

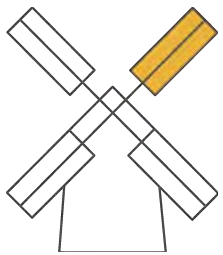


d e k o · e k o

We Transform Waste  
**into Value**

[www.dekoeko.com](http://www.dekoeko.com)





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# Premises for investment

- Dekoeko.com is an **online marketplace** operating in the area of **waste tech / circular tech** - one of the fastest growing trends, which in the next years will be among TOP3 challenges for companies from regulatory and awareness points of view.
- We started our circular journey from a typical e-commerce, selling upcycling products to individual clients. However, based on arising new market demand, we made a shift into a more **recurring business model** creating a B2B platform to do projects on a bigger scale & speed up transition.
- We are currently present on two markets - **Dutch and Polish**, entering German and Austrian market and are planning to expand to other European markets - Scandinavia, UK, France in the coming years.
- Deko Eko carried out upcycling productions for over 80 companies like **Coca Cola, T-Mobile, Orange, L'Oreal, McDonald's, IKEA, Castorama, BNP Paribas** in Poland or **NN, ALDI, CWS** in the Netherlands & Germany so far. Currently we are in transition to a more scalable projects for retail industry and corporate clients supported by our B2B marketplace.
- We operate in the area of SDGs 9 - Industry innovation, 12 - Responsible consumption and production and 13 - Climate action. We currently have over **280 registered accounts** of upcycling designers from **16 different countries**, with almost **700 types of products** ready to be made from corporate waste.

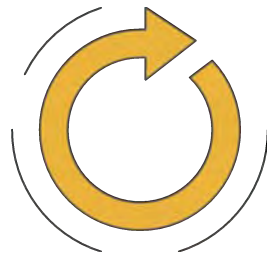
- The company raised 330k EUR from Business Angels, convertible loan via Leapfunder, Startupbootcamp accelerator, Eureeca crowdfunding campaign and Bridge Alfa - Simpac VC plus over 200k EUR thanks to Danube Angels crowdfunding campaign.
- **Our scalability potential** is based on re-selling model introduced in 2021, thanks to which our upcycling partners can sell dedicated collections of products made from waste materials via their own **retail or online sales channels**. This cooperation model is supplemented by: 1. Online marketplace, automatically matching Waste upcycling designers with Waste providers, leading to upcycled products to be offered to our B2B Clients. 2. Circular consulting services, helping companies to introduce creative solutions, thanks to which they can turn back their waste into the loop.
- Deko Eko team took part in the largest European acceleration program **Startupbootcamp Commerce** in 2018 in Amsterdam, **Y Combinator** Online Startup School in 2020 and **Stora Enso** acceleration programme in 2021.
- **Forbes** listed Deko Eko as one of the "60 women-led startups who are shaking up tech across the globe", the company received prestigious awards: **Sustainable Economy Award 2019, Microentrepreneur of the Year 2019**. Founder was a finalist in the Women Challenge Competition in Paris 2018, TheNextWomen in London 2018, Chivas Venture 2018, Business Women of the Year 2019, The Most 50 Creative People in Business 2020, Finalists of CES Awards 2020.



Startupbootcamp

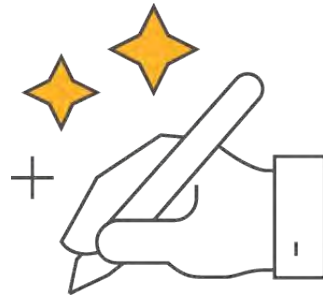


**Dekoeko.com** is a B2B platform that connects upcycling designers and producers from around the world with business clients that want to add a new value to their waste and strengthen their current business model utilizing the power of circular economy.



### B2B Circular Marketplace

The largest ecosystem in Europe for creating, producing and selling upcycling products available fully online in an easy and cost - effective way.



### Sustainable brand image

“Brand Upcycling” philosophy which is a great trigger to start upcycling activities with global corporations (business clients).



### Re-selling model

Dedicated collections of products made from waste materials prepared for our contractors for re-sale in their retail or online channels.

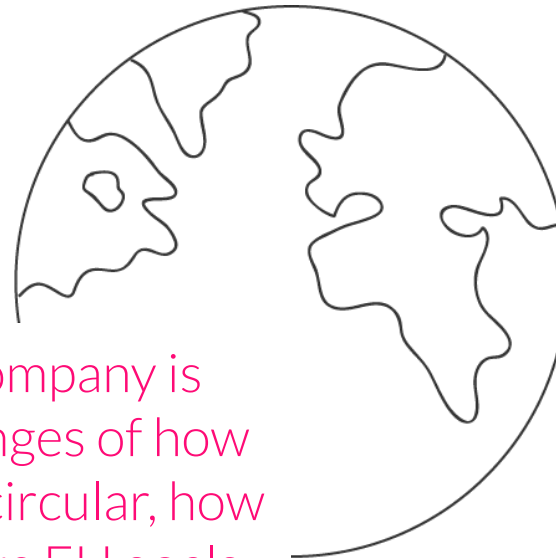
## Waste - a global problem

Each year, 11 million tons of plastic end up in the oceans. In 2040, it will be 29 million tons per year. It's like throwing 50 kg of plastic away on every meter of the coastline around the world. In 2020 alone, we produced over 275 million tons of plastic.

