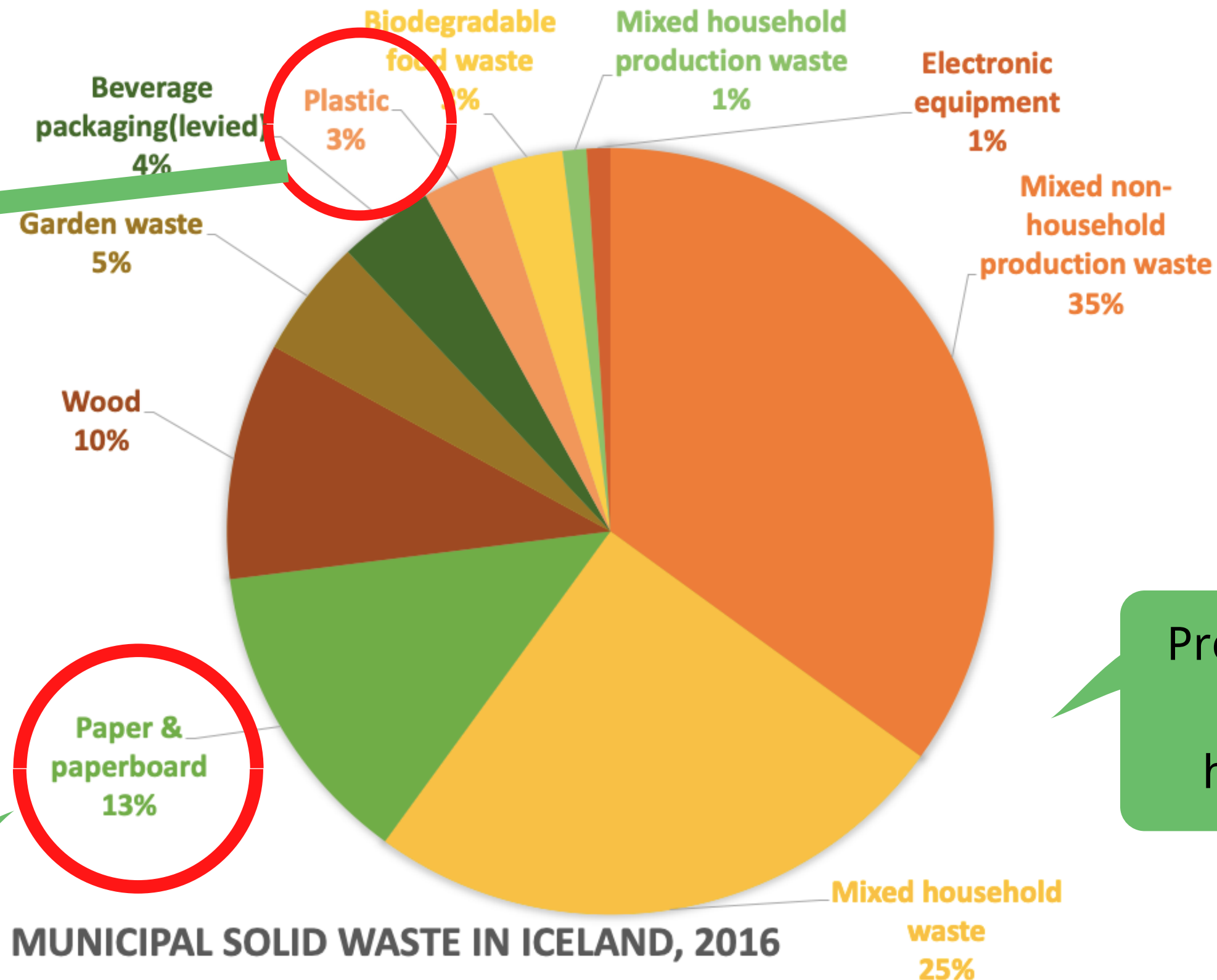
PAPER AND
NEWSPAPERS



Our starting point

The catagories we will focus on in the beginning

small proportion;
environment-harming



A large proportion;
Easy to store

Probably unrecycled
plastic in the
household waste



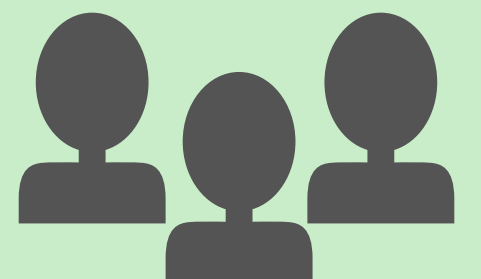
Target Market – Customers

People who want to recycle more

