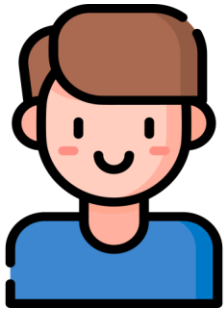# WasteNot

Index

- Problem
- Solution
- Product
- Business model
- Market
- Competitors
- Roadmap
- Request to investors
- Team

Our team

At WasteNot

Daniele Trentin: **CEO**

Aigerim Sagadiyeva: **COO**

Akerke Tolegen: **CTO**

Pietro Lauriola: **CFO**

Problem Statement

- Disposal of clothes: no easy way to get rid of excess clothes in:
  - A quick way;
  - With little effort;
  - With no harm for environment.

- No incentives: people have no reason to recycle clothes.

- Full wardrobes: caused by impulsive buying.

- Expensive clothes!

Reasons behind the problem

Problem	Why?	Reason

- People have too many clothes

- People tends to buy cheaper clothes

- People have a lot of unused clothes

- 43% of the people interviewed have impulsive buying problem

- Price is in the first place in our priority charts

- Selling clothes is too boring: 40% don't want to deal with the process

Solution

It would be great if there was a place where you can:

Recycle clothes

In an easy and non-demanding way
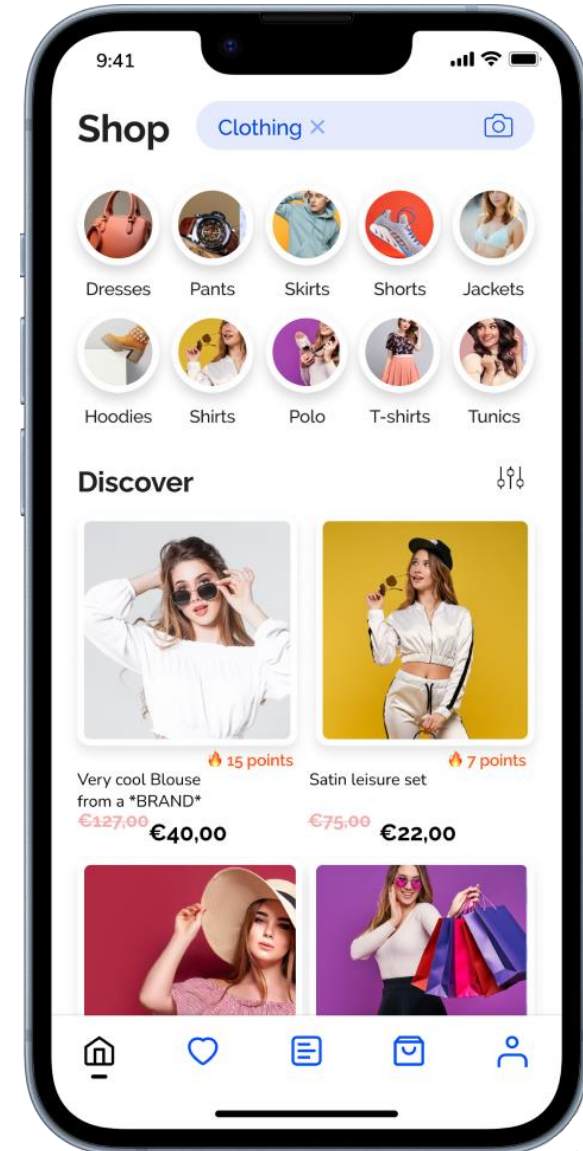
Sell your clothes

Give them a second chance

Buy clothes from others

Contribute less to fashion waste

ReFashion App

Refashion Platform

Sell your clothes

Get rid of your old clothes

Buy clothes from others

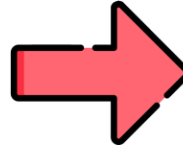Fight against clothes waste

… and the recycle part?

Receive points

Use them to get discounts!

Refashion Platform

Recycle clothes

Prepare a package with all your clothes and a courier will come and collect them, directly from your home!

