

PLASTIC GREINdER

“The GREINdER is an innovative **home-recycling solution** which conveniently **reduces the volume** of plastic waste at home. It **motivates** consumers, communities and organizations to **take part in recycling efforts** and opens the door for a home **recycling product landscape!**”

INNOVENTURES

PROBLEM

LACK OF SPACE AND CONVENIENT PICK-UP FOR
PLASTIC WASTE



“There is **no pick-up service** and the next
collection point too far away!”

“The plastic waste in our household creates **huge piles** and pick-up service only happens once in a while!”



“The **percentage of recycled plastic waste** is way too
low. We are missing out on a **useful resource!**”



HUGE PILES OF WASTE



NO PICK-UP IN URBAN AREAS



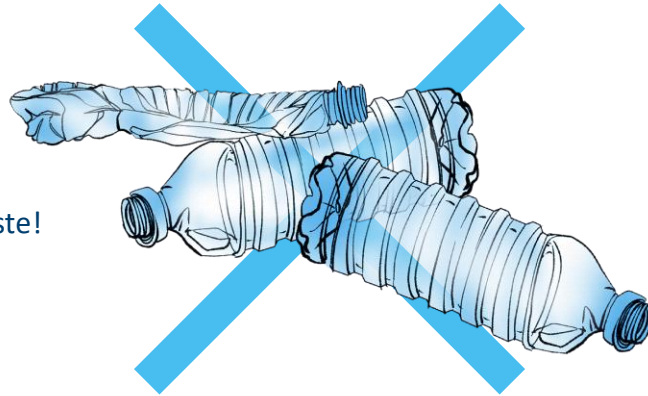
LOW PERCENTAGE OF RECYCLED PLASTIC

VALUE PROPOSITION

THE AUTOMATIC PLASTIC GRINDER IS INTRODUCED TO IMPROVE WASTE DISPOSAL AT HOME

The **AUTOMATIC PLASTIC GREINDER** is the easiest way to reduce the amount of plastic waste!

- ✓ NOISELESS
- ✓ SAFE
- ✓ SPACESAVING
- ✓ **JUST THE BEGINNING**



THE VISION

Creating the GREINdER Universe

An **extended product portfolio** for household recycling with product variations and various accessories



“We are recycling more and more plastic and at the same time **reduce the times** we head to the **collection point!**”

“We can finally **decrease our volume** by shredding our plastic waste – and it all works automatically!”



“We can finally **seize the potential of plastic waste** by getting **more material** in our recycling stream!”

„The **industrial shredder** technology is **optimized** and adapted for **household use**. It is a **safe and noiseless** system with a **compact casing**“



1

Gear motor with overload protection

2

Mechanic component: Shredder or stamp

3

Safe and robust casing

4

Collecting bin



BUSINESS MODEL

GREINDER SELLS HARDWARE TO ITS CUSTOMERS AND MANAGES A NETWORK OF PARTNERS AND SUPPLIERS.
INNOVATION AND PRODUCT DEVELOPMENT IS A KEY FEATURE OF GREINDER.

THE ROLE OF GREINER

HW design and concept
Sales and marketing
Know-how in „plastics“ and recycling



One-time payments for shipped products
Optional: Additional payments based on services