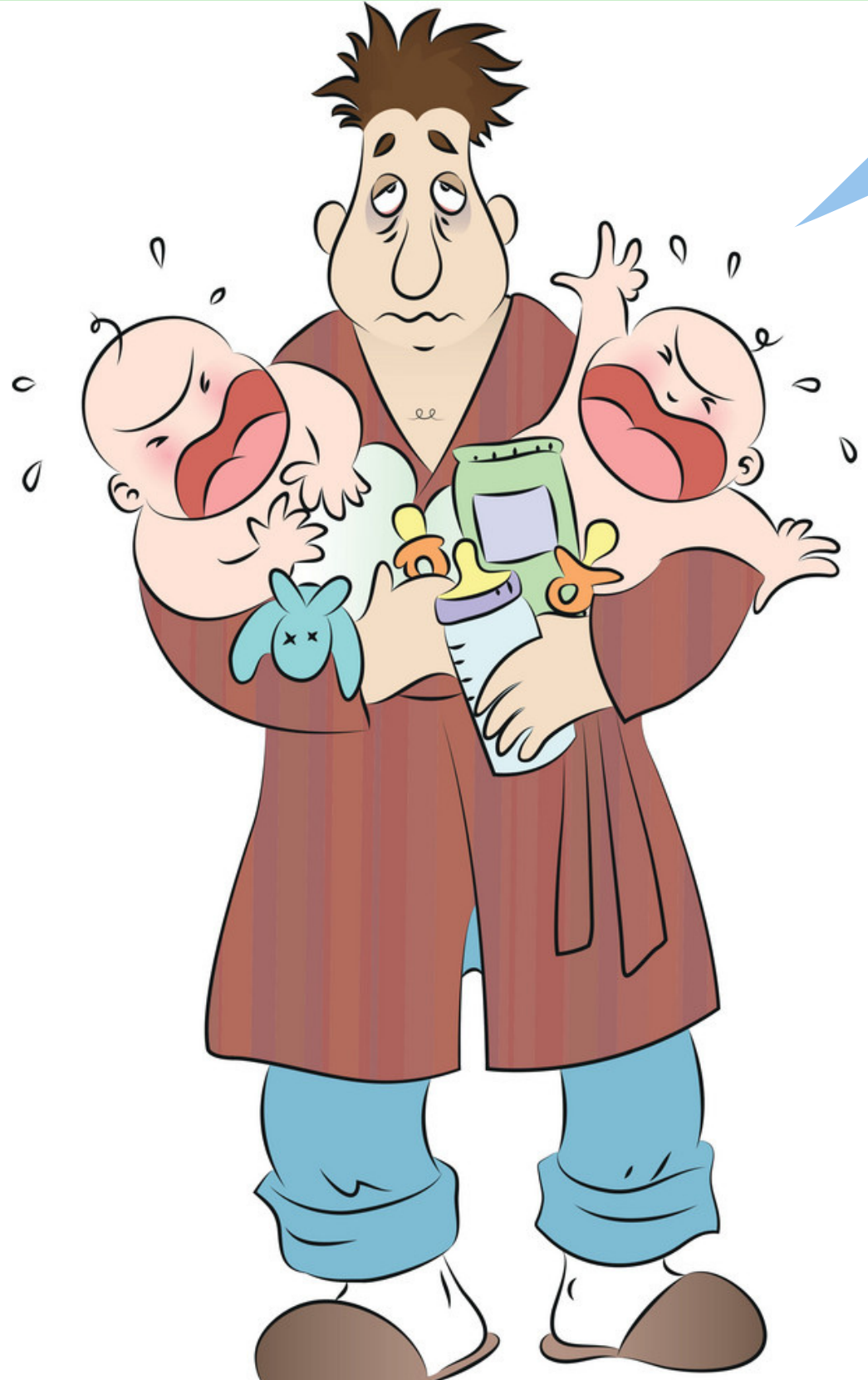
People who already recycle and want to recycle more

People that think recycling is too difficult

Make recycling more appealing to them by showing how easy it can be



Potential customer



Have no time to deal with the wastes.

The recycling station is too far away.

What is the material of this waste?



