

# Crafting Future

**Sustainable and reusable consumer products and packaging  
with a low carbon footprint to fight waste and climate change**



Single Use Plastic  
is one of mankind's biggest  
**problems** right now.



We picked the challenge to eliminate  
single use plastics by creating useful  
reusable products and packaging



# We use our experience in creating products to help other companies (B2B) as a sustainable supplier

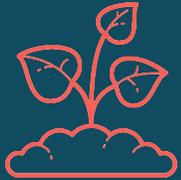
We develop reusable products and packaging for food, beverages and cosmetics to **reduce** the need for **single use plastics** in people's **everyday** lives

We are working with **innovative materials** in order to **avoid conventional plastics**

This brought us the attention of other companies-  
Now we also **produce products for other companies** (B2B) to **leverage the impact** of our solutions



# We Create Reusable Consumer Products and Sustainable Packaging Solutions...



... with 100% recycled or biobased materials e.g. sugar cane



... and measure the impact of our products and packaging solutions via life-cycle-assesments

Example  
Clients



the **nu<sup>+</sup>company**

**Beiersdorf**

# We use leftover resources of agriculture like rice husk and sugar cane molasse instead of toxic crude oil



The resources we use for our products are biobased from natural sources or at least recycled



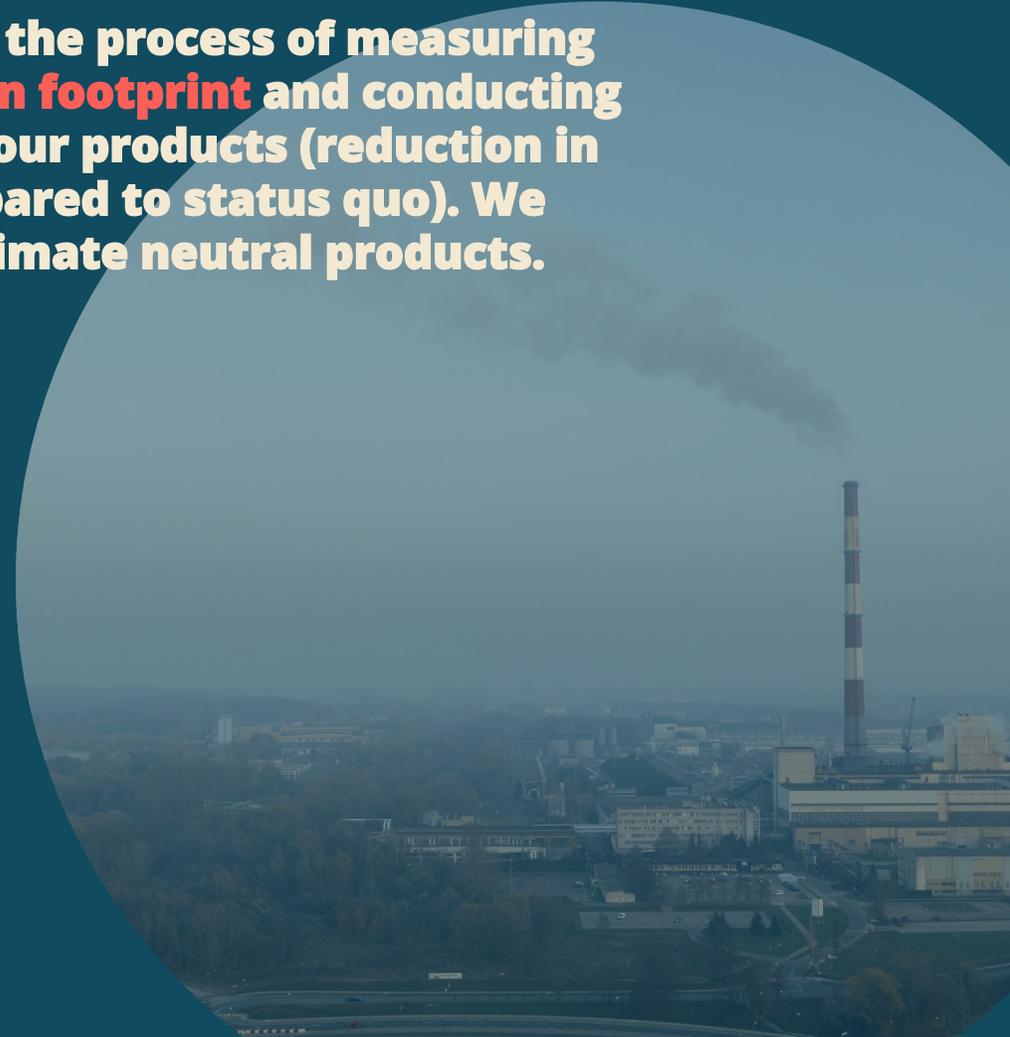
We avoid conventional oil based plastics that harms health and nature

# We Measure our Impact Through Waste Prevention and CO2 Reduction

Development of measuring instruments for **waste reduction** (waste reduced in kg)



We are in the process of measuring our **carbon footprint** and conducting **LCA's** for our products (reduction in CO2 compared to status quo). We aim for climate neutral products.



