

Entrepreneurship goes International



recyda

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INTRODUCTION

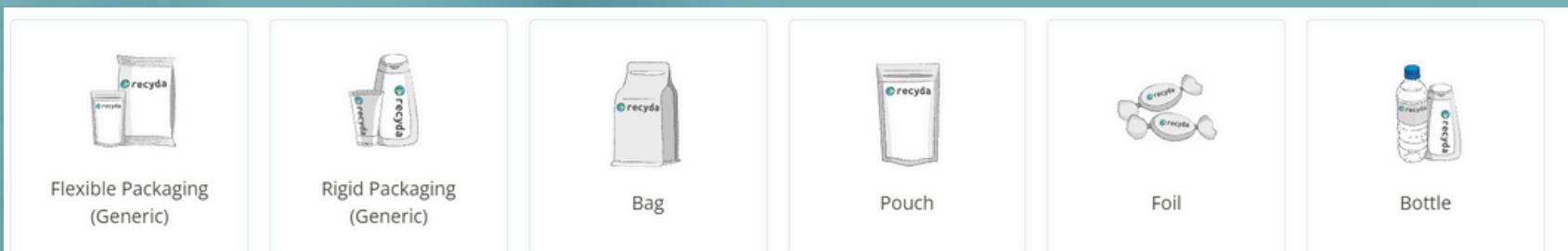
Recyda offers an **all-in-one** packaging recyclability management software that provides: report and KPI , mass data processing, cost calculation, knowledge database, and recyclability assessment

Mission:

Support packaging engineers in the creation of more cost-effective and recyclable packaging complying with **countries' recycling standards**

How does the software work?

1. Add packaging



2. Composition

MATERIAL	LAYER NAME	DENSITY	WEIGHT	ADDITIONAL ATTRIBUTES	VISIBLE OUTER LAYER
PP	100 % Layer 1 (untitled)	0.91 g/cm ³	50 g	PCR: 0 % PIR: 0 % bioba:	<input checked="" type="checkbox"/>
			50 g		

