

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

OUR ANSWER

every year.

Organisers pay a CHF 2 deposit per lanyard.

Volunteers collect, grade, and document.

Lanyards return to a circular library.

CHF 2

deposit per lanyard

150+

Geneva events / yr

25 g CO₂

per lanyard produced

lemanloop.ch · info@lemanloop.ch

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
at more than 1000 events

95 %

end up in landfill
within 48 hours
in Geneva

CHF 8+

average cost per
new lanyard
including shipping & logistics

25 g CO₂

per lanyard
produced
from virgin polyester

Geneva Context

- 150+ major international conferences annually (UN, WEF, IAEA, ICRC, WHO, ITU and more)
- Average 800 lanyards per event !' 120,000+ lanyards per year in Geneva alone, nearly all discarded
- Growing ESG mandates from organisers with no scalable solution available today
- Lake Geneva region has one of the highest event densities in Europe — 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 the loop obvious and frictionless."

Event Organiser

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

Volunteer

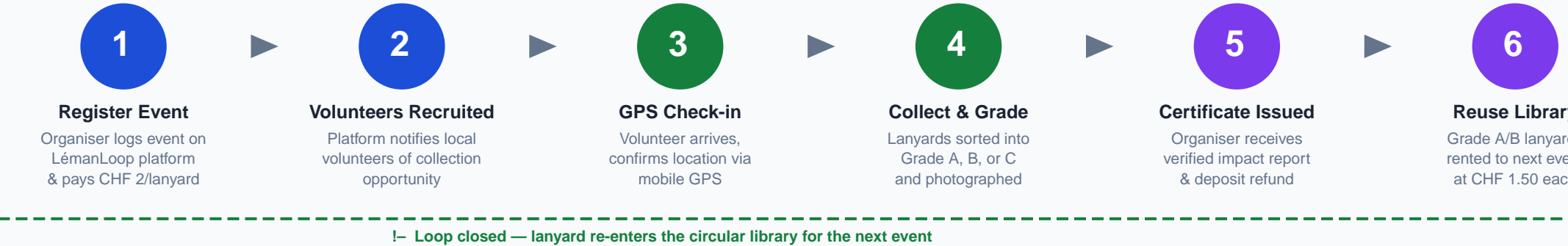
- Sees live map of upcoming events
- Signs up and GPS check-in at the collection point
- Collects, grades (A/B/C) and photographs batches
- Earns karma points redeemable for event tickets & rewards
- Builds a local sustainability community

The Lanyard

- Grade A (Excellent) !' Reuse library for next event
- Grade B (Good) !' Cleaned and 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+ for 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 complexity. No new infrastructure. Just an app, a deposit, and a community.



Deposit Flow			
Organiser pays CHF 2.00 / lanyard	Grade A / B !' Full refund CHF 2.00 returned	Grade C !' Partial refund CHF 1.00 returned	Platform fee CHF 0.20 / lanyard

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 + certificate fee

• CO , avoided: 12.5 kg

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 conference hubs: Geneva, Zurich, Brussels, Vienna

SOM
Serviceable Obtainable Market
CHF 480 K
Greater Geneva region: 240 events · 1,000 avg lanyards

Market Tailwinds

ESG Mandates Growing
ISO 20121 sustainable events standard now expected by UN, EU and major corporates. Organisers need documented proof.

Geneva's Unique Density
No city of its size hosts more international organisations. 150+ annual events = a ready-made pilot market.

Circular Economy Policy
EU Ecodesign Regulation 2024 and Swiss green public procurement push create regulatory tailwinds.

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

Platform Ready
No competitors in this niche. First-mover advantage in a market with high switching costs once the library is built.

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

The reuse library creates a network effect: each new event adds inventory that lowers cost for the next event, increasing platform stickiness.

- Ø=Y

Auth Sign-in

Google & Apple — zero-friction onboarding for organisers and volunteers
- Ø=UE

Role-based Onboarding

New users fill tailored forms (volunteer or organiser) — data informs personalised comms
- Ø=U

GPS Check-in

Mobile-optimised location confirmation with accuracy reporting
- Ø=Uø

Photo Documentation

Batch photography with grade, material and count linked to each upload
- Ø=Uc

Automated Emails

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

Role-based Access Control

Volunteer · Organiser · Admin dashboards with Supabase RLS at the database layer
- Ø=UE

Admin Impact Dashboard

Real-time stats: user count, events, check-ins, CO₂, estimated, deposit flow

Tech Stack

Next.js 15

React server components + API routes

Supabase

Postgres + Auth + Storage + RLS

@supabase/ssr

Cookie-based auth on server components

Vercel

Edge deployment, preview branches, env vars

Resend

Transactional email API (7 templates)

Zod

Runtime schema validation on all inputs

Status

' Deployed on Vercel

' Auth working

' DB schema + RLS

' Email templates ready

#ó Resend API key needed

#ó Pilot event data

01

Deposit Processing Fee

CHF 0.20

per lanyard documented

Retained from every lanyard recorded on the platform. Covers logistics coordination 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 production.

03

Impact Certificates

CHF 200–500

per event (branded PDF)

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

04

White-label Licensing

CHF 5 K / yr

per city / region

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

Revenue Scenarios						
Scenario	Events	Lanyards	Processing	Library	Certs	Total Rev.
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+

Path to break-even: 40 events (~32,000 lanyards) with CHF 150K seed investment. Marginal cost per lanyard drops 60% once the reuse library reaches 5,000 items.

12.5 kg

CO₂ , avoided

per 500-lanyard event

vs virgin polyester production

3,750 kg

CO₂ ,/yr by 2027

at 60 events with

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 — CO₂ , reduction

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 Reporting

EU Green Claims Directive

Swiss BAFU Environmental Reporting

Network effect: each event adds to the reuse library. More inventory !' lower cost per lanyard !' more organisers choose LémanLoop !' more volunteers !' bigger library. The loop accelerates.

Three ways to be part of LémanLoop from day one

Ø<ßâ Pilot Event Partner

Register your next Geneva event on LémanLoop

- Zero deposit for pilot events (we absorb the cost)
- Free branded impact certificate
- PR story and co-branding opportunity
- Direct influence on platform features
- Listed as a founding partner

Ideal for:
UN agencies, NGOs, corporates, Geneva conference venues

Ø<ß Strategic Partner

Help us build the volunteer network and library

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

Ideal for:
Foundations, municipalities, universities, green NGOs

Ø=Üî 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 negotiable (5–12%)

Ideal for:
Impact investors, family offices, green tech VCs



Ø<ß?

Let's close the loop together.

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

Ø<ß Platform
lemanloop.ch

Ø=Üç Email
info@lemanloop.ch

Ø=Üí Base
Geneva, Switzerland

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

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

Ø<ÝúØ<Ýó UN Agenda 2030

&{p Circular Economy

Ø<ß? SDG 12 + 13

Ø<ÝèØ<Ýí Swiss Made

This document is confidential and intended solely for the named recipient. All financial projections are estimates.

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