THE ROLE OF PARTNERS

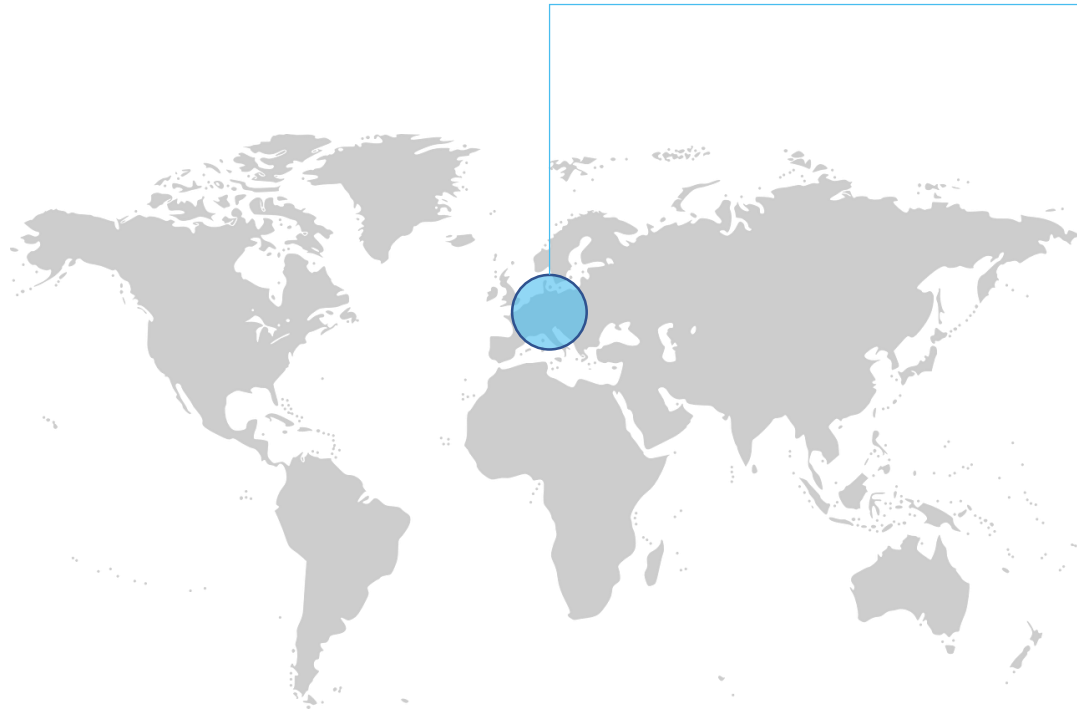
Logistics / Recycling (e.g. ARA)
Government – Favorable legislation
Owners – Support and financing
Media – Spread the word



GO-TO-MARKET PLAN

A TARGETED START AND FAST GROWTH IS ENSURED BY A CONSEQUENT MARKETING AND SALES CONCEPT

Target Group



Prio 1: B2C - PRIVATE HOUSEHOLDS

Characteristics:

High plastic volume - small storage space, varying price sensitivity, far away from collection points

Channels:

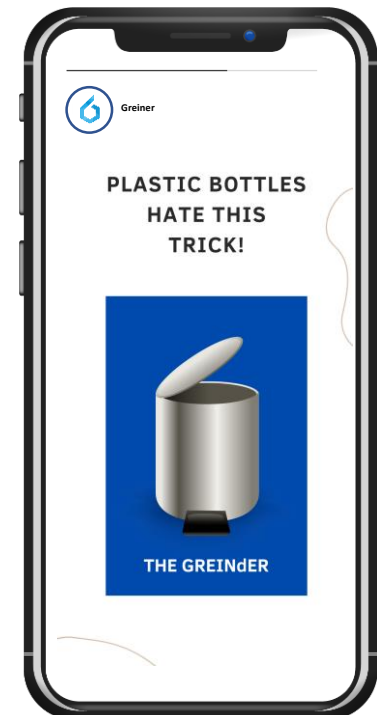
Communication: Test magazines, online advertising & SEO, regional newspapers

Sales:

1. **Direct sales**, e-commerce
2. **Future: Retail**

Prio 2: B2B - Real estate developer

Prio 3: B2G - Municipalities



COMPETITIVE ANALYSIS

IN A WORLD FULL OF BUSINESS SOLUTIONS AND SERVICE PROVIDERS WE PROVIDE A UNIQUE HOUSEHOLD PRODUCT



Shredder

OFFER	FLAWS
Waste shredder for plastic, metal & packaging material	No alignment with the established municipal infrastructure



Shredder plus sorting

OFFER	FLAWS
An intelligent sorting, washing, tracking system, based on AI.	High-end technology / high price



