Swapp!

Pitch deck

Awarded by SAMSUNG STENA RECYCLING

Supported by European Union POLSKIE STOWARZYSZENIE ZERO WASTE

Plastic reality

Humanity produces **about 1 million plastic bottles** every **minute**.

FMCG producers spend **milions of dollars** on them, **about 30% packaging** after use, end up **polluting our planet,** oceans, humans, animal and plant life.

...Change is need

Customers

are demanding
change & solution
for the problem

EU

is implementing **fines and taxes**
on producers selling products
in plastic packaging.
The EU penalty is
800 euro per tone* of plastic
packaging waste

European Governments

are implementing new
law for Retailers to give
a space in the shops for
Refill/Reuse solutions

*https://home.kpmg/xx/en/home/insights/2021/09/plastic-tax.html

Producent are forced to change, but

Not many

ready-to-use solutions
are there in the market

Launching & operating

new solutions demand loads
of **people, time & money**

...So, how can they do it?

Here comes...

Swapp!

Sustainability-as-a-Service

Sustainability-as-a-Service (SaaS)

Refill Stations

Connected Solutions

Smart Packaging

Swapp! Service

Know-how

How it works?

Well, let us tell you a true story

Meet
Ania,

who just finished her shampoo

and who doesn't wanna throw that empty bottle to bin.

Ania, however went shopping to nearby Carrefour Bio

where she discovered SWAPP! refill station

in which she filled her favourite shampoo in multi-use packaging

At least 10X Refills, since YOPE rolled out Swapp! Refill Stations

A Win-Win situation

How does Producer benefit?

1

SAVE COSTS

Reduced cost of plastic bottle production, and taxes on them

2

LOYALTY

Build brand loyalty with old and new customers

3

TIME & MONEY

Major savings in introducing new scalable solution through Swapp!

4

PROFITS

Refill station = incremental sales= incremental profits

5

NEW CUSTOMERS

Generates new customer traffic

6

VISIBILITY

added point-of-sale, with strong brand presence along with the regular shelf sales

Market

€ 225 million

market value of **dish-wash liquid** in Poland

$ 1.3 billion

is the value of **zero-waste packaging market** globally

1 %

of the **market share** is what we are aiming for

How do we earn?

Renting of refill stations

Margins from product sales

Services provided for maintenance

Competitions / Inspirations

Cozie (FR), 350+ units currently

Henkel, DM Drogerie

Beauty Kitchen (UK), 1000 units by 2022

L'Occitane (FR), 60 units in 27 countries

Rossmann flag ship store, Lodz

Refill Station - Key Features

27" touch screen UI

Multi-category,
2 seperate dispensers

4 products/dispenser,
total of 8 products

Integrated printer & Smart bottle reader (QR code based)