Every global company is facing the challenges of how to become more circular, how to meet ambitious EU goals and how to reveal the full value of their waste materials.

### Our world is only 9% circular

According to Circularity Gap Report our world is currently only 9% circular. Only 30-40% of the types of waste material can now be recycled. There is a strong need for a more collaborative and innovative approach.



### 1,2 trillion Euro opportunity

By 2030, the circular economy will generate savings of EUR 600 billion a year in Europe and additional EUR 1.2 trillion of other benefits.

### European Union regulations

The EU has published a set of ambitious goals "Circular Economy Package" and has set a vision for 2050 "Living well within the limits of the planet".

### Plastic Tax from 01/01/2021

The EU introduced a tax of EUR 0.80 for every 1 kg of plastic waste that is not recycled.

### Brand credibility

Goodwill is increasingly associated with sustainability. 96% of consumers believe that their brand choices have a direct impact on the environment. 88% of respondents admit that they prefer brands that help them make more informed and ecological purchasing decisions.

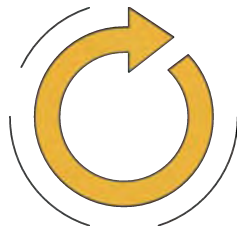
### UPCYCLING

transforming waste into profit by giving the highest value jump from zero to a full-value every day use product for both individual and business use, which can diminish the scale of used raw materials and bring back the used materials into the loop.

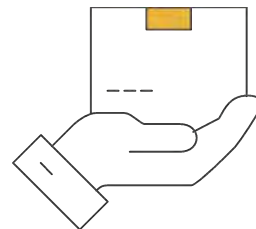
### CIRCULAR CHANGE

We support companies in circular change by introducing **regular upcycling activities inside companies.**

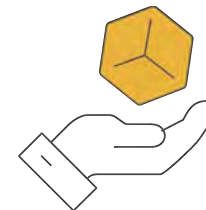
Thanks to dedicated collections of products from waste materials for re-sale in retail or online channels, we help our contractors to earn money on upcycling products. Our close and open loop solutions for waste management accelerate circular development of the enterprise.



Circular Company



Customer Loyalty



Employee engagement

### Why upcycling?

- an innovative approach to the problem of waste
- the possibility of managing hard-to-recycle waste, including non-homogeneous waste and waste in smaller amounts
- eliminating the idea of “waste” & bringing back materials to the loop



# Industry & materials focus

## Products for re-selling

Upcycling products can be prepared in large volumes and delivered to our partners for re-selling purposes, giving highest value jump from zero to a ready to sell products for categories like:

- gardening
- home & decor
- kitchen
- bathroom
- fashion products
- POS materials
- displays

### Waste materials:

- plastic
- foils
- cardboard
- coffee grounds / biomaterials



CARDBOARD LAMP



FLOWER POTS from upcycling plastic



COFFEE GROUNDS LAMP



BASKETS from upcycled plastic



FURNITURE from upcycled plastic



BOWLS & KITCHEN ITEMS from upcycled plastic



## Products for restaurants

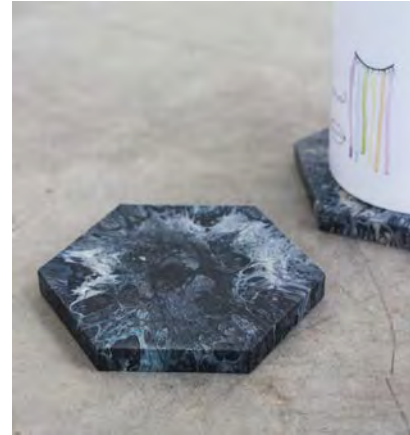
We are introducing a circular economy business model in restaurants and coffee shops, turning back waste generated in the particular localisations into products made out of waste, that can be used as restaurant equipment or gifts for partners and employees.

### Waste materials:

- plastic
- foils
- coffee grounds / biomaterials
- glass



COASTERS (COFFEE GROUNDS)



COASTERS (RECYCLED PLASTIC)



TRAY (RECYCLED PLASTIC)



BOTTLE PLATE (GLASS)



COFFEE CUPS (COFFEE GROUNDS)

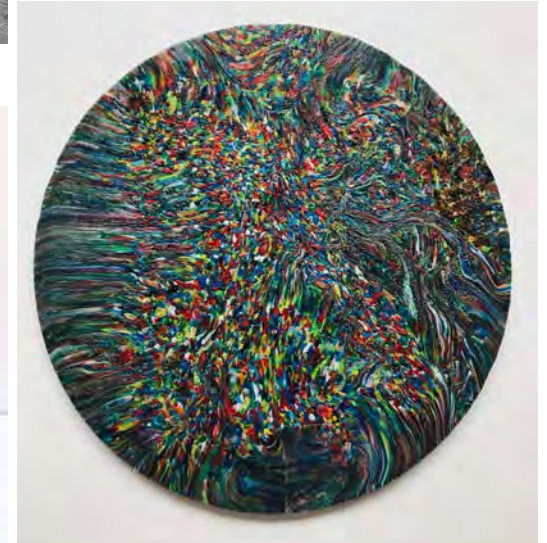
## Post-production waste

Upcycling products and new materials prepared from waste generated by production industry - post-production, large scale, high volumes.