Sold again by us

The clothes will be manually checked and sold in the app by us.

Receive points

Use them to get discounts!

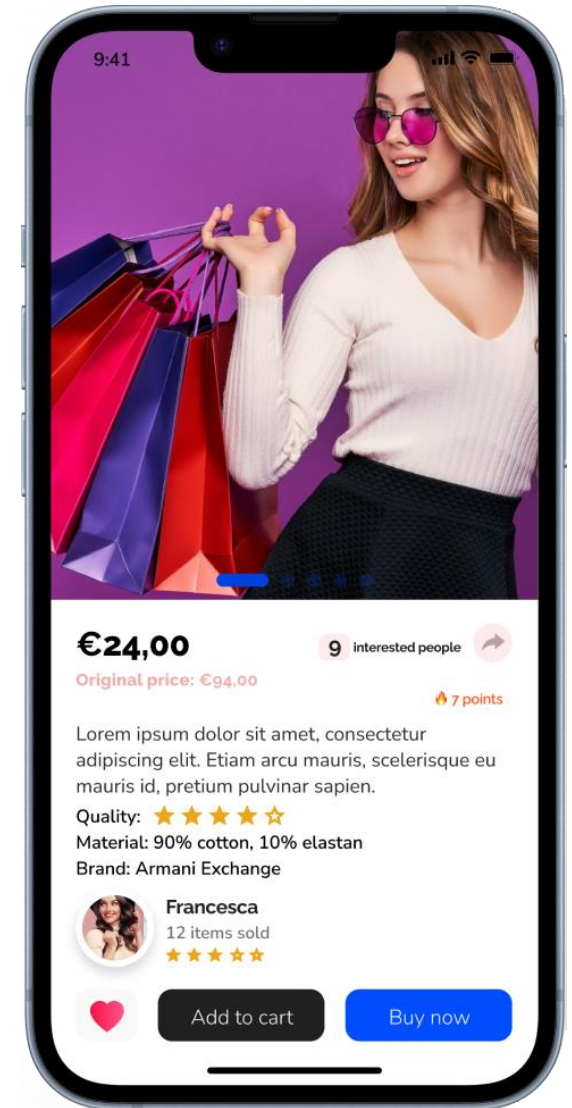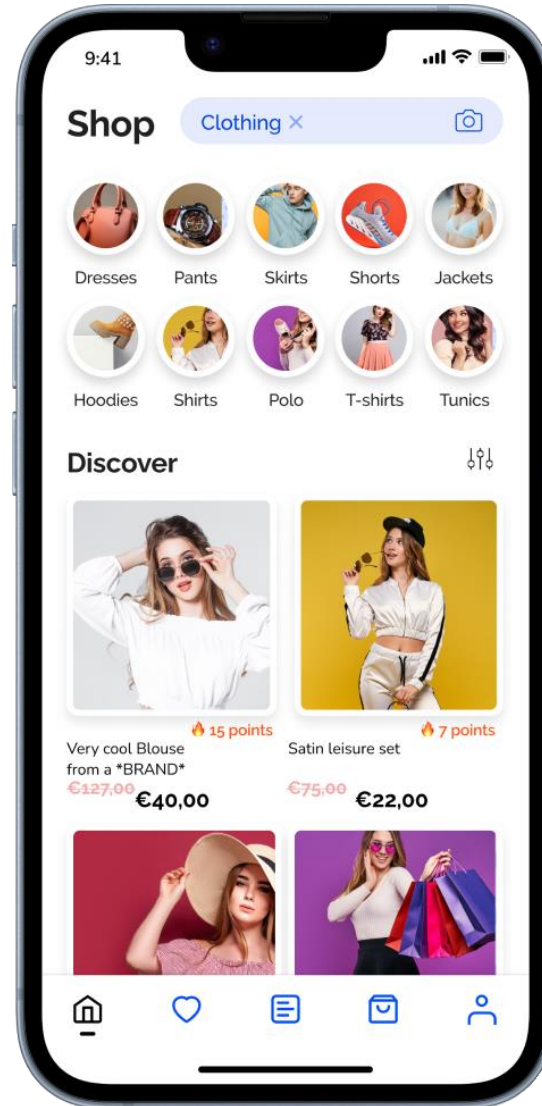Recycle and stop thinking about you unused clothes!

