

## Resourcify GmbH

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Registration: HRB 137462

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## Company outline:

- Founding: August / 2015
- Sector: Recycling / Technology
- Employees: 8

## Investors:

- High-Tech Gründerfonds
- Innovationsstarter Fonds Hamburg
- Experienced angel investors: Gunnar Froh (Airbnb, Wunder), Christian Springub (Jimdo) and Ralf Struthoff (Sulo / Veolia / Blackstone)

## Highlights:

- Feb 2017: Climate KIC Accelerator
- Sept 2017: Mein Recycling launch
- March 2018: 7% of DE Recyclers connected
- April 2018: €1 Million Seed Round

## Management Team:

*Gary James Lewis* - CEO

- Dipl. Engineer, 2 x Engineer of the Year, NZ
- Co-founder & Head of Strategy Future-EDM, co-founder ISWA YPG
- New Zealand national. Born in England. Living in Germany.

*Pascal Alich* - CTO

- Diploma Computer Science and Business (FH Nordakademie)
- 15 years software development experience (international projects for customers like Kühne und Nagel or Hannover Rück)
- Former lecturer at the Nordakademie
- Married, father to three children

*Felix Heinrich* - CCO

- MSc Int. Business (Maastricht)
- 5 years of experience in Business Development and Partner Sales (Head of Business Development at Protonet GmbH)
- Gründer & CEO of Handspiel-Genemigt!
- Faces of Sustainability „Gesichter der Nachhaltigkeit“

**Resourcify GmbH is a technology company providing a cloud-platform for digital waste management, with a focus on simplicity, neutrality and sustainability.**

## Problem:

- The waste sector operates 97% offline. For businesses and for the people responsible for recycling, simple tasks are therefore very time and effort consuming. They need to continuously send faxes to request container pickups, review jargon-filled spreadsheets, call busy phone lines and use complex software.

## Solution:

- With the Mein Recycling app, a cloud-platform for digital waste management, Resourcify helps businesses to easily manage their waste, and recyclers to seamlessly connect with their customers online.
- Taking control of recycling was never easier. Download the app, and add your containers into the system. Click a button to easily organise waste pickups. See schedules for weekly pickups. Know everything from your upcoming collections, to how much you recycled last week. Create and share easy to understand waste reports and statistics that are legally compliant. It's a full package for waste management, and doesn't require any change to your existing contracts or recyclers.
- Using Mein Recycling saves time, reduces operating costs, and the data enables improved sustainability. It becomes easier to manage multiple containers, enabling better pre-sorting. Combine that with more efficient collections, and that leads to a higher recycling quota and the beginning of the efficient, digital recycling sector.

## Business:

- Users can start immediately with the platform and can use all functionality up to 3 waste containers / fractions. For the fourth container onwards, a premium account is needed.
  - Premium up to 8 containers €19 / month / business location
  - Enterprise for unlimited containers €45 / month / location

## Market:

- Since launch, businesses of every size and industry, from freelance tradesmen to DAX-listed organizations, have been using the app to manage their waste, and have registered and connected an impressive 7% of the entire German waste management sector to the platform.
- Currently available in Germany, which has a waste market volume of €60 Billion Euro

## Competition:

- As the only neutral solution in the market not owned or controlled by waste management companies, Resourcify can offer the highest transparency with the users' best interests in mind. Resourcify helps to ensure healthy competition, which will be very important to keep the small & medium size recyclers in the game during the transition to the circular economy.