### Waste materials:

Post-production waste, including:

- packaging of products
- paper & cardboard
- glass
- plastic
- foils
- wood and wood-like waste
- electrowaste



## Corporate gifts & office equipment

We help our clients create brand value by supplying companies with employee engagement gifts and brand loyalty giveaways.

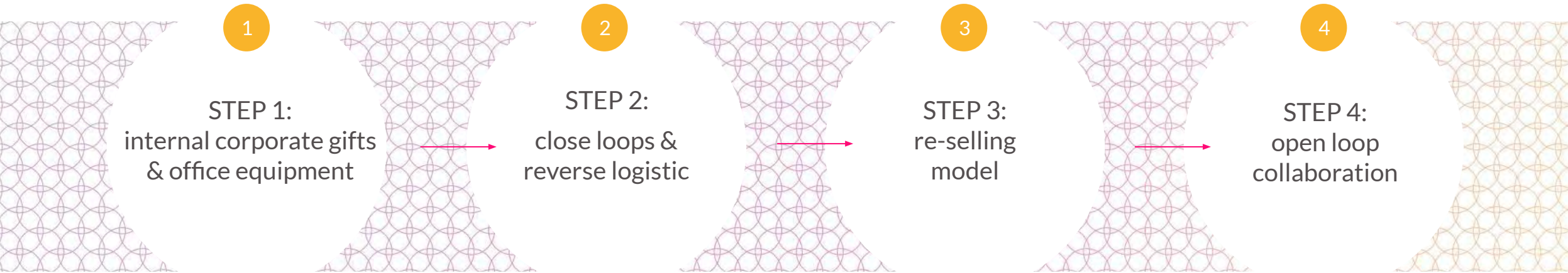
We are also turning corporate waste back to the loop, creating products for internal use in the office.

### Waste materials:

- plastic
- packaging of products
- cardboard, paper
- glass, glass bottles
- banners and advertising materials
- workwear
- coffee grounds



## B2B products segmentation



### Employee engagement

Corporate gifts and employee engagement presents as the 1st step to make a pilot upcycling production - a trigger for a bigger and more scalable circular projects or a test of future upcycling collection in Shop-in-Shop.

### Internal office & processes

Close loop projects where the company is reversing their own waste into producing new objects they need - for zero waste offices or internal use in the company.  
Also introducing regular upcycling activities with Shop-in-shop proposition.

### A new source of income

Re-selling model in which our contractors can sell dedicated collections of products made from waste materials via their retail or online sales channels.

### Cross-brand collaboration

Open loop projects & circular collaboration e.g. Danon PET bottles collected in Asia, upcycled into H&M rPET sweaters that were sold in H&M shops. Projects initiated & facilitated by marketplace intermediation and matching system.

# Our portfolio

## Reselling model - Castorama

We are currently working on a close loop project for Castorama in Poland to turn their mix of foils / LDPE into products that can be regularly sold to Castorama customers.

We proposed flower pots and baskets made out of LDPE foil that can replace regular products and at the same time introduce a circular economy business model to our Client.

The project is in progress.  
Expected delivery: February 2022.



castorama



## Coffee grounds upcycling - McDonald's

The McDonald's chain asked us to prepare an ecological cup that could be used in the restaurant chain as an alternative to disposable cups.

In response, we suggested preparing a cup made out of coffee grounds generated in the McDonald's restaurants.

Project in conceptual phase.

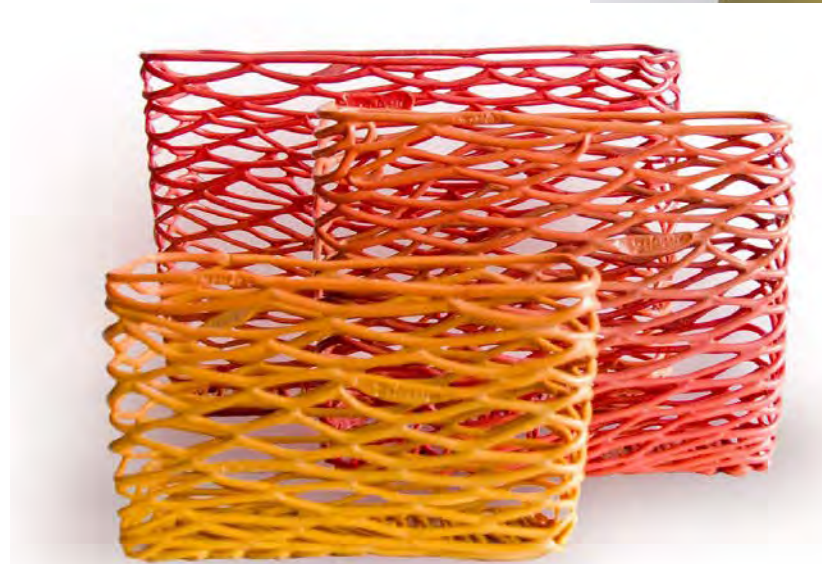


## Plastic upcycling - Coca Cola

Plastic upcyclers from Deko Eko turned Coca Cola PET bottles and caps into a new composite, out of which recycled & durable products like clocks or bowls were created. With 3D printing methods Coca Cola plastic waste was upcycled into kitchen and bathroom baskets.

### SCOPE OF PROJECT:

- challenge among designers
- materials analysis & match making
  - design & prototyping
  - production
- internal Shop-in-Shop

The classic Coca-Cola logo in its signature red script font, centered on a white rectangular background.