Main Competitor



terra - recycling company in Iceland

Terra offers this

Customers need to choose a subscription
(commit for a long time)

Pick up only on specific dates

Pick up of plastic (not bottles), paper
and metal



Partnership



Recycling station

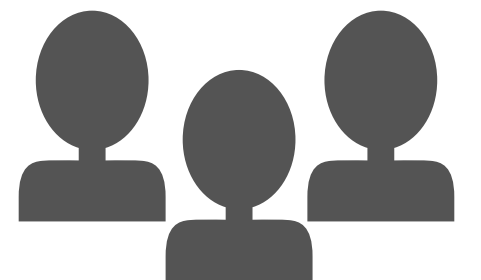
UpCycle + SORPA

SORPA promotes our business

UpCycle encourages people to recycle more - gain awareness for SORPA



Market Strategy

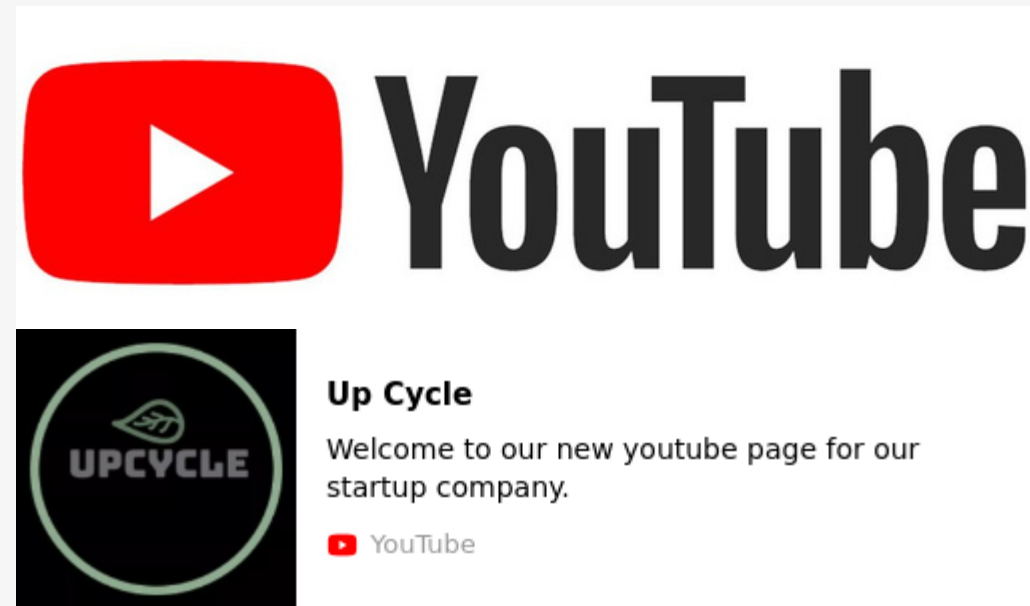




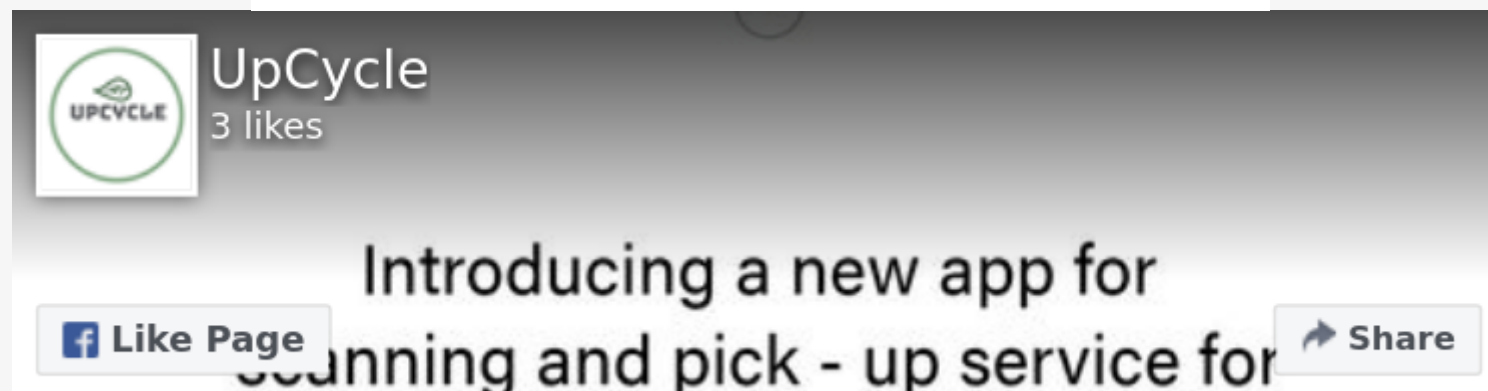
Distribution Channels

social and communication app

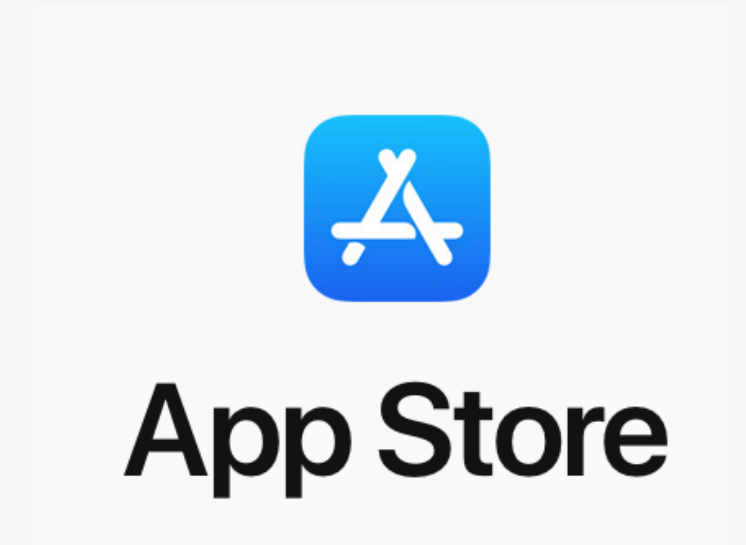
App store and In-game advertising



<https://m.youtube.com/channel/UC1yinY9Cv5hrT1zR4PxIboA>

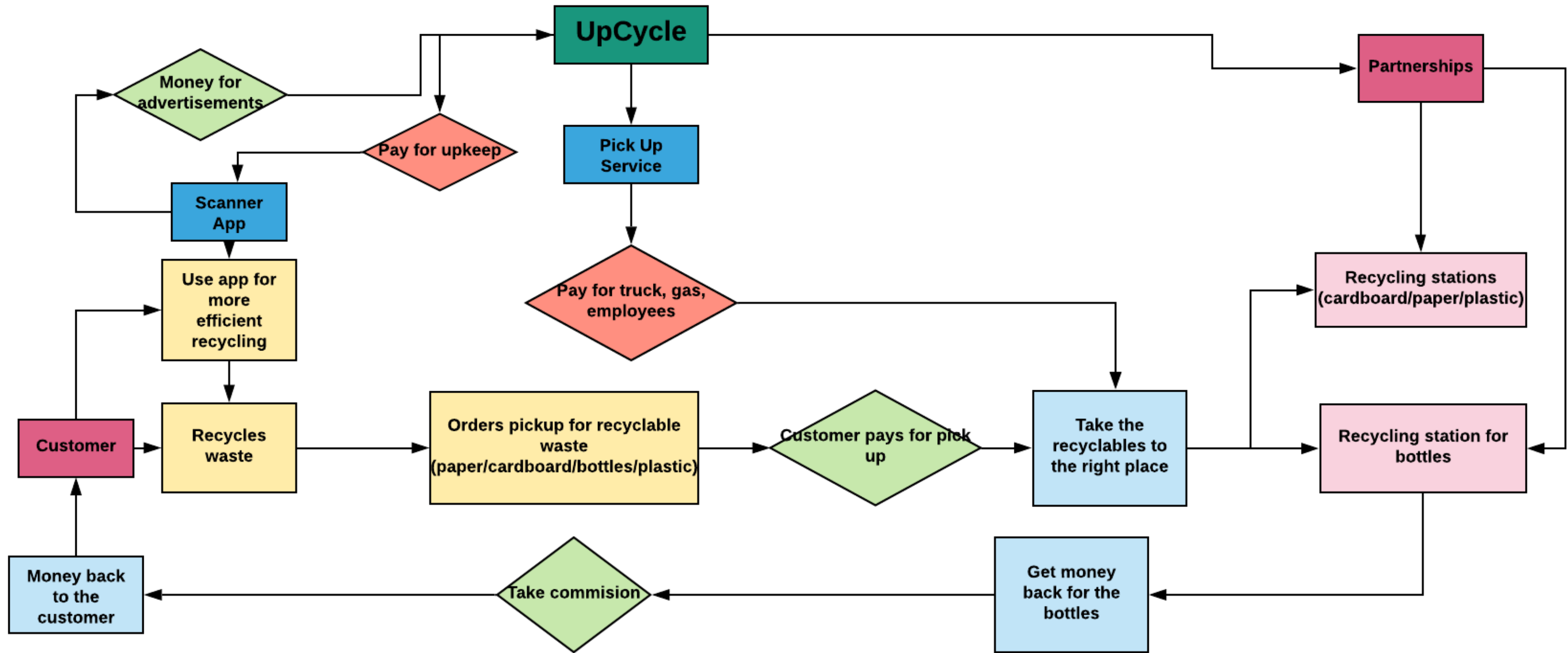


