# Slide 1

* We created a platform that provides companies with the material they need to recycle.
* We directly connect recycling collectors (be it public or private) with end users that have the material, already sorted.
* INSERT CURRENT SYSTEM
* The public is able to access Recyco and learn about how to recycle, as well as request recyclable pickups from their own home. By tracking where every piece of material is across the city we can generate optimized routes for the trucks that pick up the sorted material and take it straight to the appropriate facilities.
* Doing this we reduce transportation and sorting costs, and increase **recyclable material collection volume**.
* Companies buy the service from us and provide it to the collection organizations they are working in their recyclable initiatives. They empower their vendors in a win-win way.
* Created platform -> connects
* Current system with fixed routes -> compresses
* Public learns to recycle and asks for pickup
* By tracking -> optimized -> pick and take it to appropriate facilities
* Increase collection volume
* Give it w orgs they are partnering with in initiative

# Slide 2

* So what is the total market size of this problem, and how can we grow our customer base within this market?
* We are currently targeting companies that have already allotted part of their budget to find innovative solutions to their PCR problems, but we’ve come to annual market sizes for Argentina and the US by using a bottoms up approach based on the number of tons recycled yearly and the price companies are willing to pay to track these.
* To reach these customers we have found that going through industry associations is the most time and cost effective way of gaining new clients.
  + We are typically referred to someone in the organization by one of our clients, who becomes a champion for our service within the association, and organizes for us to present to all the member companies.
  + In this way we spend very little money and time, and we are able to get warm intros to multiple potential customers which tend to convert most of the time.
  + These are upcoming associations which we may be partnering with, including the one for aerosol producers and the cosmetic industry.
* To these clients we currently price our platform with a mixture of SaaS and variable pricing. We charge a fixed monthly fee and then on top of that we charge per ton of plastic collected. In the future we would like to migrate to a purely variable cost pricing model since having a lower barrier to entry opens up the door for smaller companies that may not afford to pay the monthly SaaS fee to be able to offset their production.
* We are currently targeting allotted budget
* Bottoms up market -> total material recycled \* $ companies willing to pay per ton
* We’ve found that the best way to reach clients in a cost and time effective manner is industry associations
  + Clients bring us to these and provide worm intros to many other potential customers likely to convert
  + It also enjoys networks effect since clients usually belong to many associations
* Price = mix of SaaS and variable
  + Fixed fee per month for the platform
  + Price per ton of material tracked

# Slide 3

* Together, we have finalized contracts with 9 companies across Argentina to run a pilot program during the next 18 months in partnership with the Argentinian University of Saint Louis.
* We are partnering with them to collaborate with NGOs and work on accessible material that we can use to increase the public knowledge of how to recycle.
* Our clients for this pilot include leading consumer product conglomerates such as Unilever, Nestle and P&G.
* The total budget for the project, including communication, is more than a million dollars, around $700k of which are for the platform. This is for 18 months, so in terms of annualized returns this would represent just under half a million dollars in ARR for the Recyco Platform.
* Together, finalized contracts with 9 clients in Argentina to pilot 18 months
* Total budget for projects is more than $1M, which in partnership Argentinian University of Saint Louis also public education campaigns for recycling
* This represents around around half mil in ARR for recyco’s platform
* The clients that have trusted us so far include multinational companies such as unilever, nestle and proctor and gamble

# Slide 4

* Having information about the flow of material across its entire life cycle will allow us to offer services that do not exist today. We will be able to separate the recycling initiatives from the companies that want to offset their plastic product or obtain recycled material. We will be able to certify Plastic Credits, that work similar to Carbon Credits, such that companies can buy them and monetarily support the collection and recycling of a certain amount of material without them being the ones organizing a recycling initiative or them being the ones using that specific material as part of their product.
* Providing a liquid market of Plastic Credits would also increase the size of our addressable market significantly given that any company that wants to offset their production, regardless of size and complexity, can acquire our credits for a relatively cheap cost per ton.
* We are confident Recyco and its platform will drive up recycling and cause a positive impact in the world.
* Doing this will allows to offer services that don’t exist today anywhere in the world
* We will be able to certify “Plastic Credits” from recycling initiatives all over the world and sell those credits to any company, regardless of their size and complexity (from a cofeeshop, to a consumer prod brand), opening up the doors to every company to be able to offset the impact of the packaging.
* We believe this system will drive up recycling and cause a positive impact in the world. Thank you.