## Social upcycling

PET bottles from Coca Cola converted into public benches & small architecture objects in Helsinki  
The technology of 3D printing enables closing the material loop of plastic with a short recycling path and a zero waste production process.  
Furthermore, it can combine modular repair and mass customization, making a more circular city feasible with more engaged citizens and less CO2 emissions.



Coca-Cola

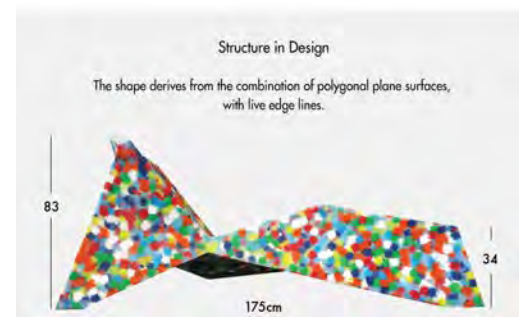
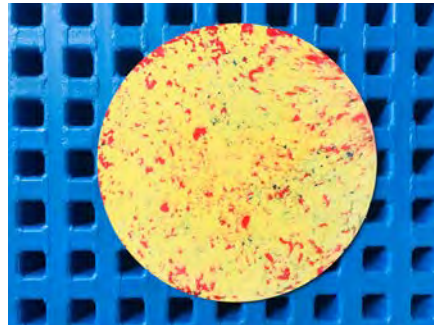
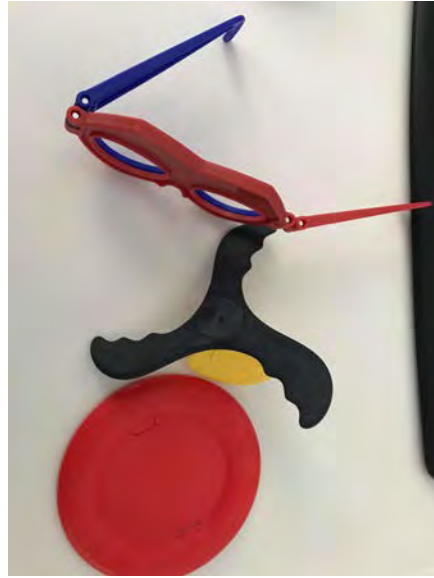


## Close loops / reverse logistics

We turned 8 tonnes of old plastic toys from Happy Meals into well designed benches & trays to McDonald's restaurants introducing a circular economy business model.

### SCOPE OF PROJECT:

- challenge among designers
- materials analysis & match making
  - design & prototyping
  - volume pricing
  - production



## Social enterprise activation

In a collaboration with social enterprises we are helping to boost the social inclusion and decrease the level of inequalities in labour markets due to disabilities. Together with Panato social enterprise from Poland we are turning old banners and roll ups from 475 McDonald's restaurants on regular basis into functional and practical bags, notes or calendars.

### SCOPE OF PROJECT:

- challenge among designers
- design & prototyping
- production



## Workwear upcycling - ALDI Group

The German company Miles Promocean commissioned DekoEko to design a shopping bag for ALDI company.

We undertook an interesting task - turning old workwear - shirts into a functional shopping bags for employees of ALDI.

The additional value of this project was the fact that the production took place in a "social enterprise", giving not only a 2nd life to waste materials but also a 2nd chance to socially excluded people.

**MILES**  
PROMOCEAN



## Branded Shop in Shop

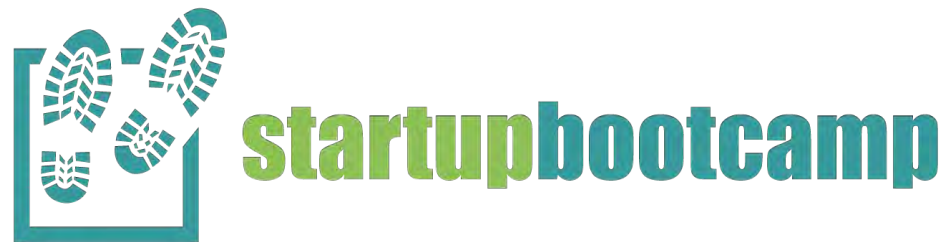
Chosen designers created a prototype collection of upcycling fashion & household products made out of Heineken bottles and caps with a goal to introduce them to a regular sales in Heineken Experience Museum Shop.

- SCOPE OF PROJECT:
- challenge among designers
    - design & prototyping
    - production
  - Shop - in - Shop collection