Service providers

OFFER	FLAWS
Established waste management system in Austria	No household solution

MANAGEMENT TEAM

A DEDICATED AND COMPACT TEAM IS WORKING ON THE IMPLEMENTATION OF GREINDER

Role: CEO

Competence:

- Project management
- Financial planning for the project
- Acquisition of service partners

Role: Design & Engineering expert

Competence:

- Design of the product
- Responsibility for the development process

Role: Marketing & Sales expert

Competence:

- Digital Marketing
- Customer acquisition
- Business Development

ADDITIONALLY, WE NEED:

- A network of service partners (Waste logistics)
- Legal & product safety expertise
- Assembling infrastructure & personnel
- Existing online communication channels

FINANCIAL AND KEY METRICS

HIGH EFFORT AND GOOD PLANNING RESULT IN A BREAK-EVEN BY 2025

ASSUMPTIONS

1

- First 1 ½ years focus on the development and construction of the first series
- High increase expected by expanding target group from B2C to B2B and B2G
- Entering international markets by 2026

KEY COST & REVENUE FACTORS

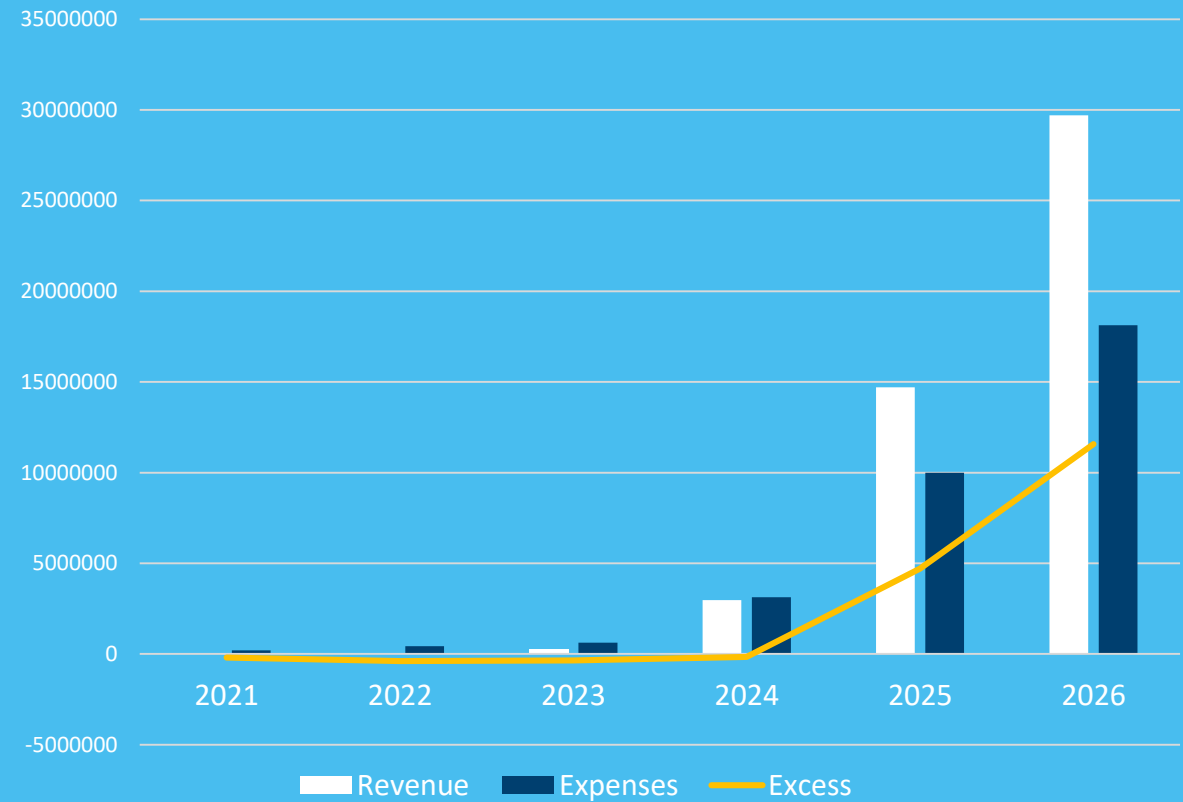
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- Costs decrease with high production volume
- Production and personnel as key cost drivers, especially in the initial years
- Mainly one-time purchases
- Price: approx. €250/piece