Other features

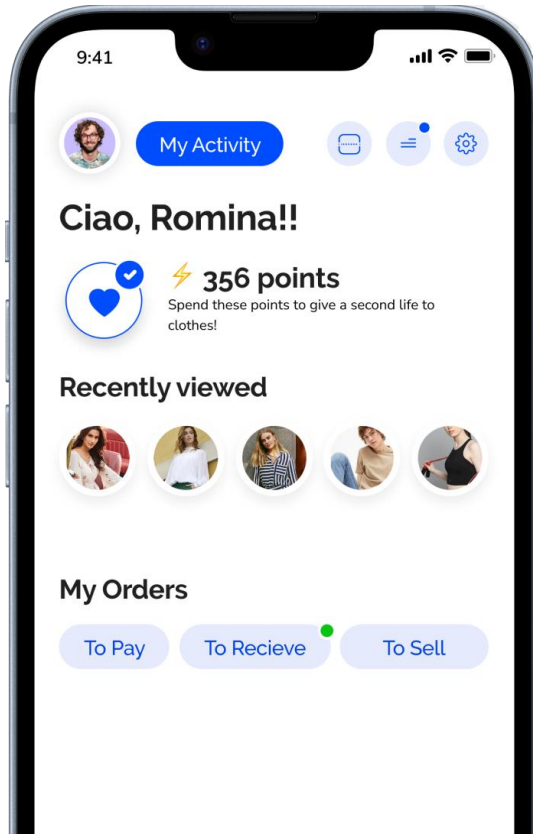- **Mistery boxes**: box with surprise content accompanied by a theme.

- **AI-driven quality check**: AI checks the status of the dress from the uploaded photos.

- **Premium subscription for seller**: sellers can pay a subscription to make their listings more visible and not pay commission.

- **Charity events**: donation of some recycled clothes from users; Brand building.

Product

Mockups

Business Model

Platform: peer to peer online marketplace

Seller

We get a percentage of each sell + Optional premium features

ReFashion

Buyer

WasteNot

We sell the recycled clothes given by the users

Market analysis

- **Current Market Value:** The global second-hand clothing market is valued at $36 billion in 2023.

- **Annual Growth Rate:** The market is growing at an annual rate of 11%.

- **European Market Value:** In Europe is valued at $18 billion in 2023.

Sources: ThredUp

Market analysis

• **Italian Market Insights:** In Italy, the market is worth approximately $1.5 billion, with a significant annual growth rate of 10%.

• **Consumer Preferences:** Sustainability and affordability are key factors driving the market, with Millennials and Gen Z leading the trend.

• **Online Sales:** E-commerce platforms account for 45% of the total second-hand clothing sales.

Sources: ThredUp

Competitor analysis

V   UP   d   ebay

WasteNot

❌ Complex process

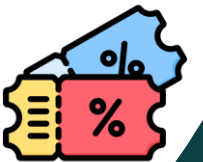❌ Time and effort

❌ User Experience

❌ Boring

✅ AI for quality-check

✅ Pack your clothes for the courier

✅ Get coupons

✅ Enjoy ;)

Less time, more prime!