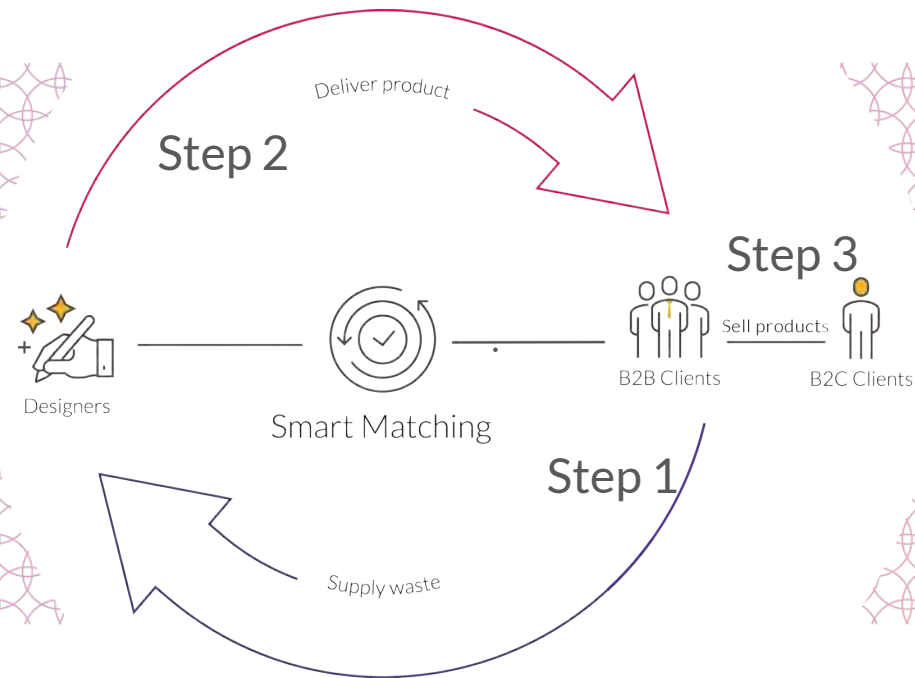


We even upcycled our Accelerator branded materials with a collection of upcycling products, that were exposed during our Demo Day in Amsterdam in 2018.



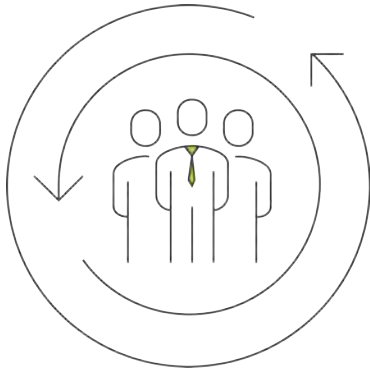
## Marketplace users

Dekoeko.com **circular marketplace** connects two groups of users - **(1) circular producers (Waste Upcyclers)** who can transform hard to recycle waste materials into durable products, and **(2) business clients (Waste Providers)** who want to give their waste a second life.



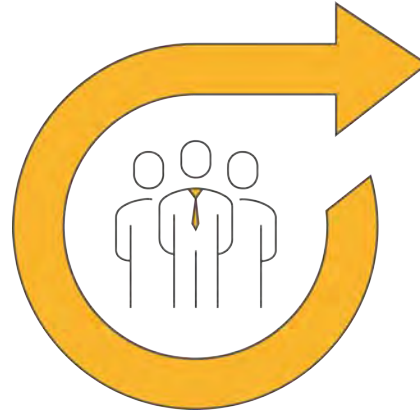
[Watch our movie](#)

## Main groups of business users



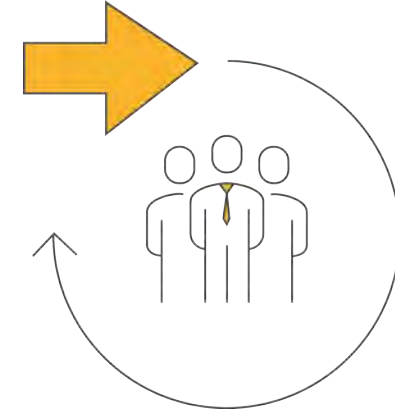
### Companies A

Companies that have waste and want to re-circulate and upcycle them for their internal goals.



### Companies B

Companies that have waste and want to get rid of them in more circular manner.



### Companies C

Companies that don't have waste but want to have circular product lines.



## Marketplace functionalities

### Upcycle Designer

Designs & uploads products that will be available in the Smart Matching search engine; could be produced out of waste provided by a business client.

Can collect materials for upcycling production from the level of his / her account.

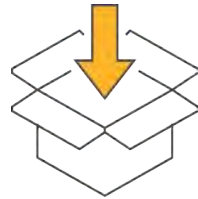
Takes part in Challenges / contests for creating an upcycling product.

Can sell collection of upcycling products produced from provided waste directly to business clients and their employees.

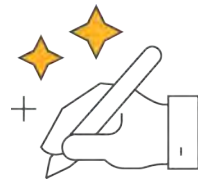
### Main functionalities of the platform:



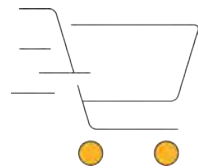
**SMART  
MATCHING**



**UPLOAD  
WASTE**



**CREATE A  
CHALLENGE**



**SHOP in  
SHOP**

### Business User

Searches for products that can be made from their waste, requests a prototype of upcycling product and asks for volume pricing.

Shares its currently available materials and used products by uploading them to the system.

Publishes Challenges / contests for designers to their particular waste materials.

Can create its own collections of branded upcycling products to make it available for sale to its employees and contractors at a discount price.