KEY METRICS

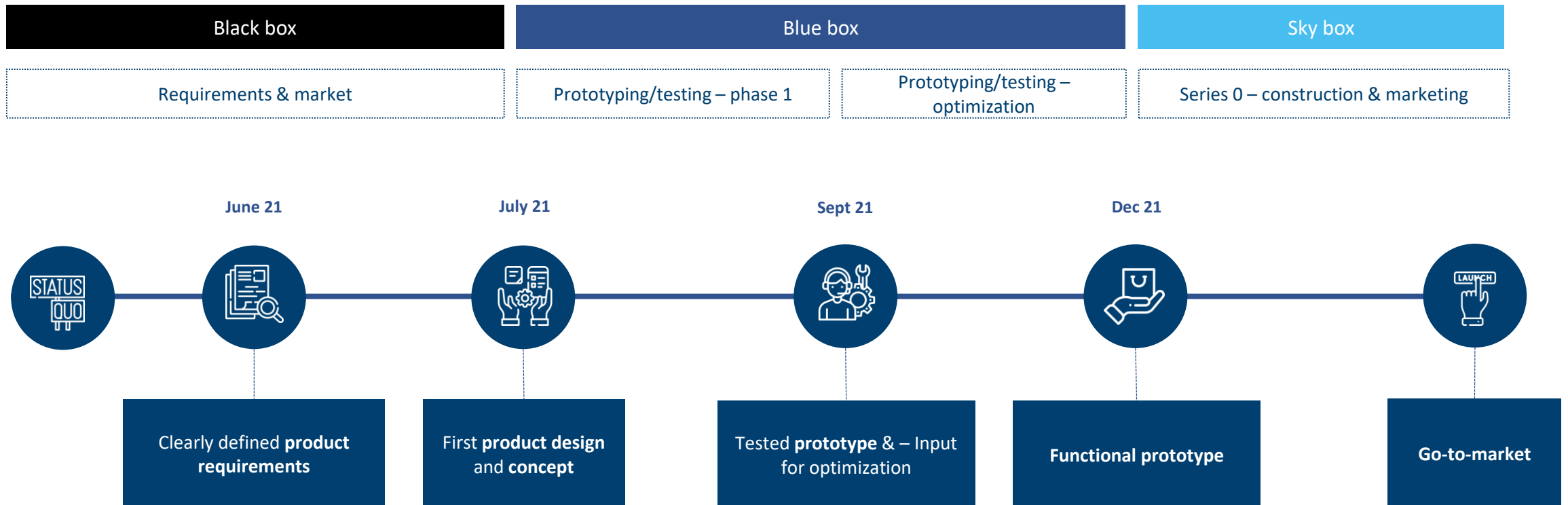
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- Number of sold units
- Number of customers
- Number of countries addressed



TIMELINE

THE NEXT STEPS: FROM A VALIDATED IDEA TO A FUNCTIONING MACHINE



EXPECTATIONS FOR GREINER

GREINER AS A SOURCE FOR KNOWLEDGE AND FUNDING



Infrastructure & competences

Access to infrastructure and engineering competences



Funding

Initial funding –for prototypes & MVP



Sales Force

Shared marketing & sales channels



Know-How

Insights into recycling and industry requirements

UNFAIR ADVANTAGE

AN ESTABLISHED NETWORK, STRONG COMPETENCES AND KNOW-HOW HELP COMPETE IN THE MARKET



Accelerated prototyping

Enhanced prototyping due to experience & internal expertise



Simplified material procurement

Through the use of existing infrastructures and relationships



Enable access

To important stakeholders, e.g. service providers & municipalities



Global Sales

Distribution Network enables easier access to customers



Potential future customer

Greiner as buyer for recycled material

PLASTIC GREINdER

„More space for the important things in life“!