# Our business model is based on our positioning as a innovative supplier of sustainable products and packaging



**We build physical products like software.**



We lower the costs and increase the efficiency by using agile project management, focus on customer needs, fast iterations and digital processes.



Besides being fast and more efficient in product development we create a USP through our ability to use **the most innovative biobased and recycled materials** that are measurable sustainable.



**We earn 80% of the revenues by producing and selling the reusable products we created.**  
20% is earned through fees we collect from our clients for product development services.

# Examples of products we developed from scratch, picked the right material and produce it as a sustainable supplier

Based on customer and reseller feedback we have built the most sustainable and circular soap box - crude oil free, easily recyclable and climate neutral.

## Soap Box



We sell this product via our brand

We produce the new sustainable bowl to avoid single use waste in the takeaway business for the startup Recup - called the Rebowl. There will be more than 1 Million Bowls around by the end of 2022.

## The Rebowl



We are the exclusive supplier for this product with a multi year contract

We co-created the most sustainable shaker in the world. The shaker uses a new type of bio-plastic, made of sugar cane molasses - a material that is not only a renewable resource, but an agricultural waste product. That's what we call consistent circular economy!

## Eco-Shaker



We co-created this product with a startup that buys several thousands pcs. every year. We also sell it via own sales channels

# Pressure from Customers and Changes in the Laws Accelerate the Demand for Sustainable and Reusable Products



## Changing Consumer Behavior

- There is a significant change in consumer behavior
- 91% of shoppers welcome the idea of using reusable products and packaging
- 72% prefer products that cause as little packaging waste as possible  
→ Sustainability becomes *en vogue*

## Constant Market Growth



- The demand for recycled plastic is growing twice as fast as the demand for regular plastic at 8% CAGR
- The demand for biobased materials grows at a rate of 15% CAGR
- The demand for more sustainable materials is substantial

## Laws and Initiatives by the EU



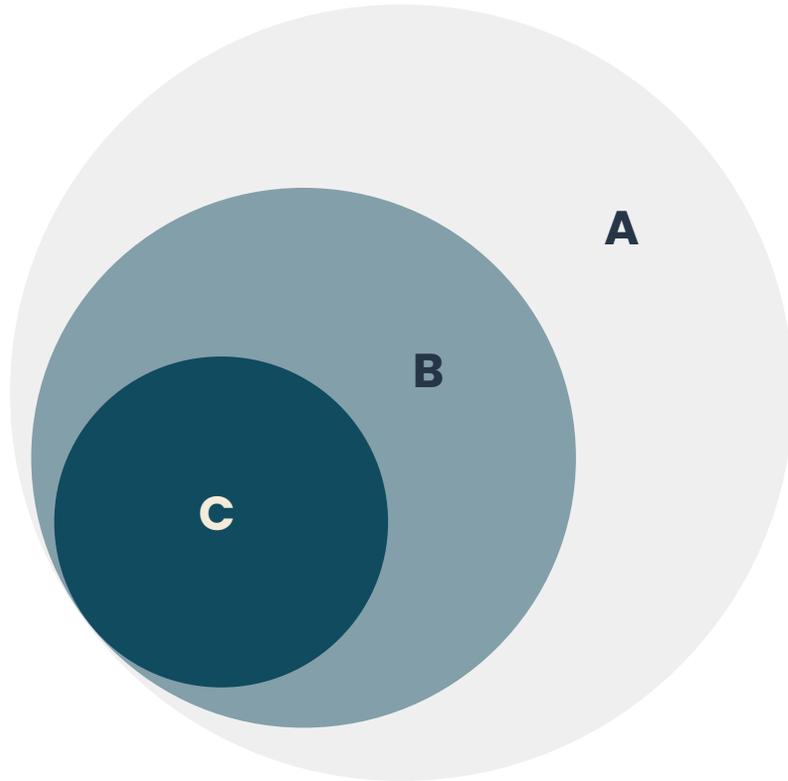
- The EU is increasing bans, taxes and extended producer responsibility e.g. new plastic tax on virgin materials (0,80 EUR / kg)
- Initiatives like the EU Ban of common single use items (e.g. plastic cutlery) is already in place
- Gastronomies to be obliged to use reusable packaging by a new law in summer 2021

[Statista, 2019](#); [PwC „Verpackungen im Fokus“, 2018](#); [Special Eurobarometer, 2017](#) [YouGov 2019](#)

<https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1516265440535&uri=COM:2018:28:FIN>

<https://www.faz.net/aktuell/wirtschaft/gastronomie-soll-zu-mehrweg-verpackungen-verpflichtet-werden-17062108.html>