Cutting edge technology & premium design

Dedicated branding space
Posters (left & right), Screen

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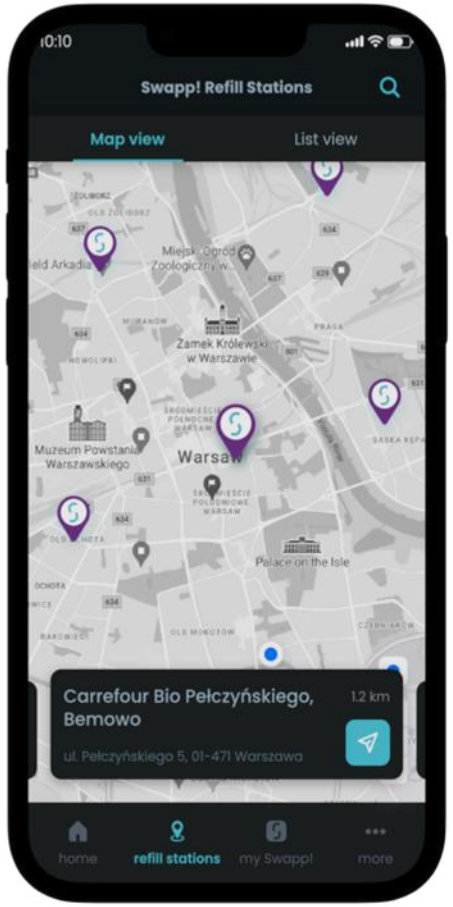
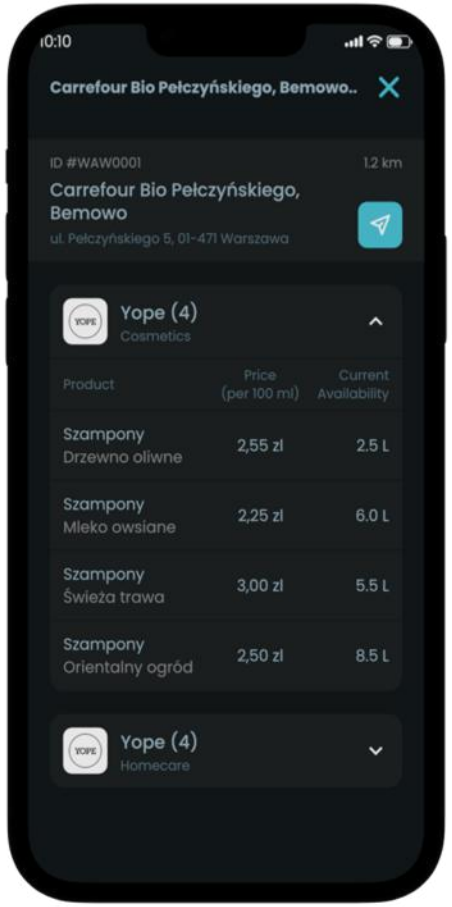
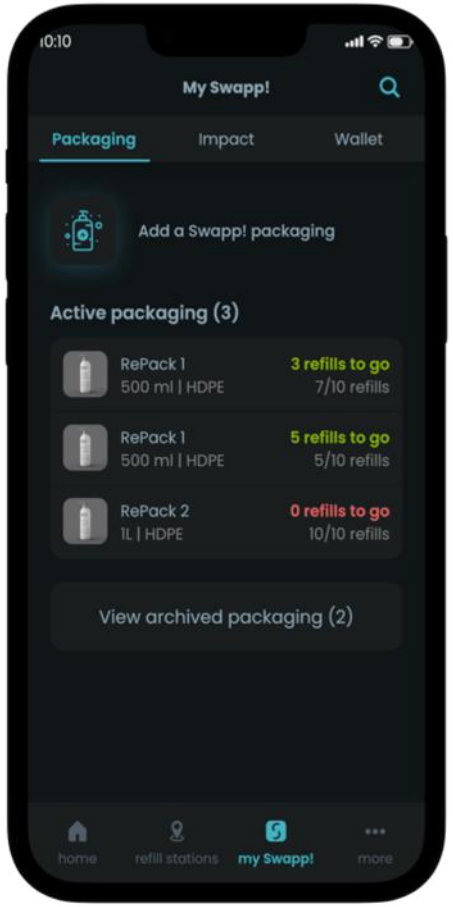
Posters (left & right), Screen

Compact footprint
80cm x 80 cm x 180 cm

Swapp! mobile app for Refill Stations







Key differentiators

First-to-market

Sustainability-as-a-Service model

Multi-category

In the same refill station products from different categories could be sold

Holistic Solution

Most comprehensive & full cycle service available in the market

Intellectual Property

Legally protected design and functionality

Independent Platform

Any producer and retailer can plug-n-play in our refill stations with ease

Status for now*

We have a 2 Refill Stations,
1 in Warsaw, 2 in Wroclaw. Both opened in 2020 and generate **monthly income in 3.700 euro**