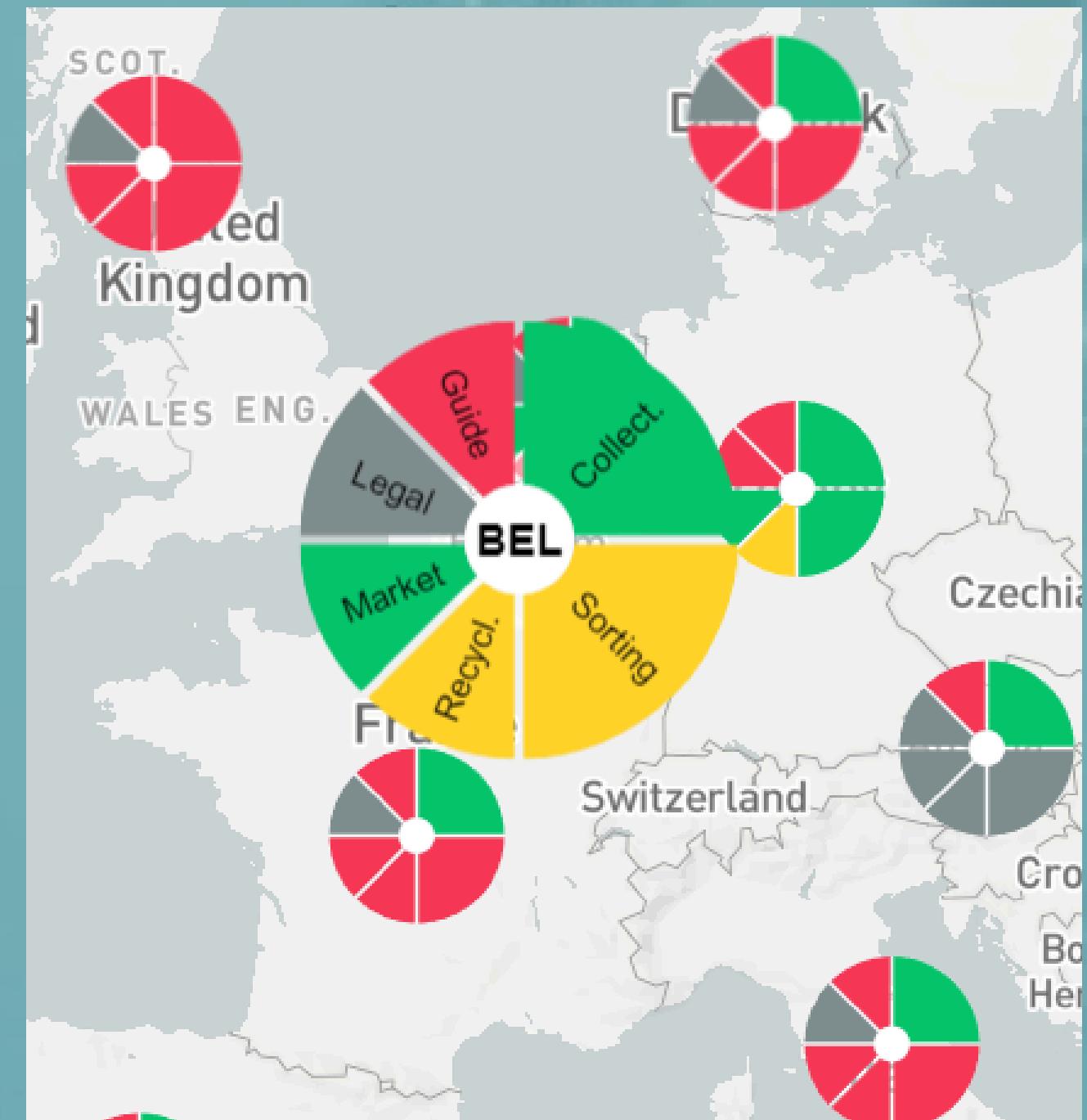
3. Properties

Properties for packaging: Flexible Main Component Untitled Packaging (1)

Dimensions (2D packaging)