RoadMap

	Phase 1: 6-12 months	Phase 2: 1-2 years
Geography	Padua city	Padua province
Functionality	• Website and mobile app • Personal means of delivery • AI-driven quality check	• Bonus system • Partner with local couriers
Customers	• Build a community around the brand on social media • First customers: special offers/FFF • Eco-activists, students, vintage shopping lovers	• Collaborate with local influencers and eco-bloggers • Referral programs

RoadMap

	Phase 3: 3 years	Phase 4: 5 years
Geography	Veneto region	Italy
Functionality	• Partner with delivery company • Invest in professional studio photos	• AI-driven recommendations • Virtual fitting rooms
Customers	• Partner with vintage shops • Loyalty programs for frequent users • Workshop and events on sustainable fashion	• Launch educational campaigns and workshop on sustainable fashion

Budget

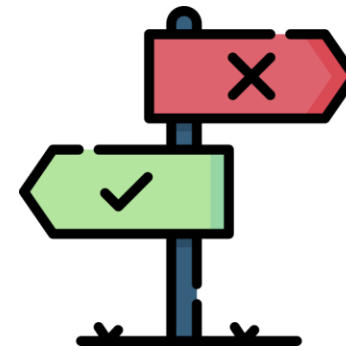|	2025	2026	2027	2028	2029
Total sales	5.000	11.000	31.000	125.000	250.000
Revenues	€ 35.500	€ 84.000	€ 217.000	€ 825.000	€ 1.700.000
Costs	€ 211.400	€ 245.400	€ 427.400	€ 762.000	€ 1.032.000

Vision & Mission

Vision

Eliminate the fashion waste.

Mission

Platform to give used clothes a second chance to reduce waste.

Thank you

WasteNot team

Lean Canvas

Problem
- People want to dress by spending as little as possible, wearing quality clothes while respecting the environment
- Lack of incentivies for recycling clothes as it takes too much effort
- Impulsive buying
- People buy cheap items because high-end brands are too expensive

Existing Alternatives
- Second-hands: need to get there
- Vinted: no bonus system
- Throw away: harmful for environment

Solution
- Recycle your good quality clothes and get discounts
- Recycle and forget: we'll do all the rest
- Buy other's clothes

Key Metrics
- of sales made by users
- of sales made by recycled clothes
- of active users
- number of donation requests
- Customer satisfaction
- Convertion rate (recycling points to purchase)

Unique Value Proposition
Quick, easy and eco-friendly way to get rid of your old clothes and get new for cheaper price, without leaving the house!

High-Level Concept
Vinted+

Unfair Advantage
- First in Italy to establish a pick up service for used clothes
- Quality assurance with the use of recent AI technology

Channels
- Influencers
- Website
- Social media
- Mobile app

Customer Segments
- people who care about the environment and who want to buy in a sustainable way
- People who have clothes they don't use and don't want to sell them online because it's too tiring
- people who want to spend few money on clothes
- people who want to receive discouts

Early Adopters
- Eco-activists
- Fashion enthusiasts

Cost Structure

Non recurrent:
- App development

Recurrent:
- Maintenance of the app
- Marketing
- Warehouse
- Courier
- Payment processing fees
- Staff

Revenue Structure
- Commissions of used clothes
- Sale of recycled clothes
- Premium features

Budget

Drivers	2025	2026	YoY.1	2027	YoY-2	2028	YoY-3	2029	YoY4
Numbero of sales of used clothes	3.000	6.000	100,00%	18.000	200,00%	75.000	316,67%	150.000	100,00%
Numbero of sales of recycled clothes	2.000	5.000	150,00%	13.000	160,00%	50.000	284,62%	100.000	100,00%
Numbero of Premium subscriptions	50	100	100,00%	300	200,00%	1.000	233,33%	2.500	150,00%
Number of Mistery boxes	200	500	150,00%	1.000	100,00%	3.000	200,00%	7.500	150,00%