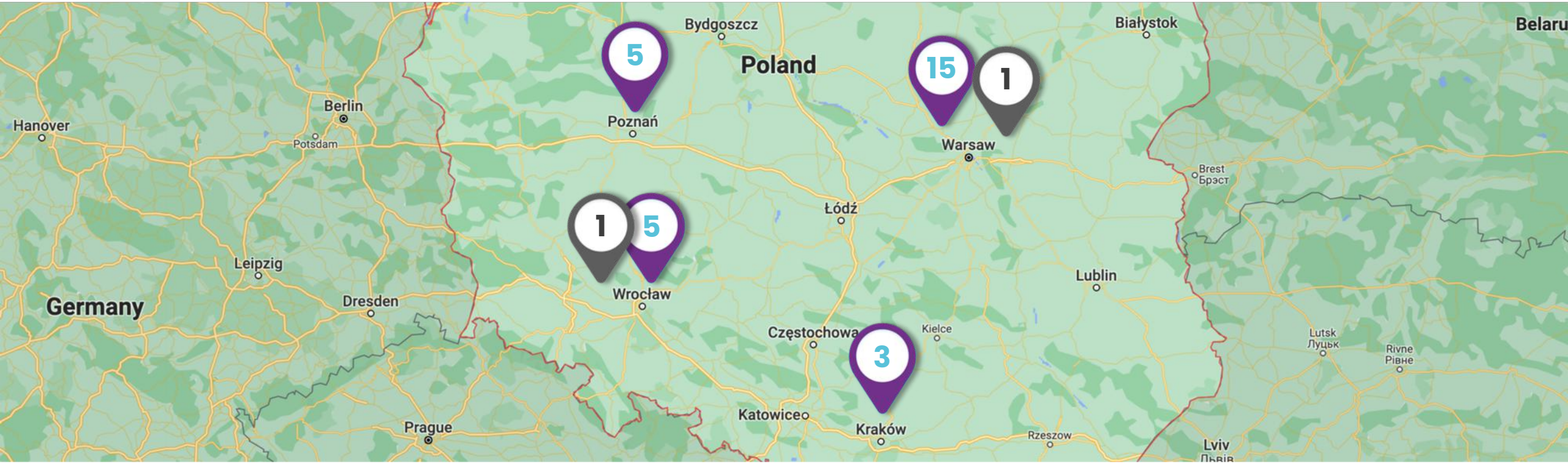
Carrefour

YOPE

*11.2021

40 Refill Stations (Signed Contracts)

By the end of Feb 22, we will implement
upto 40 Refill Stations in different locations, with various Producers/Retailers.



LIDL · SUPER-PHARM · Carrefour · WOLA PARK · YOPE · SYLVECO · PCC Group · WHITE FLOWER'S EXPERIENCE · JELP

Brands interested in implementation (EU)

By the end of 2022, we plan to implement **upto 150 Refill Stations** including 40 abroad.

Retailers

Producers

Potential Partners abroad

The Team

Szymon Barabasz
Business Development & Sales

DANONE Microsoft

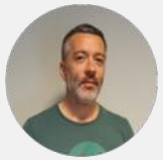
Andrzej Sarapata
Marketing Manager & Finance

WYBOROWA BRITISH AMERICAN TOBACCO

Sargheve Sukumaran
Design & Technology

SAMSUNG TATA

Extended Team



Adam Macheta
R&D Expert

He manages a team of engineers and specialists. Responsible for the construction of the machine.

Bartłomiej Rejmont
Swapp! Service Manager

Responsible for the operation of the Swapp! at customers

Mateusz Śliwka
Web developer

Marta Pour
Country Manager (DACH+Spain)

Develops cooperation with partners in countries DACH and in Spain.

Przemysław Poszwa
Lifecycle management & material engineering

Researcher at the Poznań University of Technology at the faculty of materials science and an LCA expert

Impact from 150 Refill Station

1 Million Packaging

of single-use nature made of plastic to be reduced by 2024

Reduce 120 Tons of CO2

emissions to the atmosphere

120K new Customers

to be convinced into our sustainable consumption model by 2024

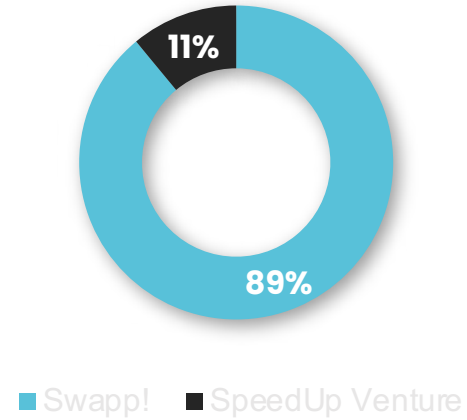
Fundraising

Investment	**€ 1 Million**
Objective	**Develop & implement 120 of refill stations**
Period	**2 year**
Shares	**15%**

Key term objectives:

- Production & implementation more than 150 refill stations.
- Production & sales of 400k reusable bottles.
- Establish min. 2 hubs abroad – Berlin & Vienna
- Setup operations and sales team
- Sales of 30k products per month

The current structure of the company



Awards

Audience award EIT PowerUp Challenge 2020

Special award CEE Startup Challenge 2020

Main award and GOZ leader title Stena Circular Economy Award 2020-21

Company for climate 2021 for environmental protection

First price Samsung Incubator Climate Leadership 2021

Thank you!

Let’s Swapp! the world togheter

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