



LémanLoop

Closing the conference lanyard loop

A deposit-backed circular economy for event lanyards in Geneva and beyond

Geneva, Switzerland

Pitch Deck · February 2026

CONFIDENTIAL

THE PROBLEM

**Millions of lanyards
discarded every year.**

OUR ANSWER

Organisers pay a CHF 2 refundable deposit per lanyard.

Volunteers collect, grade (A/B/C), and photograph batches.

Lanyards return to a circular library. Zero to landfill.

CHF 2

deposit / lanyard

150+

Geneva events / yr

25 g CO2

per lanyard produced

lemanloop.ch · info@lemanloop.ch

The Problem

Single-use lanyards are a hidden waste crisis at every conference

Every year, hundreds of millions of conference lanyards are produced from virgin polyester, worn once, and thrown away. In Geneva alone — home to the UN, WHO, WEF, ICRC and 150+ international events — this represents an enormous and completely avoidable waste stream.

500 M+

**lanyards produced
globally each year**
from virgin polyester at events

95%

**end up in landfill
within 48 hours**
after the event

CHF 8+

**average cost per
new lanyard**
including material, printing & logistics

25 g CO2

**per lanyard
produced**
from virgin polyester

Switzerland / Geneva Context

- 150+ major international conferences annually (UN, WEF, IAEA, ICRC, WHO, ITU and more)
- Average 800 lanyards per event → over 120,000 lanyards per year in Geneva alone, nearly all discarded
- Growing ESG mandates from organisers — but no scalable circular solution has existed until now
- Lake Geneva region has one of the highest event densities in Europe — the ideal pilot territory

"There is no reason a lanyard that cost CHF 8 to produce and was worn for 3 hours should go straight to landfill. LémanLoop makes circularity the obvious, frictionless choice."

ORGANISER

- Registers event on LémanLoop platform
- Pays CHF 2 refundable deposit per lanyard
- Volunteers dispatched to collection points
- Receives verified impact certificate post-event
- Gets ESG data for annual sustainability report

VOLUNTEER

- Sees live map of upcoming events
- GPS check-in at the collection point
- Collects, grades (A / B / C) and photographs batches
- Earns karma points for event tickets and rewards
- Builds a local sustainability community

THE LANYARD

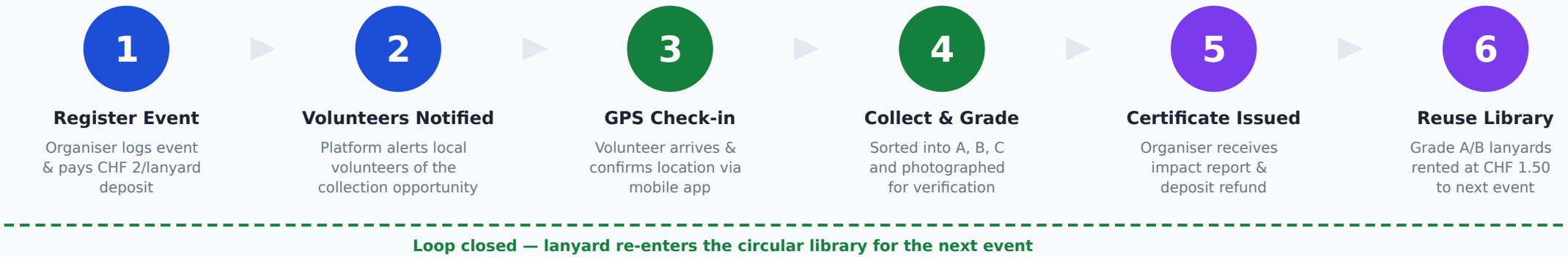
- Grade A (Excellent) → Reuse library immediately
- Grade B (Good) → Cleaned, returned to library
- Grade C (Damaged) → Upcycling or material recycling
- Every lanyard exits with a documented destination
- Library lanyards cost CHF 1.50 vs CHF 8+ new

LémanLoop creates a closed-loop system where every lanyard has a use, every volunteer earns, every organiser gets proof of impact, and landfill waste drops to zero.