### Main benefits of **Business Client account**:

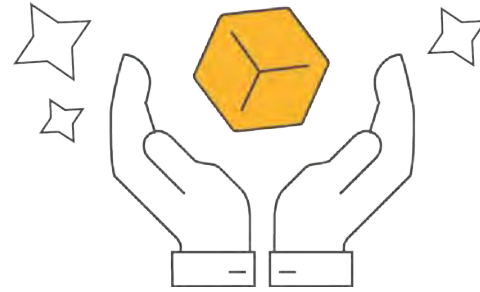


- **Access to the latest technologies and unique design** - the largest ecosystem of upcycling designers in Europe available fully online.
- **Smart Matching and customisation** - fast and easy research of upcycling ideas via tools. A great source of inspirations for your upcycling production.
- **Second life of corporate waste** - unique possibility to monetize company's waste streams, create new product lines for employees, clients and business partners of a company or introduce fully circular open & close loops processes.
- **Knowledge, inspirations and support** - strengthening the CSR policy and circular competences. Helping companies to reinvigorate their sustainability strategy & vocalise their circular story.

### Main benefits of **Designer account**:



- **Access to new waste streams** - collecting waste uploaded by companies in order to boost Designers' circular production.
- **Sales to new customer segments** - the possibility of building Shop-in-Shops in cooperation with Deko Eko's business clients (well-known brands) to sell upcycling products to company's employees and contractors.
- **Boosting a circular brand awareness** - participation in unique marketing campaigns of Deko Eko platform and its well-known business partners.
- **Cooperation with world's largest brands** - providing upcycling products and unique prototypes for Deko Eko business clients.



### Transactional

Deko Eko charges commission on each upcycling production (B2B contracts):  
**30%-50% margin**

Estimated revenues: 2022-2024:  
2022: €622 500  
2023: €853 000  
2024: €981 660

### SaaS Fees

Marketplace fees from **basic** and **premium accounts** :  
- designer account  
- business account

Estimated revenues; 2022-2024:  
2022: €279 863  
2023: €485 944  
2024: €738 538

### Royalty Fee

Resellers fee for introducing upcycling products to retailers.  
**Share in sales** profits from products introduced to sales.

Estimated revenues; 2022-2024:  
2022: TBC  
2023: TBC  
2024: TBC

### Growth factors:

- 1,2 trillion Euro opportunity in circular economy.
- Circular economy - the most growing trend in recent years among the largest global companies and organizations.
- EU regulations on waste management, circular economy and plastic tax.
- Increasing consumer awareness of the global problem of waste.
- Over 800,000 independent shops in Europe that could buy products from marketplace in B2B formula.



## Competition and benchmarks

### E-COMMERCE PLATFORMS



Too Good Too Go in food market



over 200,000 upcycling products

### B2B MATCHMAKING PLATFORMS



smart matching upcycling platform from the Netherlands



### UPCYCLING COMPANIES



the biggest upcycling company in the world

### RECYCLING COMPANIES



### PLASTIC UPCYCLING COMMUNITY



Bazaar - e-commerce platform

### CORPORATE GIFTS MARKETPLACE



### Our competitive advantage:

- the first platform connecting business clients with upcycling creators for retail industry
- a wide base of trusted clients - global brands
- smart matching machine learning technology and auto recommendation system
- know-how of the Founder and the team - 7 years on the upcycling market

# Achievements

## Clients:

ALDI orange McDonald's  
L'ORÉAL T-Mobile...  
Canon Coca-Cola IKEA  
ERGO HESTIA suez nationale nederlanden  
BNP PARIBAS  
castorama

## Numbers:

700+ upcycling designers

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80+ business clients | present on markets - NL and PL 3

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100+ waste streams | 600+ upcycling products | 16 designers markets

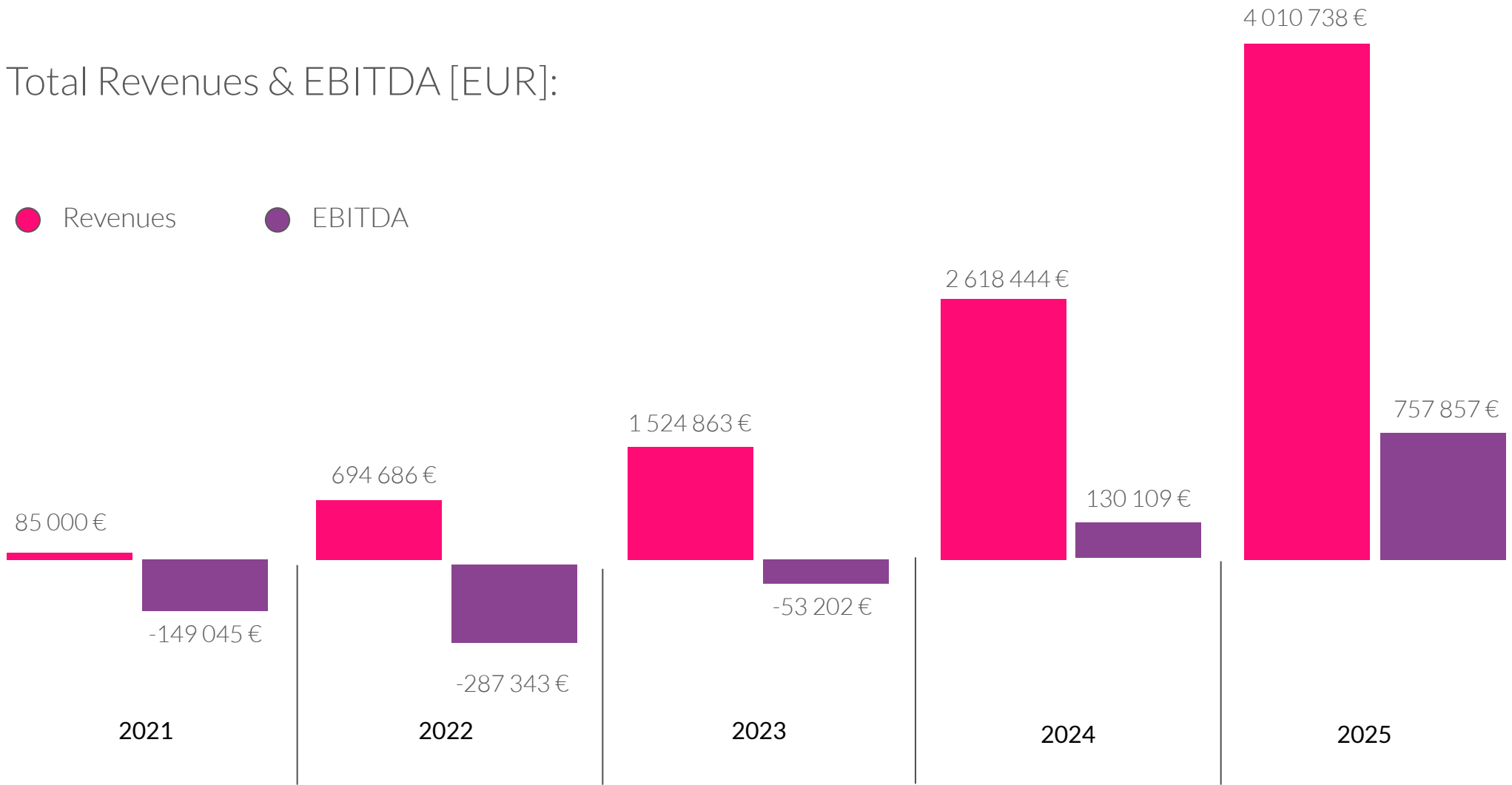
## Partners and media:

generopusminds  
DANUBE ANGELS STARTUP SCHOOL  
ekosystem pozytywnego wplywu Women who Tech KOZMINSKI BUSINESS HUB  
Startupbootcamp CEE Released Polska  
CHIVAS VENTURE Forbes THE NEXT WOMEN  
NEDERLAND CIRCULAIRE HOTSPOT changeNOW INTERNATIONAL SUMMIT FOR CHANGE

### Total Revenues & EBITDA [EUR]:

● Revenues

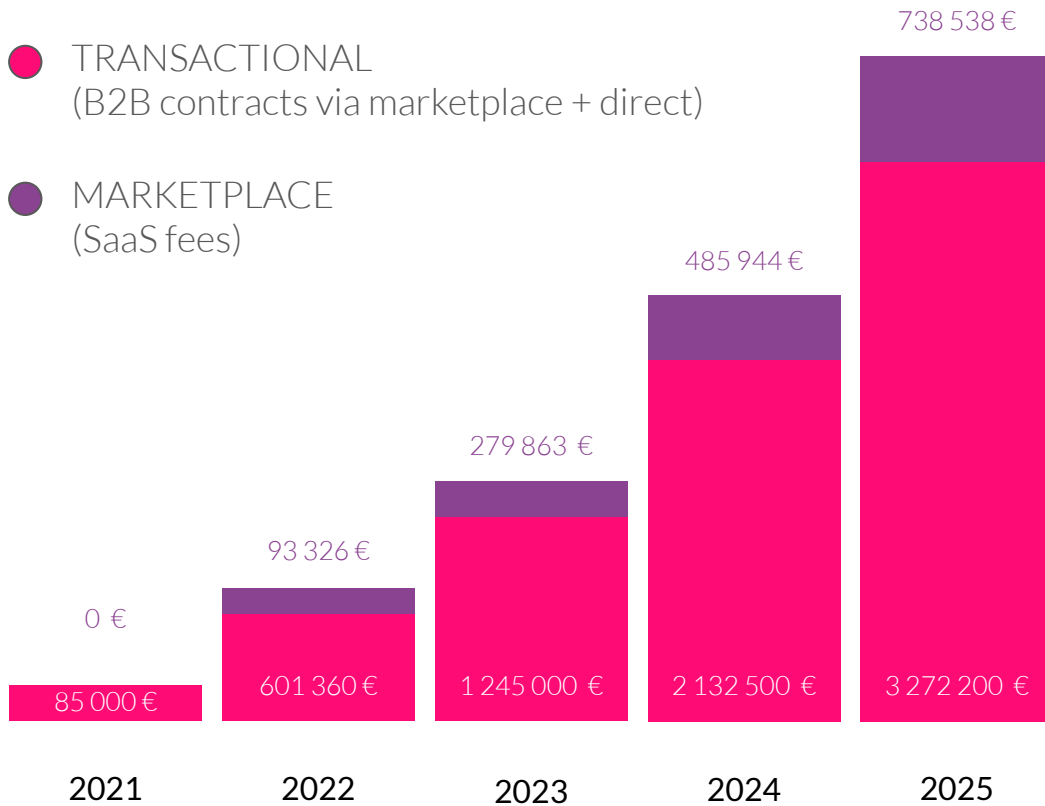