# Circular Economy Products have a fast growing market potential



**A**

Circular Economy  
▶ 1 Trillion EUR

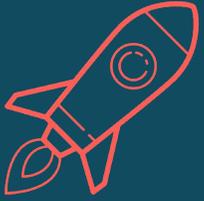
**B**

Sustainable Consumer  
Products and Packaging  
▶ 198 Billion EUR

**C**

Sust. Consumer Products  
and Packaging Germany  
▶ 4,5 Billion EUR

We currently focus on the german market that is growing every year. We can expand even worldwide and therefore have an enormous potential to scale the positive impact on nature, society and rethink the way plastic is used in products



## Our Vision

**Setting the Industry Standard for Reusable Products and Packaging to eliminate as much single use products as possible**

# Estimated Financials and Traction

<b>GuV</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Revenue</b>	<b>504.141 €</b>	<b>2.603.011 €</b>	<b>4.030.984 €</b>
<b>Kosten</b>			
Material	364.450 €	1.792.265 €	2.334.711 €
Personal	116.112 €	481.952 €	890.255 €
Miete, Büro, Fahrzeuge	7.247 €	25.328 €	49.960 €
Werbung	14.860 €	60.140 €	100.752 €
Finanzen	7.990 €	17.784 €	20.612 €
Weitere	63.960 €	6.689 €	8.972 €
Abschreibungen	1.900 €	19.967 €	35.317 €
Gründungskosten	12.200 €		
<b>Total Kosten</b>	<b>588.719 €</b>	<b>2.386.625 €</b>	<b>3.440.579 €</b>
<b>EBIT -</b>	<b>84.578 €</b>	<b>216.386 €</b>	<b>590.405 €</b>
Verlustvortrag	- € -	84.578 €	- €
Ø Steuern	- €	39.543 €	177.122 €
% Ebit	-16,8%	8,3%	14,6%
<b>Profit after taxes</b>	<b>- 84.578 €</b>	<b>176.844 €</b>	<b>413.284 €</b>

# Our Roadmap



## 2020 Starting the journey

- GmbH founding + seed funding 325.000 EUR
- Expanding B2C product line
- Launch of first big B2B Projects like Rebowl + in-house product developments
- Acquiring new B2B clients to build "lighthouse" products
- Building Know-How e.g. cooperation with universities (like IfBB Hannover)
- Becoming a climate neutral company



## 2021

### New Projects & Strengthen Knowhow Foundation

- Execution of Research Projects with universities to further develop the USP in material science
- Team Expansion to around 20 people
- Scaling Products & Impact
  - Selling more than 500.000 climate neutral products
  - more than 5 big B2B Clients
- Improving Impact measurement (Life Cycle Assessments)
- Closing a Series A or similar vehicle to further scale  
=> About EUR 1 million



## 2022 – Expansion Beating conventional plastic!

### Goals:

1. Being faster in product development than our competitors
2. Having a competitive price point against conventional plastic products
3. We offer measurable low impact products transparently (all products climate neutral certified)



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# We Combine All Skills to Build Sustainable and Circular Products with a Holistic Approach



## Materials

Find the right materials for each use case. Biobased, crude oil free, climate neutral etc.



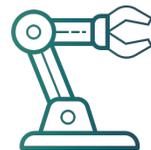
## End of Life

We consider end of life scenarios and closing the loop with every product we launch



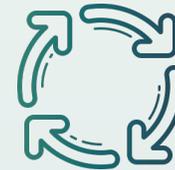
## Design

We design customer- centered solutions for the Circular Economy to provide a sustainable and well-thought-out user experience



## Production

A state of the art process with a AI supported simulation to leverage efficiencies. Acting as a virtual manufacturer right now.



## Ongoing LCA

We make sure that every product has a measurable low footprint on our planet and is state of the art in terms of sustainability

# Customers demand that FMCG companies offer sustainable packaging

85% of respondents consider the sustainability of packaging as important <sup>(2)</sup>

63% think the Industry and retailers should make a clear effort to reduce plastic packaging <sup>(3)</sup>

91% of shoppers welcome the idea of using reusable packaging. <sup>(2)</sup>

72% prefer products that cause as little packaging waste as possible <sup>(4)</sup>



# EU promotes reuse and punishes disposable plastic

## example measures already implemented



## example measures in discussion

- Subsidies for the use of recycled plastics
- Packaging fee (VerpackV in Germany) for single use items (Reusable items don't need to pay the fee!)
- 2021: Plastic Tax (0,80 EUR / kg) on virgin materials (details tbd.)
- 2021: Single Use Item Restrictions in the EU (e.g. straws, single use cutlery, ...)

- By 2030, all plastics packaging placed on the EU market is reusable or easily recycled
- maximising the impact of new rules on Extended Producers Responsibility (EPR)
- support the development of economic incentives to reward the most sustainable design choices
- reduce waste from single-use items or over-packaging and to encourage the reuse of packaging
- make better use of taxation and other instruments to reward the uptake of recycled plastics and favour reuse and recycling over landfilling and incineration