<https://www.facebook.com/UpCycle-105156744691223/>



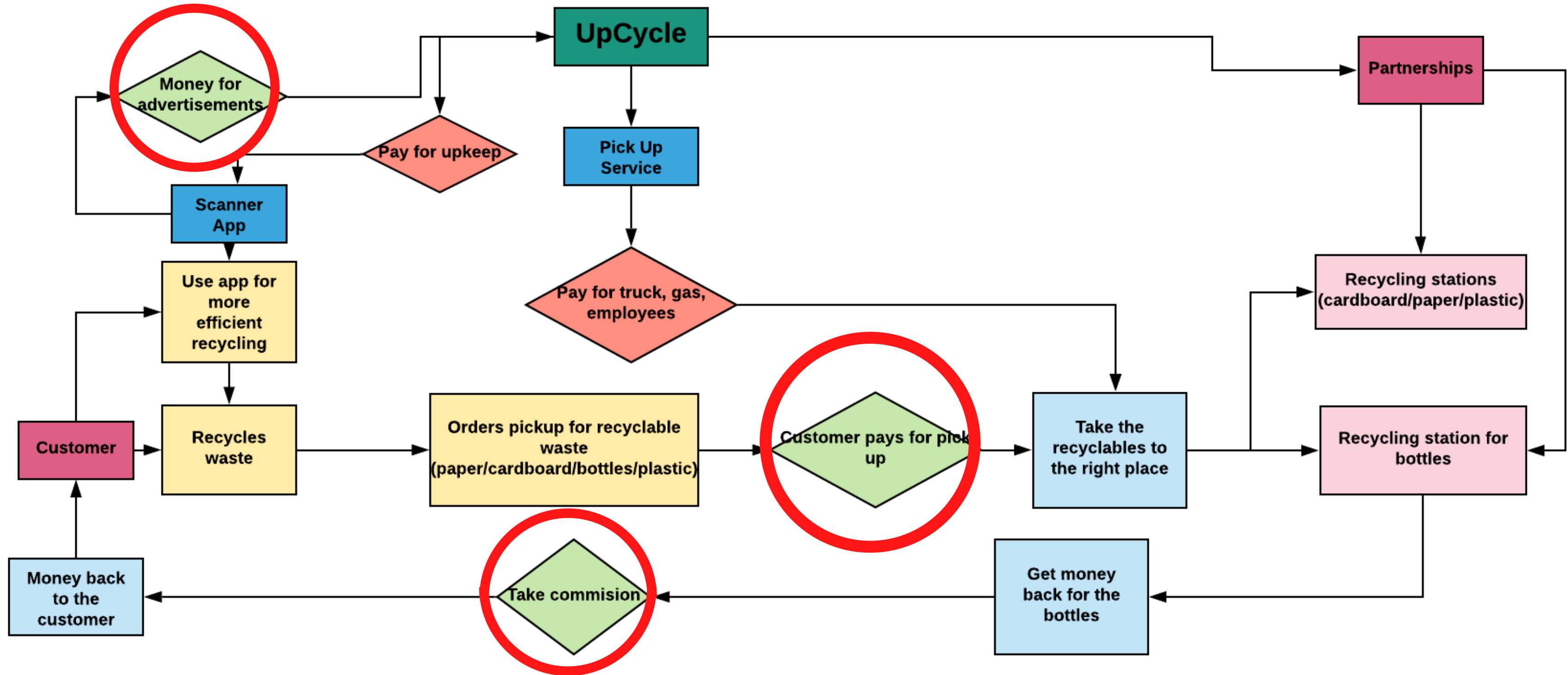


UpCycle Flow chart



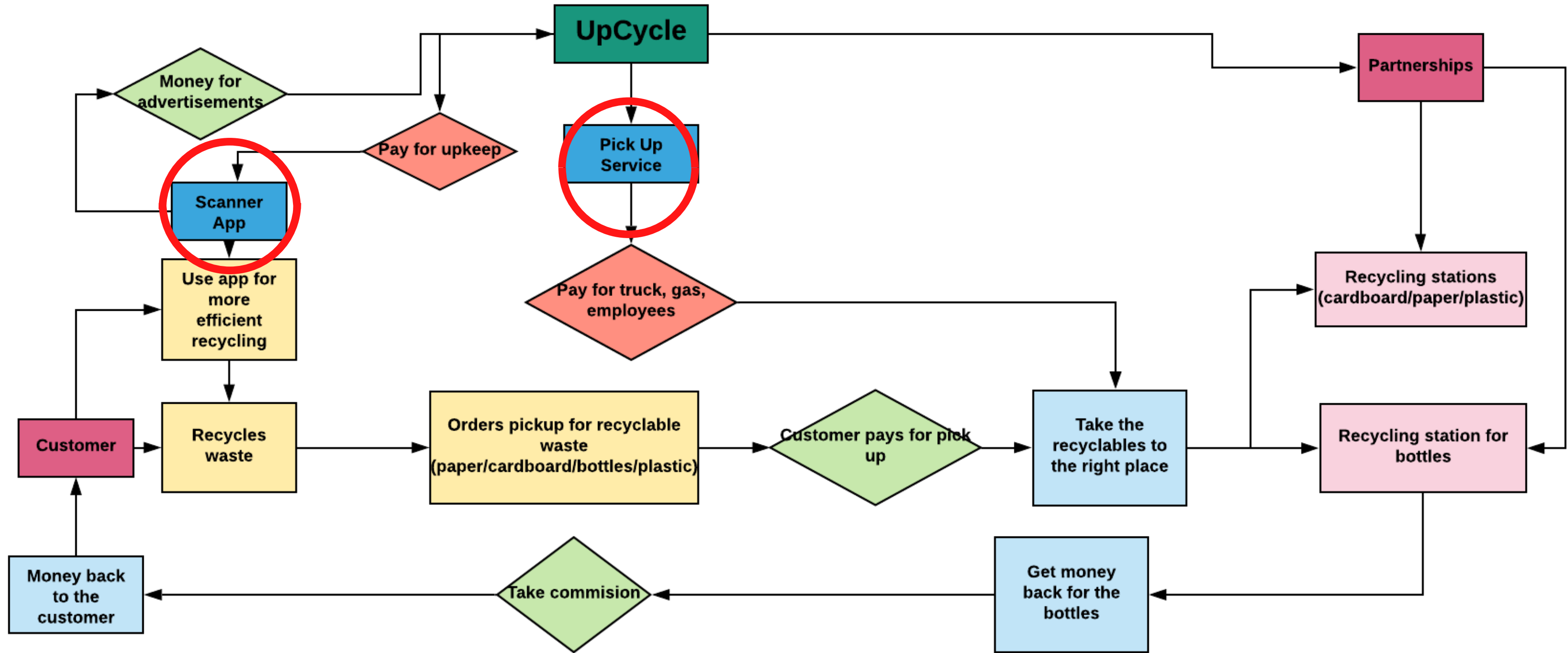


UpCycle Flow chart





UpCycle Flow chart





Revenues

Pick-up service
Customers pay per pick up or
subscription



Advertisements on our app

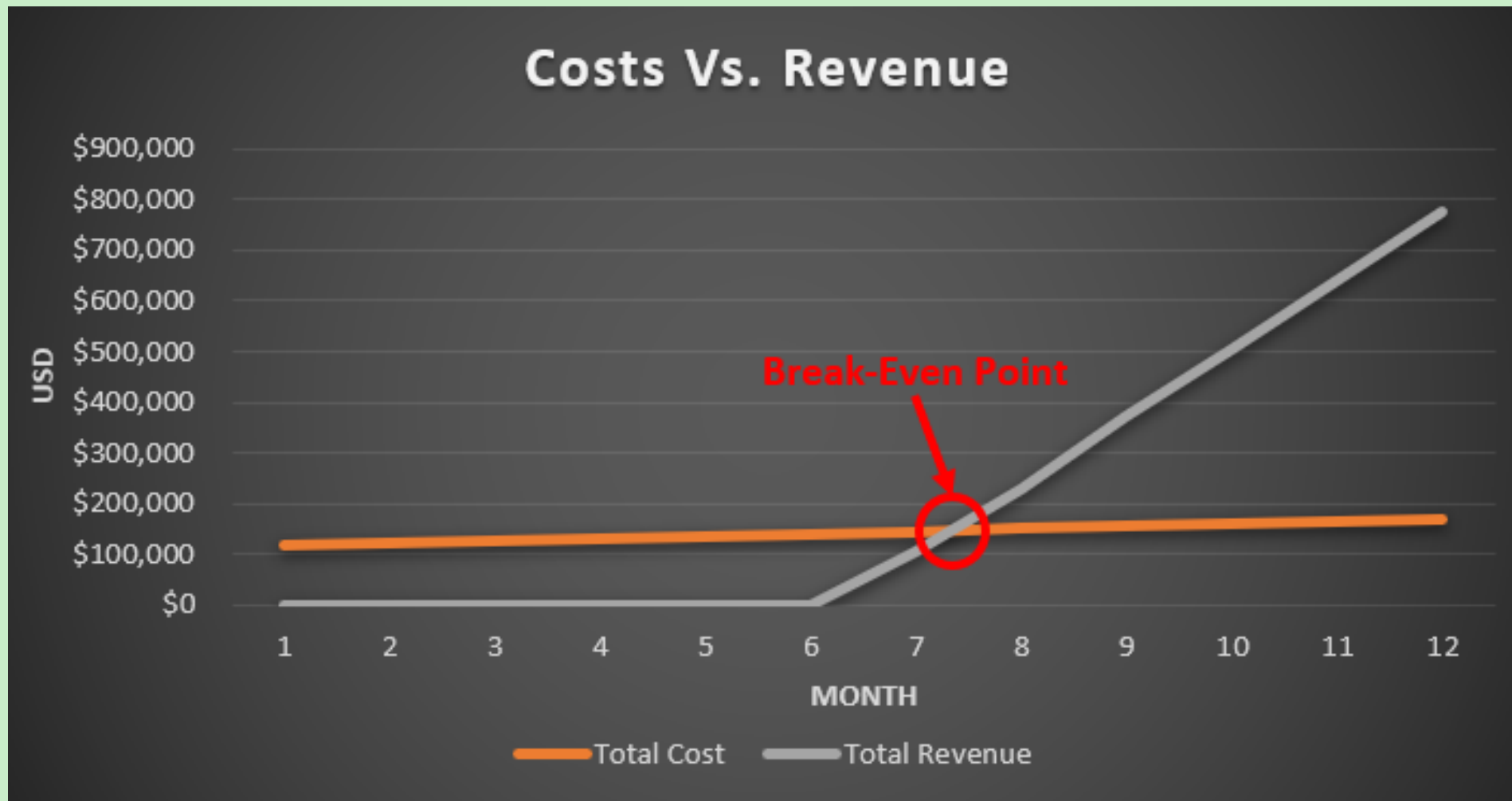


Commision from bottle
recycling

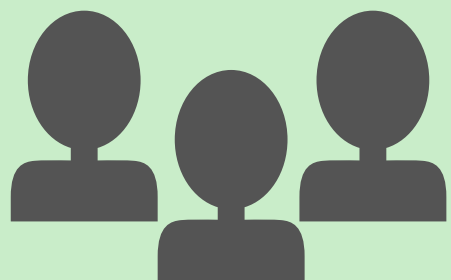




Cost Analysis



Total Costs Before Launch = \$145 170



Vans, gas and storage

Used Van * 3 = \$30 000

Gas * 3 = \$325/month

Storage = \$120/month

Initial cost to launch the app

Development = \$84 000

Google Play = \$25

Server Upkeep = \$600

Maintenance = \$8 400



Expanding

How can we expand our business?

90%

OF PEOPLE WOULD
BE WILLING TO
SELL THEIR
LAPTOP/PHONE
FOR MONEY

Offer recycling of other categories

Offer service for electronics and clothes
which can be sold second-hand

Expand to other countries

Sell environmentally friendly products on
our app

Sell trashcans/bags to make the recycling
easier for our customers

Switch gas-powered vans to electric vans

Thank You!

