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# LémanLoop

Closing the conference lanyard loop

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

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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.

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**CHF 2**

deposit / lanyard

**150+**

Geneva events / yr

**25 g CO<sub>2</sub>**

per lanyard produced

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# 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**

**95%**

**end up in landfill  
within 48 hours**

**CHF 8+**

**average cost per  
new lanyard**

**25 g CO<sub>2</sub>**

**per lanyard  
produced**

## 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."

# The Solution

A deposit-backed circular economy for conference lanyards

## 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



## 1 Register Event

Organiser logs event & pays CHF 2/lanyard deposit



## 2 Volunteers Notified

Platform alerts local volunteers of the collection opportunity



## 3 GPS Check-in

Volunteer arrives & confirms location via mobile app



## 4 Collect & Grade

Sorted into A, B, C and photographed for verification



## 5 Certificate Issued

Organiser receives impact report & deposit refund



## 6 Reuse Library

Grade A/B lanyards rented at CHF 1.50 to next event

**Loop closed — lanyard re-enters the circular library for the next event**

### 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

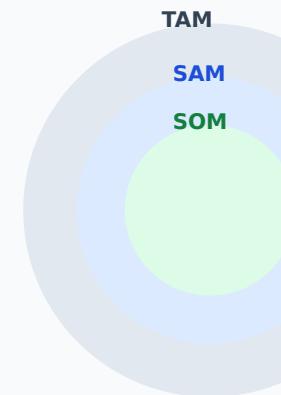
European hubs:  
Geneva, Zurich, Brussels, Vienna

## SOM

Serviceable Obtainable Market

## CHF 480 K

Greater Geneva: 240 events  
x 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.

# The Platform

Production-ready full-stack application — built and deployed

## 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

# Business Model

Multiple revenue streams from a single circular transaction

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.

# Impact

Environmental, social and economic returns that compound with scale

**12.5 kg****CO2 avoided**per 500-lanyard event  
vs. virgin polyester**3,750 kg****CO2 saved / yr**at 60 events ×  
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 &amp; Production

**SDG 13**

Climate Action — reducing CO2

**SDG 11**

Sustainable Cities &amp; Communities

**SDG 17**

Partnerships for the Goals

## Volunteer Karma Economy

**10 pts**

1 lanyard collected &amp; 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](http://lemanloop.ch)

**Email**

[info@lemanloop.ch](mailto: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