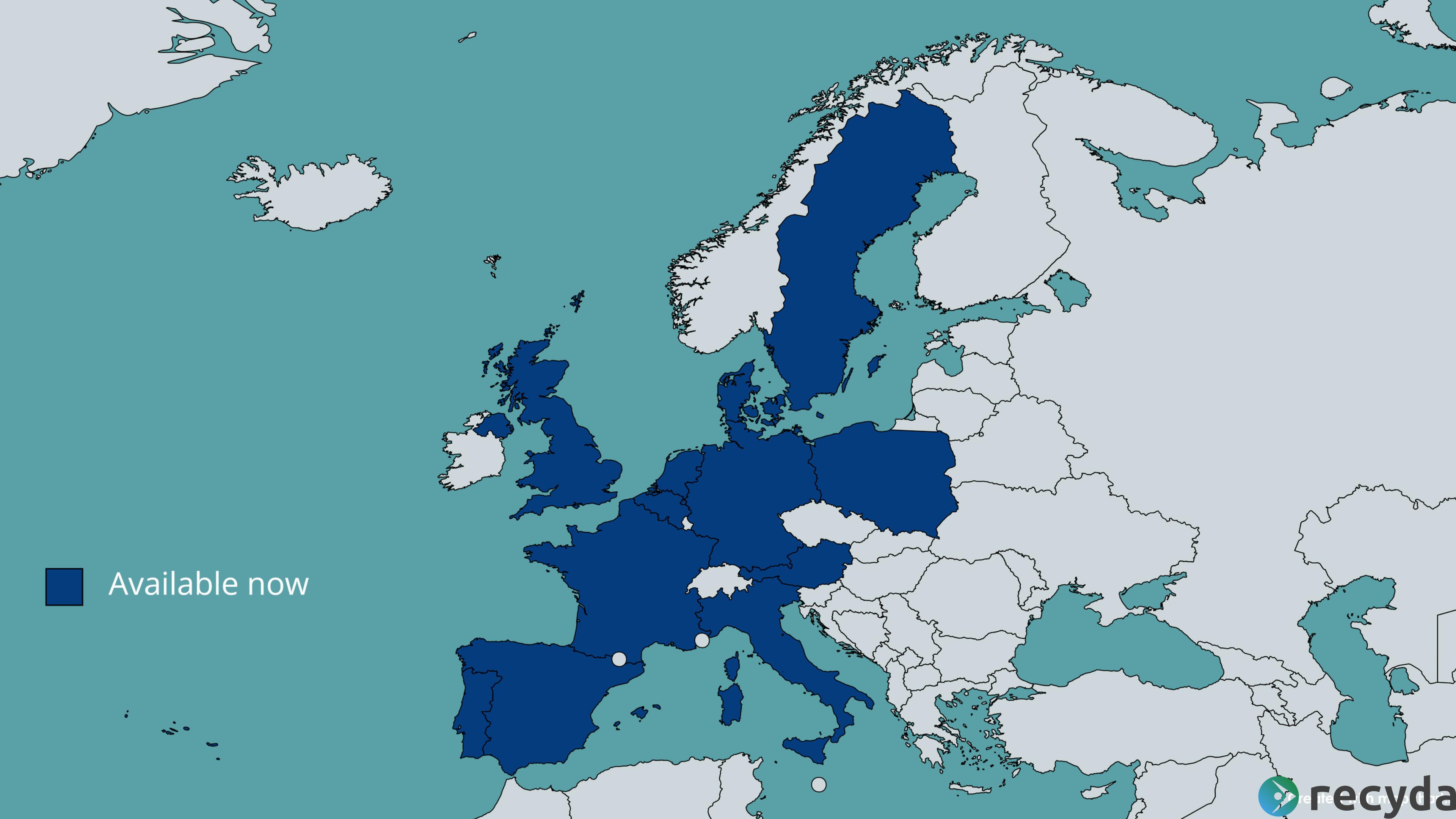
Width in cm Length in cm

4. Rule set input



1

Available now

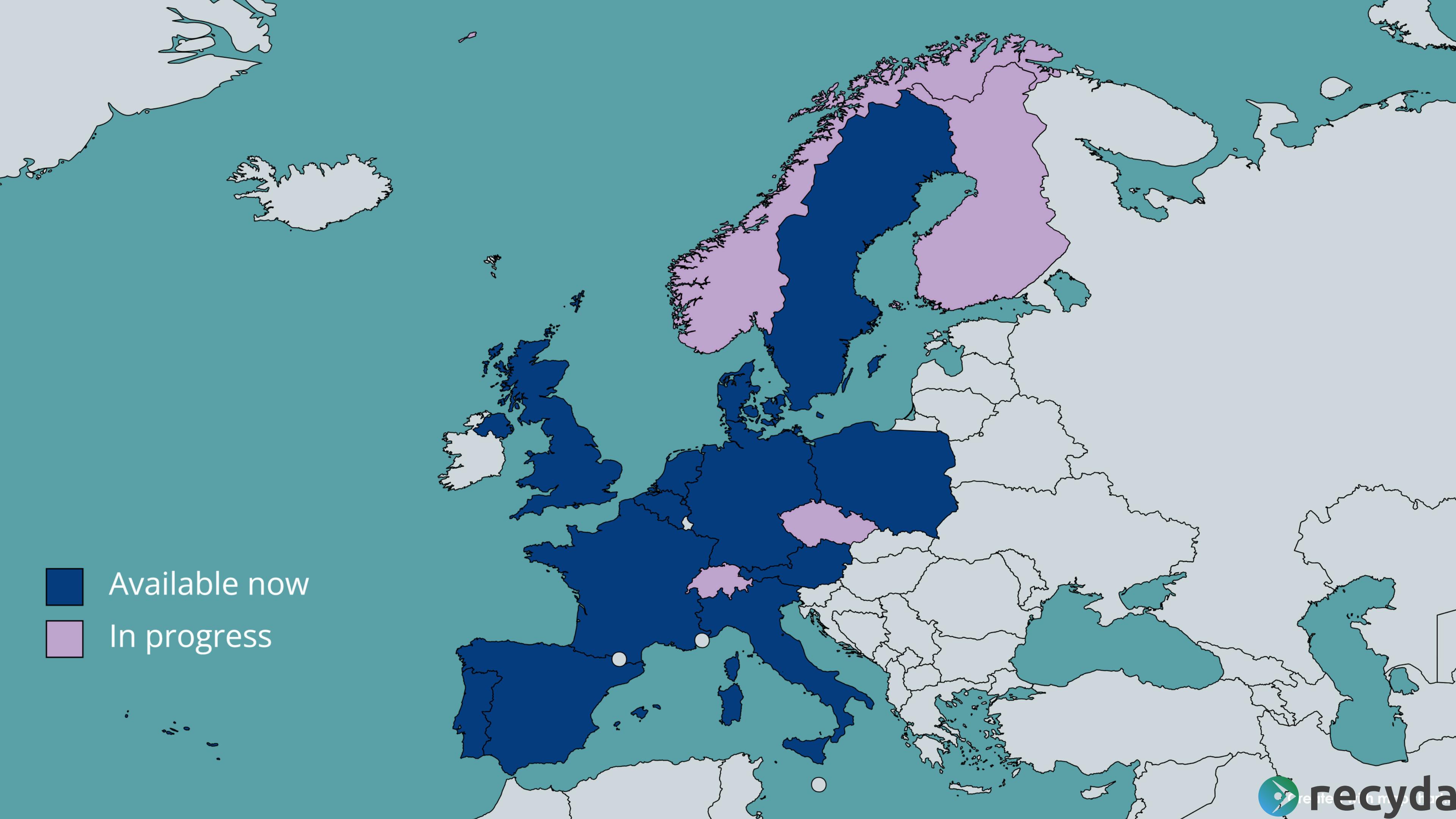


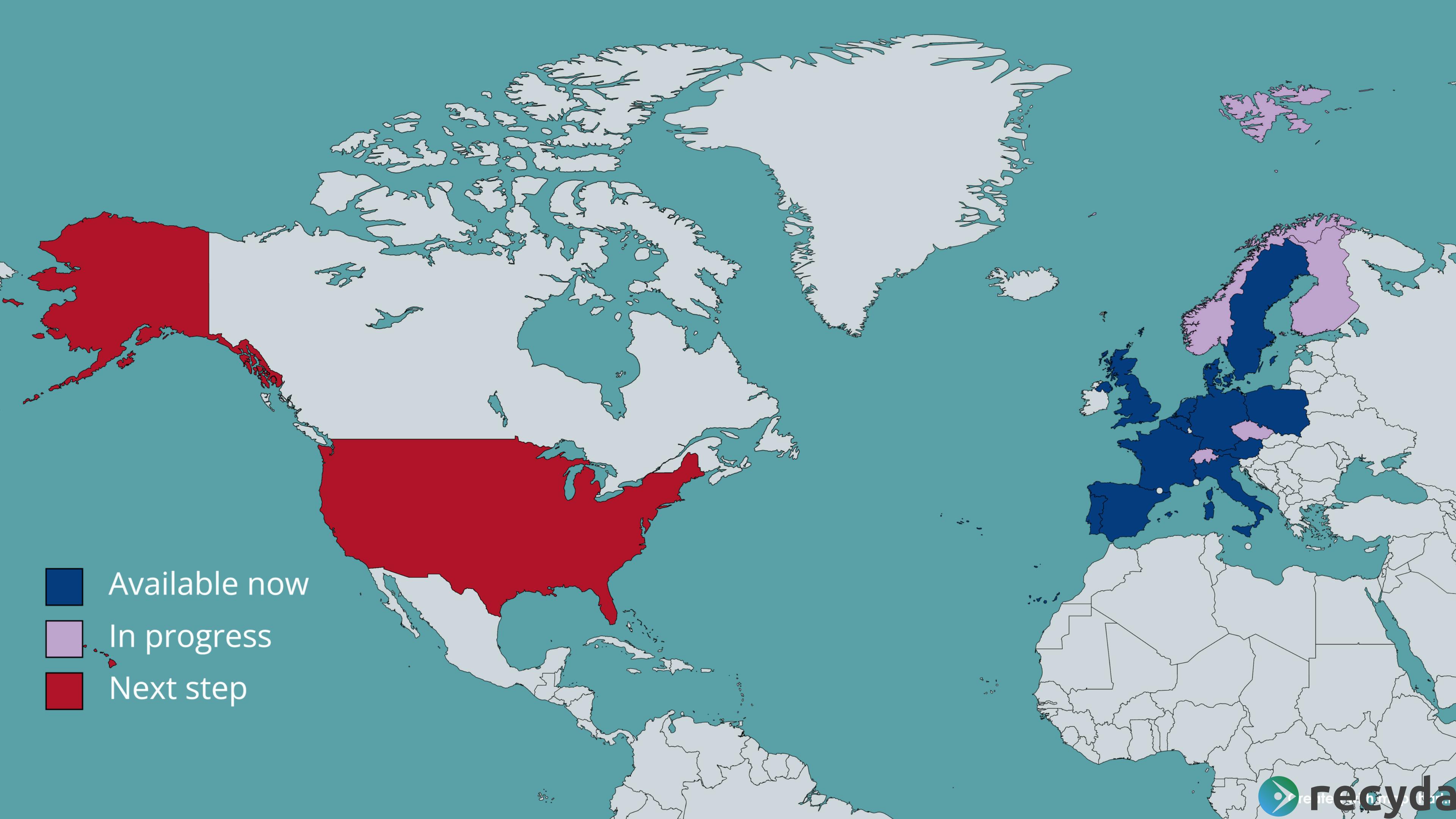


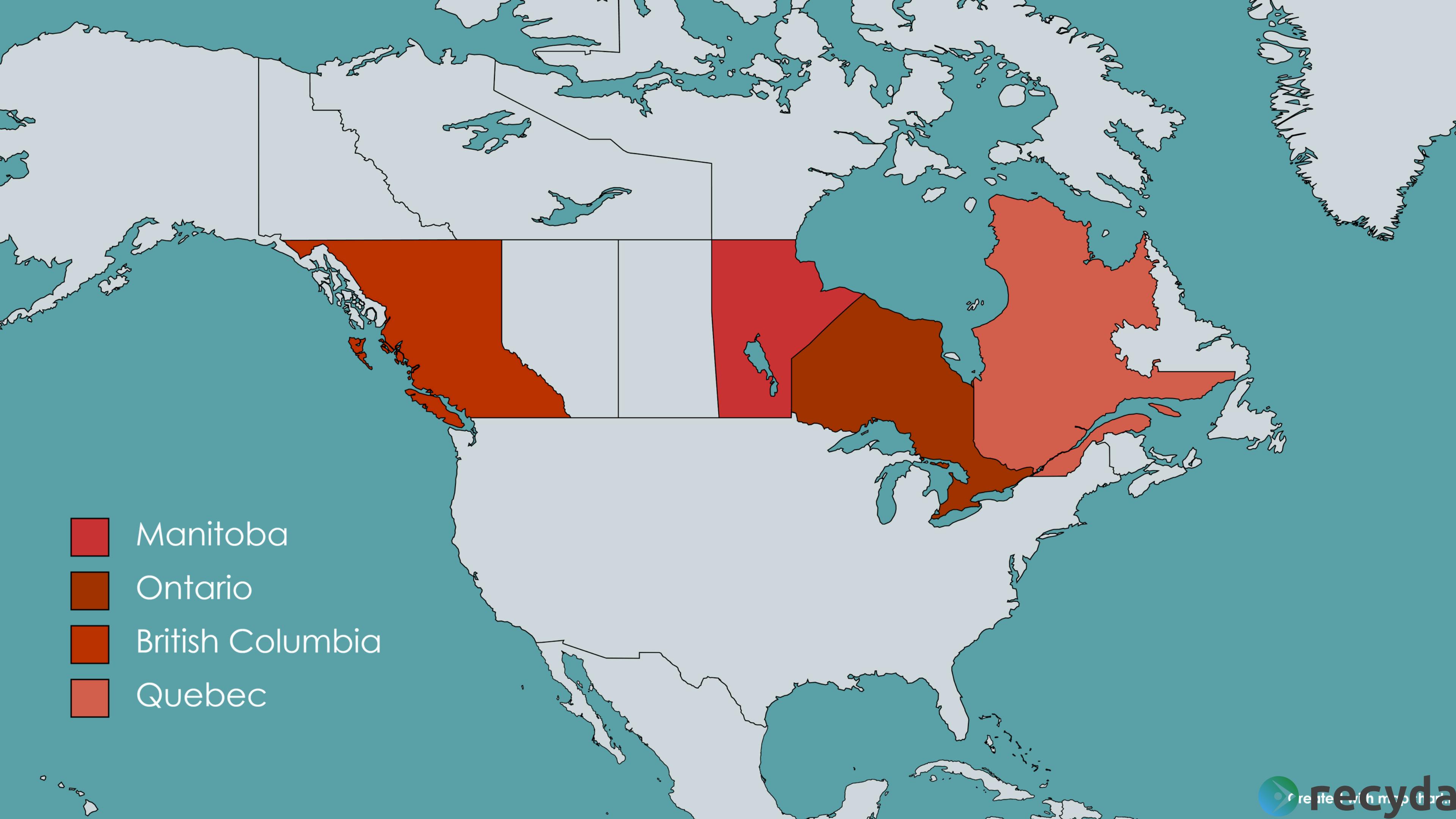
Available now



In progress







- Manitoba
- Ontario
- British Columbia
- Quebec

SUSTAINABLE DEVELOPMENT GOALS



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



29th place

- Electronic waste
- Production-based SO₂ emissions
- SO₂ emissions embodied in imports
- Production-based nitrogen emissions
- Nitrogen emissions embodied in imports
- Non-recycle municipal solid waste
- Exports of plastic waste