No new infrastructure required. Just an app, a refundable deposit, and a community.

How It Works

Six steps that close the loop — from event to reuse library



Deposit Flow

| | | | |
|--|--|---|---|
| Organiser pays CHF 2.00 / lanyard refundable | Grade A / B → full refund CHF 2.00 returned refundable | Grade C → partial refund CHF 1.00 returned refundable | Platform processing fee CHF 0.20 / lanyard refundable |
|--|--|---|---|

Unit Economics — example: 500-lanyard event

| | | | | |
|--------------------------------|--------------------------|-----------------------------------|-------------------------------------|------------------------|
| · Deposit collected: CHF 1,000 | · Logistics cost: CHF 90 | · Refunds (90% A/B rate): CHF 900 | · Net retained: CHF ~110 + cert fee | · CO2 avoided: 12.5 kg |
|--------------------------------|--------------------------|-----------------------------------|-------------------------------------|------------------------|

Market Opportunity

Geneva is the ideal launchpad for a global circular economy model

TAM

Total Addressable Market

CHF 1 B+

Global conference lanyard market (production cost)

SAM

Serviceable Addressable Market

CHF 12 M

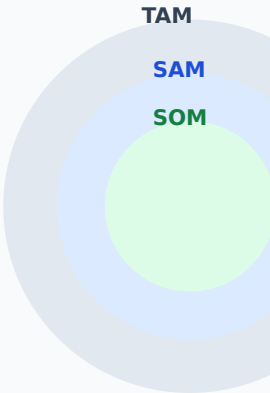
European hubs:
Geneva, Zurich, Brussels, Vienna

SOM

Serviceable Obtainable Market

CHF 480 K

Greater Geneva: 240 events
× 1,000 avg lanyards



Market Tailwinds

ESG Mandates

ISO 20121 sustainable events standard now required by UN, EU and major corporates. Organisers must document circular credentials.

Geneva's Density

No city of its size hosts more international organisations. 150+ annual events = a ready-made, captive pilot market.

Circular Policy

EU Ecodesign Regulation 2024 and Swiss green procurement push create regulatory tailwinds and first-mover advantage.

Volunteer Economy

Post-pandemic rise in community volunteering. Karma-point models proven by Too Good To Go, Olio, and Ecosia.

No Competitors

First mover in this niche. High switching costs once a reuse library is established; library = the moat.

Growth path: Geneva (2026) → Zurich + Basel (2027) → Brussels + Vienna (2028) → white-label API for global event platforms (2029+)

The reuse library creates a network effect: more events = bigger inventory = lower cost per lanyard = more organisers = larger library.

Role-based Sign-in

Google & Apple OAuth. Role-specific onboarding forms on first login.

Onboarding Forms

Volunteer (availability, motivation) and Organiser (org name, event size) profiles captured at registration.

GPS Check-in

Mobile-optimised location confirmation with accuracy reporting and session linking.

Photo Documentation

Batch photography with grade (A/B/C), material type, and count linked to each upload.

Automated Email Comms

7 trigger-based notification types: welcome, event confirmed, check-in, role changed, reminder, deposit, certificate.

Role-based Access Control

Volunteer · Organiser · Admin dashboards with Supabase Row Level Security at the database layer.

Admin Impact Dashboard

Real-time stats: users, events, check-ins, CO2 estimated, deposit flow, and one-click reminders.

Tech Stack

Next.js 15

React server components + edge API routes

Supabase

Postgres + Auth + Storage + Row Level Security

@supabase/ssr

Cookie-based auth for server components

Vercel

Edge deployment, preview branches, env vars

Resend API

Transactional email (7 templates, all active)

Zod

Runtime input validation on all API routes

Deployment Status

✓ Deployed on Vercel

✓ OAuth auth working

✓ DB schema + RLS live

✓ Email templates ready

~ Resend key needed

~ Pilot event data TBD

01

Deposit Processing Fee

CHF 0.20

per lanyard documented

Retained from every lanyard recorded on the platform. Covers logistics and platform operation.