| Budget	2025	2026	YoY-1	2027	YoY-2	2028	YoY-3	2029	YoY-4
Sales commission	9.000 €	18.000 €	100,00%	54.000 €	200,00%	225.000 €	316,67%	450.000 €	100,00%
Sales of recycled clothes	20.000 €	50.000 €	150,00%	130.000 €	160,00%	500.000 €	284,62%	1.000.000 €	100,00%
Premium subscriptions	500 €	1.000 €	100,00%	3.000 €	200,00%	10.000 €	233,33%	25.000 €	150,00%
Mistery boxes	6.000 €	15.000 €	150,00%	30.000 €	100,00%	90.000 €	200,00%	225.000 €	150,00%
Revenues	**35.500 €**	**84.000 €**	136,62%	**217.000 €**	158,33%	**825.000 €**	280,18%	**1.700.000 €**	106,06%
Courier	- 5.000 €	- 12.000 €	140,00%	- 30.000 €	150,00%	- 100.000 €	233,33%	- 200.000 €	100,00%
Warehouse	- 10.000 €	- 15.000 €	50,00%	- 25.000 €	66,67%	- 50.000 €	100,00%	- 100.000 €	100,00%
Coupons	- 5.000 €	- 15.000 €	200,00%	- 40.000 €	166,67%	- 90.000 €	125,00%	- 200.000 €	122,22%
Marketing and advertising	- 100.000 €	- 70.000 €	-30,00%	- 70.000 €	0,00%	- 70.000 €	0,00%	- 70.000 €	0,00%
Variable Production Costs	**- 120.000 €**	**- 112.000 €**	-6,67%	**- 165.000 €**	47,32%	**- 310.000 €**	87,88%	**- 570.000 €**	83,87%
MARGINE CONTRIBUZIONE	**- 84.500 €**	**- 28.000 €**	-66,86%	**52.000 €**	-285,71%	**515.000 €**	890,38%	**1.130.000 €**	119,42%
CEO	- 17.000 €	- 18.000 €	5,88%	- 30.000 €	66,67%	- 50.000 €	66,67%	- 55.000 €	10,00%
CTO	- 16.000 €	- 17.000 €	6,25%	- 25.000 €	47,06%	- 45.000 €	80,00%	- 50.000 €	11,11%
CFO	- 16.000 €	- 17.000 €	6,25%	- 25.000 €	47,06%	- 45.000 €	80,00%	- 50.000 €	11,11%
COO	- 16.000 €	- 17.000 €	6,25%	- 25.000 €	47,06%	- 45.000 €	80,00%	- 50.000 €	11,11%
Developers	- €	- 45.000 €	NaN	- 135.000 €	200,00%	- 225.000 €	66,67%	- 225.000 €	0,00%
Office	- 14.400 €	- 14.400 €	0,00%	- 14.400 €	0,00%	- 30.000 €	108,33%	- 30.000 €	0,00%
Server + Licenses	- 2.000 €	- 2.000 €	0,00%	- 2.000 €	0,00%	- 2.000 €	0,00%	- 2.000 €	0,00%
Computers	- 10.000 €	- 3.000 €	-70,00%	- 6.000 €	100,00%	- 10.000 €	66,67%		-100,00%
Totale Costi Fissi	**- 91.400 €**	**- 133.400 €**	45,95%	**- 262.400 €**	96,70%	**- 452.000 €**	72,26%	**- 462.000 €**	2,21%
Reddito Operativo (EBITDA)	**- 175.900 €**	**- 161.400 €**	-8,24%	**- 210.400 €**	30,36%	**63.000 €**	-129,94%	**668.000 €**	960,32%
EBITDA%	-495,49%	-192,14%	-61,22%	-96,96%	-49,54%	7,64%	-107,88%	39,29%	414,57%

J-curve
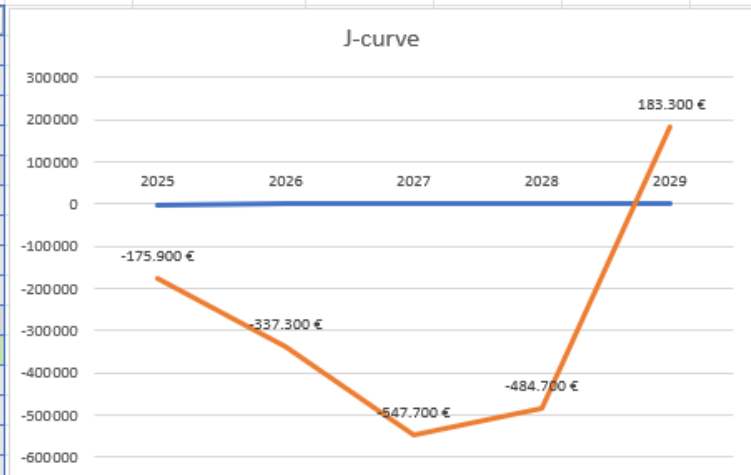
Interviews

We interviewed 72 people:

- 50 online

- 22 in presence

GENDER

■ Male   ■ Female

36%

64%

Interviews

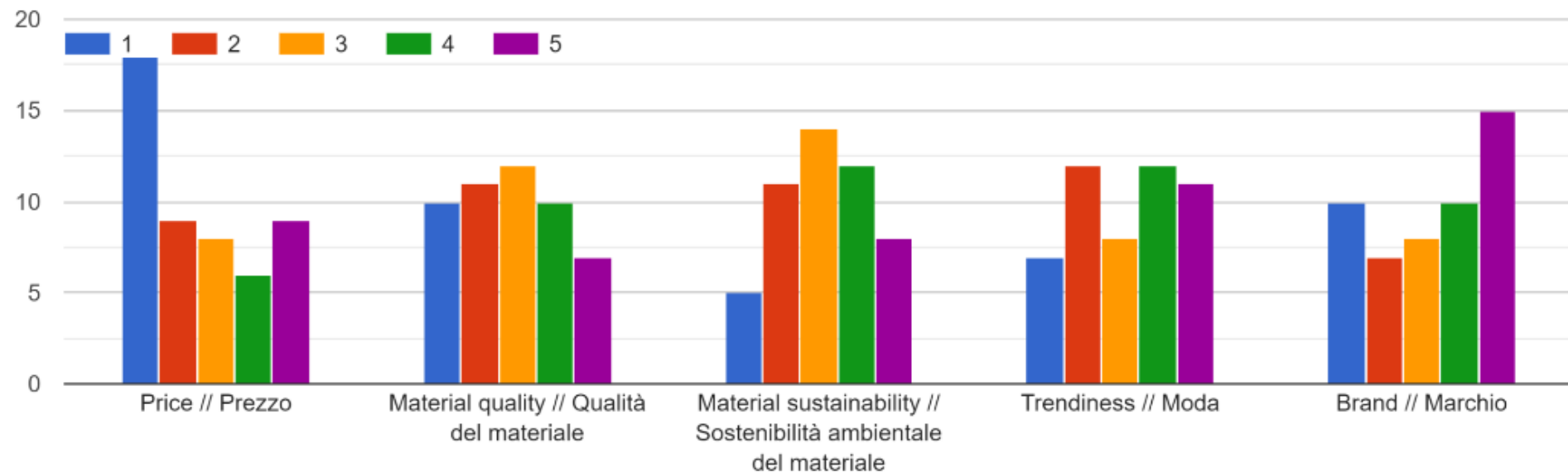## How many unused clothes do you have?
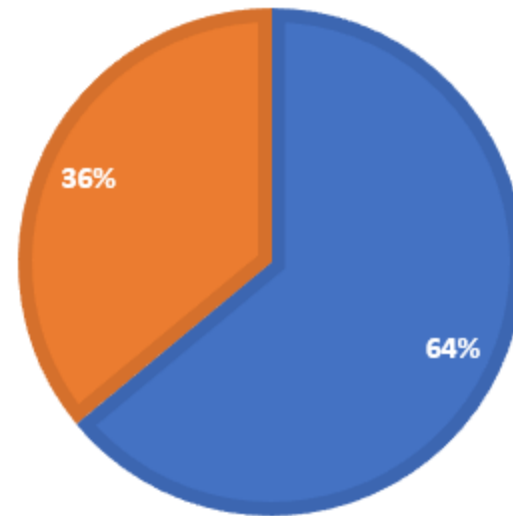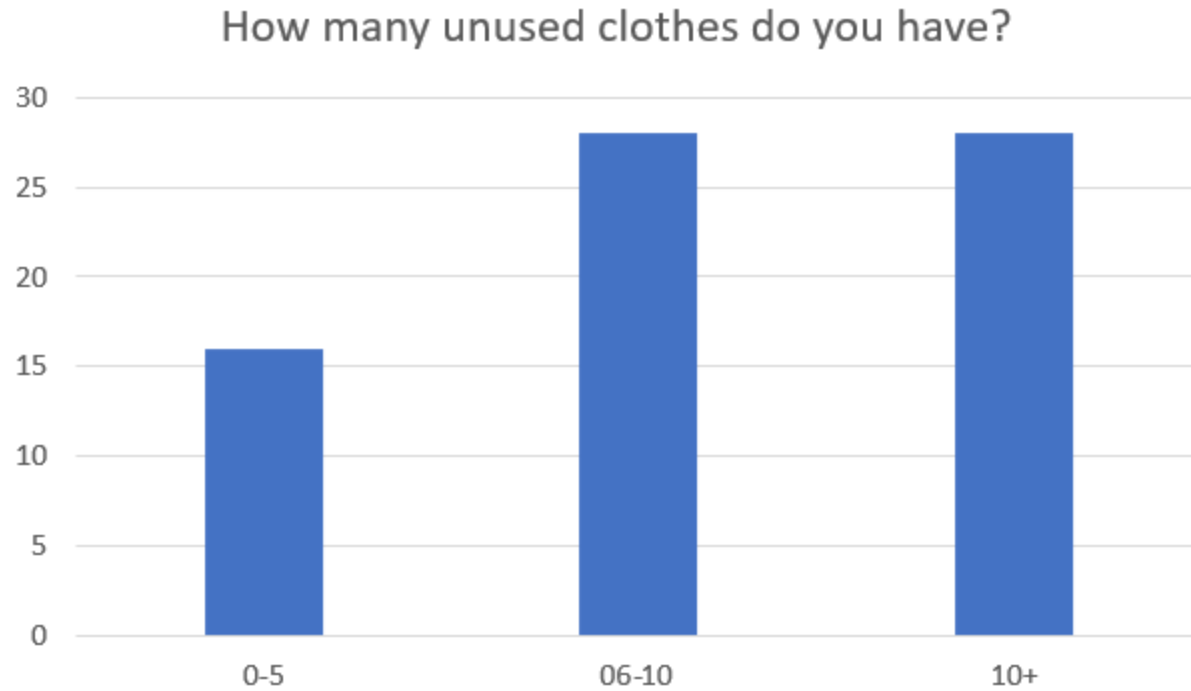
HAVE YOU EVER BOUGHT CLOTHES YOU DIDN'T REALLY NEED?