41st place

- Electronic waste
- Production-based SO₂ emissions
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- Production-based nitrogen emissions
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Canada ANALYSIS

LEGAL AND ECONOMIC FACTORS

High support of policies to meet climate targets
Export mainly to the US market

ENVIRONMENTAL FACTORS

Environmental fees are imposed on goods and services by the central government

SOCIOCULTURAL FACTORS

A lot of investments in education to create a good culture based on sustainability



ERP

British Columbia, Ontario, Quebec and Manitoba are the only ones with Extended Producer Responsibility (EPR) fees

LEGAL AND ECONOMIC FACTORS

Many different packaging laws and regulations
Government economic incentives

ENVIRONMENTAL FACTORS

Reducing waste and gas emissions,
Conserving natural resources,
Mitigate the effects of climate change

USA ANALYSIS

SOCIOCULTURAL FACTORS

Consumer behavior and market demand have changed because of the awareness of this value

TECHNOLOGICAL FACTORS

Technology leads to easier and efficient recyclable packaging programs

-
- Whasington
 - California
 - Oregon
 - New York
 - Florida
 - Michigan

S

Strengths

- Uniqueness in the market
- Focus on circular economy
- Just online service
- SDGs progresses

W

Weakeness

- Manual input of products' features
- Little knowledge of the company

O

Opportunities

- 3rd most populated country
- Attention to sustainability and circular economy
- Many environmental targets

T

Threats

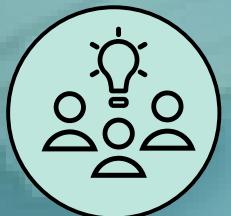
- Possible entrance of competitors
- Sensitivity to Cyber-attacks



Competitors

	Recyda	E - Halo	Compliance Map	How2recycle
Info on Recyclability	✓	✓	✗	✓
Info on Legislations	✓	✓	✓	✗
Info on Taxes	✓	✓	✗	✗
Info on EPR fees	✓	✗	✗	✗
Info on Labelling	✓	✗	✗	✓

Porter's 5 forces



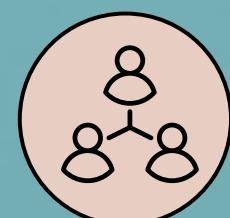
Competition in the industry:

- Minimum competition from the industry for the time being
- Their focus on circular economy has made them unique in the industry
- No exact competitors exist.



Potential of new entrants into the industry:

- Being based on software has made them vulnerable, given the ease of entering the industry.
- Recyda will have to be very innovative, technology-driven, efficient, and user-friendly. to sustain in the industry in the long run.



Power of suppliers:

- Recyda is a company based on a virtual platform and software and, in the USA, there are many suppliers to a company of this type, so, its a safe zone for Recyda.



Power of consumers:

- Recyda holds special power, given its uniqueness of service providing.
- However, Recyda will have to continuously upgrade to satisfy and keep the customers loyal to the company, given the threat of new entrants very easily