02

Reuse Library Rental

CHF 1.50

per lanyard rented out

Grade A/B lanyards enter the library and are rented to future organisers at 80% discount vs new.

03

Impact Certificates

CHF 200-500

per event (branded report)

Premium certificates with CO2 data, photo evidence, and SDG alignment for corporate ESG reports.

04

White-label Licensing

CHF 5 K / yr

per city or region

License the platform to other cities or event companies. Full API + dashboard + brand kit.

| Revenue Scenarios | | | | | | |
|-------------------|------------|----------|------------|------------|--------------|--------------|
| Scenario | Events | Lanyards | Processing | Library | Certificates | Total |
| Pilot 2026 | 10 events | 8,000 | CHF 1,600 | CHF 3,000 | CHF 2,000 | CHF 6,600 |
| Growth 2027 | 60 events | 48,000 | CHF 9,600 | CHF 18,000 | CHF 12,000 | CHF 39,600 |
| Scale 2028 | 200 events | 200,000 | CHF 40,000 | CHF 75,000 | CHF 40,000 | CHF 155,000+ |

Break-even at ~40 events (32,000 lanyards) with CHF 150K seed. Marginal cost per lanyard falls 60% once the reuse library reaches 5,000 items.

12.5 kg

CO2 avoided

per 500-lanyard event
vs. virgin polyester

3,750 kg

CO2 saved / yr

at 60 events x
500 avg lanyards

CHF 4,000

material value saved

per 500-lanyard event
at CHF 8 cost/unit

0

lanyards to landfill

every lanyard exits with
a documented destination

UN Sustainable Development Goals

SDG 12

Responsible Consumption & Production

SDG 13

Climate Action — reducing CO2

SDG 11

Sustainable Cities & Communities

SDG 17

Partnerships for the Goals

Volunteer Karma Economy

10 pts

1 lanyard collected & documented

100 pts

Free community event ticket

500 pts

Geneva tram day-pass

1,000 pts

Partner NGO membership

Standards & Certifications Supported

- ✓ ISO 20121 — Sustainable Events
- ✓ GHG Protocol Scope 3
- ✓ CDP Supply Chain
- ✓ EU Green Claims Directive
- ✓ Swiss BAFU Reporting

Network effect: each new event adds inventory → lower cost per lanyard → more organisers → more volunteers → bigger library. The loop accelerates itself.

What We Are Looking For

Three ways to be part of LémanLoop from day one

PILOT PARTNER

Register your next Geneva event on LémanLoop

- Zero deposit for pilot events — we absorb the cost
- Free branded impact certificate + data report
- PR story and co-branding opportunity
- Direct influence on product features
- Listed as a founding pilot partner

Ideal for:

UN agencies, NGOs, corporates, Geneva conference venues

STRATEGIC ALLY

Help us build the volunteer network and library

- Volunteer programme integration (CSR / team days)
- Joint grant applications (Swiss Climate Fund, EU LIFE)
- Co-branded reuse library at your premises
- Impact data for your sustainability reporting
- Advisory board seat

Ideal for:

Foundations, municipalities, universities, green NGOs

SEED INVESTOR

CHF 150,000 to launch and scale the loop

- 40% — Volunteer coordination + training programme
- 30% — Reuse library infrastructure + storage
- 20% — Platform features + mobile app
- 10% — Marketing, partnerships, PR
- Equity stake: 5-12% (negotiable)

Ideal for:

Impact investors, family offices, green-tech VCs

Roadmap

Q1 2026

Seed raise & 3 pilots

Q2 2026

Library live + 50 volunteers

Q3 2026

First certificates

Q4 2026

Zurich + Lausanne

2027

White-label + EU



Let's close the loop together.

Join LémanLoop as a pilot partner, strategic ally, or seed investor.

Website

lemanloop.ch

Email

info@lemanloop.ch

Base

Geneva, Switzerland

"Every conference lanyard is a reusable resource. LémanLoop makes circularity the path of least resistance for organisers and volunteers alike."

Mission: Zero lanyard to landfill by 2028 in the Lake Geneva region.

Circular Economy

UN Agenda 2030 SDG 12+13

Swiss Made

Impact Investing