■ Yes ■ No

43%

57%
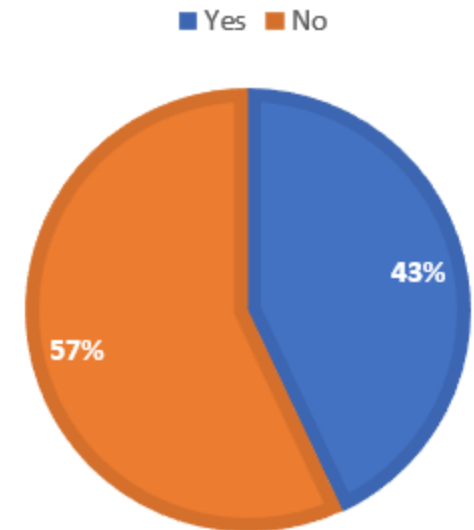
Interviews

What do you pay attention to while buying clothes? Order by priority (1 - most important, 5 - least important, each number should correspond to only one criteria): // A cosa ...ogni numero dovrebbe corrispondere a un solo criterio):

Interviews

Solution validation interviews.

We interviewed 20 people in presence.

WHY DON'T YOU SELL YOUR UNUSED CLOTHES?

- I don't feel like it
- I'm not interested
- I use them in another way
- I pass them on to my relatives/donate them

40% — 40% — 15% — 5%