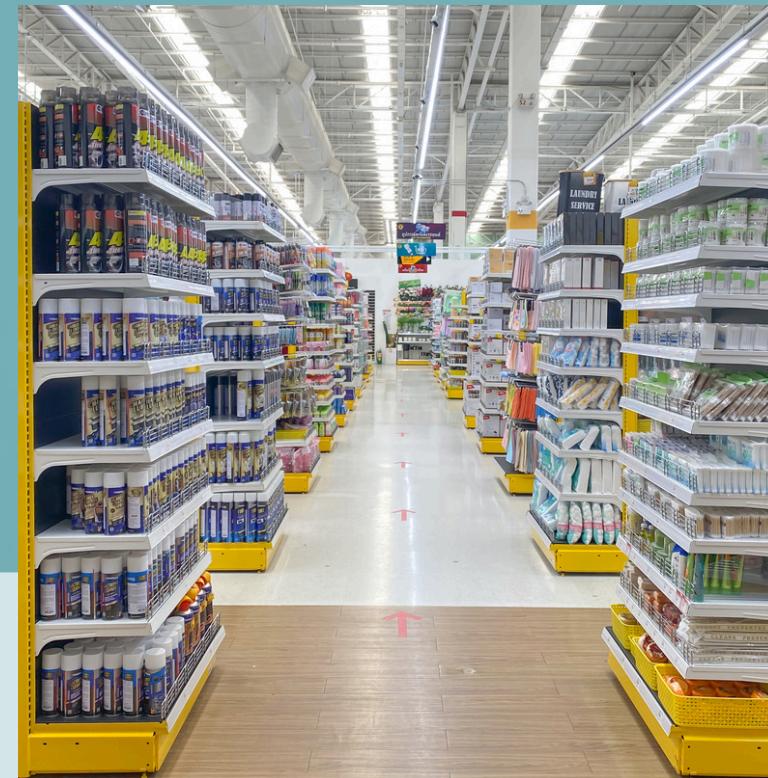
Threat of substitute products:

- No close substitutes exist for Recyda.
- Customers do not have many options to shift between for the time being.

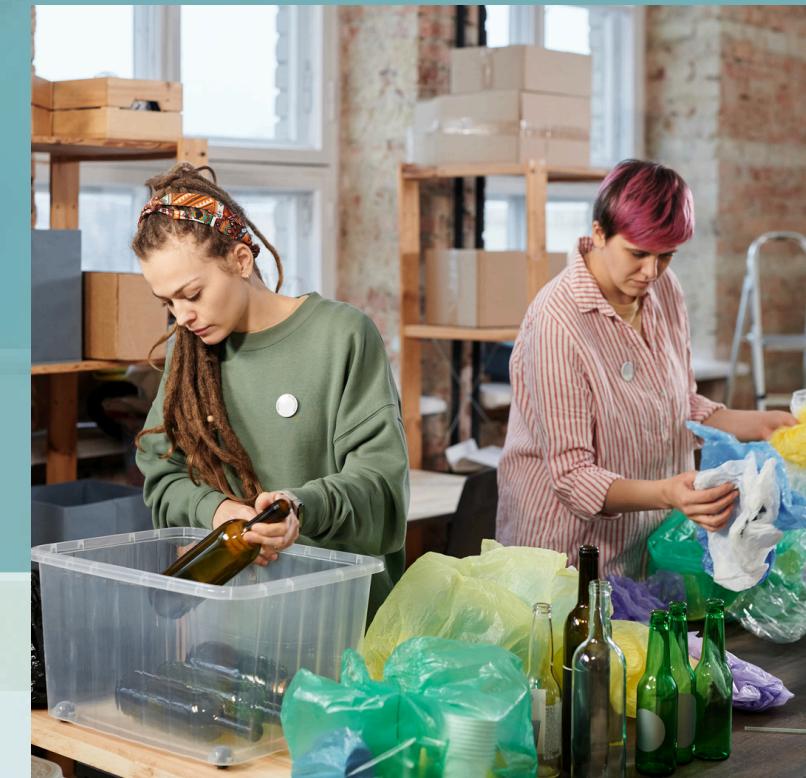
Potential Customers



**Packaging
Manufacturers**



**Consumer Goods
Companies**



**Waste Management
Companies**



**Government
Agencies**

Buying criteria





Jack Sanderson

Title: Packaging Engineer

Decision Maker : Yes

Age: 34

Education: Master in packing science

Professional who designs and develops packaging solutions for products with a focus on functionality, safety, and sustainability.

Needs and Challenges

- Accurate and efficient data management required with customization
- Waste management solutions with limited resources
- Limited visibility into waste management process



How can RECYDA help

- Enhanced reporting with customizable waste management solutions
- Improves sustainable performance and material selection
- Easy compliance with regulations

Entry mode: direct export (e-commerce)



Two data-researcher: 50K per year

Marketing Manager: 60K per year

Sales Manager: 80K per year

- Expansion of the ruleset
- Same user interface
- B2B market

Future costs

Product

- Standardization
- Same brand identity
- New Ruleset but same service

Price

- Global price strategy
- It depends on the features
- 30K - 100K per year

Place

Website for the B2B sector



Promotion

“Achieve sustainability goals and the circular economy of packaging using our all-in-one packaging recyclability management software”



**Thanks for your
attention**



Bibliography

Legislations

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