● EBITDA



## Revenue structure

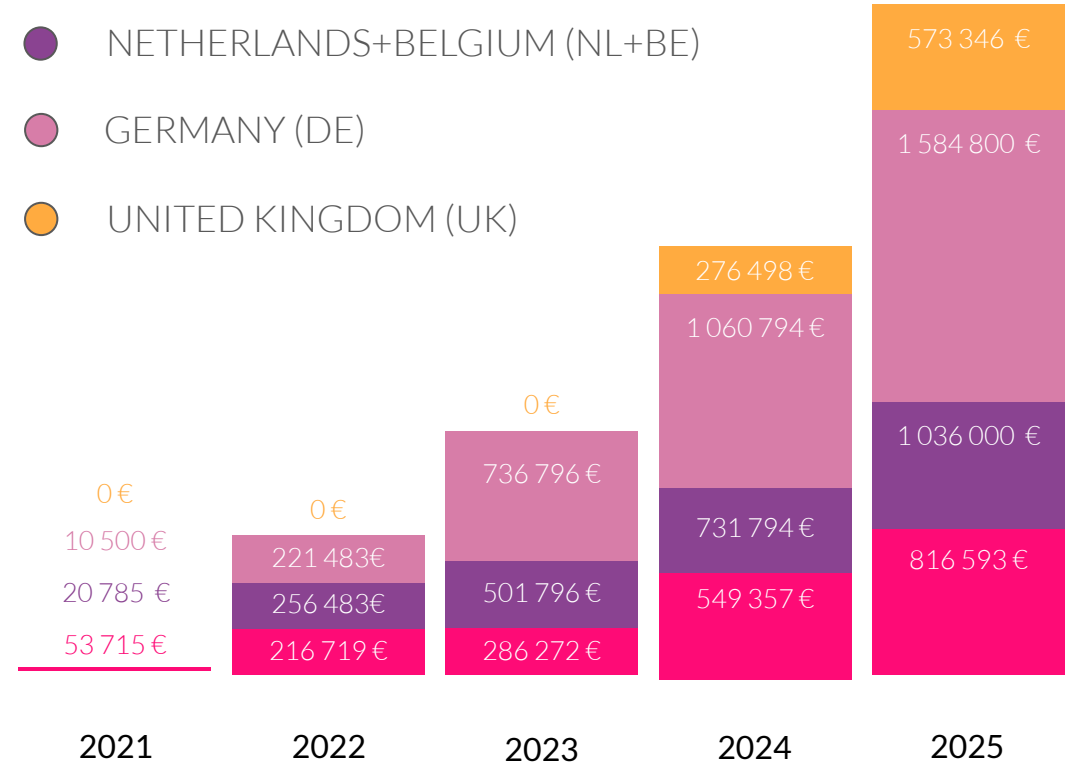
Revenue structure by the type of revenue:

- TRANSACTIONAL (B2B contracts via marketplace + direct)
- MARKETPLACE (SaaS fees)



Structure of revenues by country:

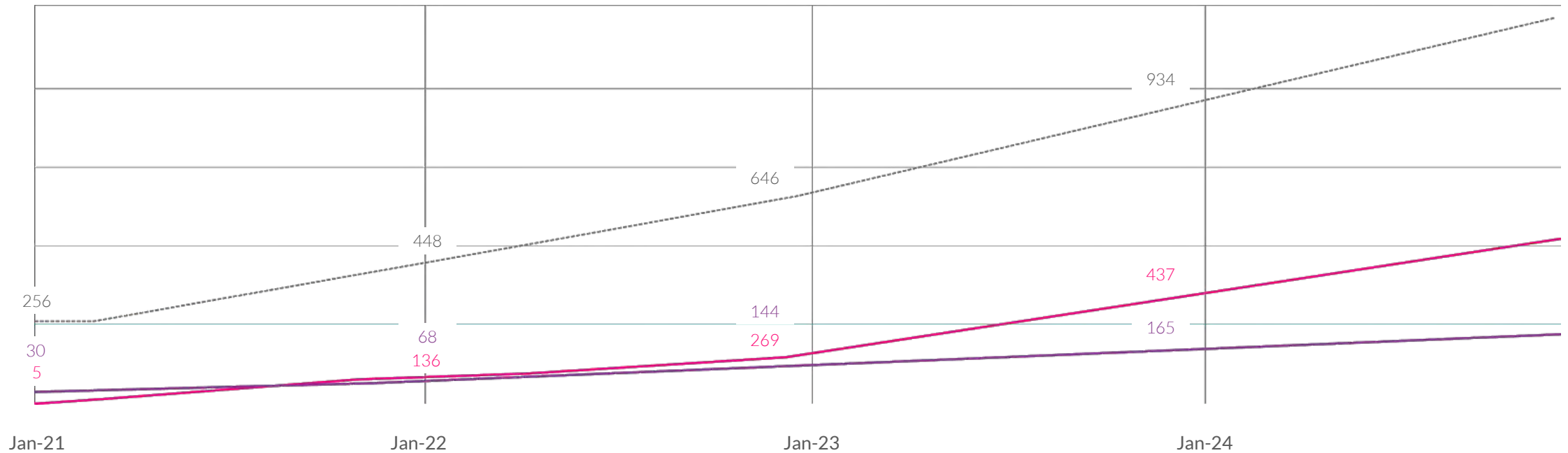
- POLAND (PL)
- NETHERLANDS+BELGIUM (NL+BE)
- GERMANY (DE)
- UNITED KINGDOM (UK)





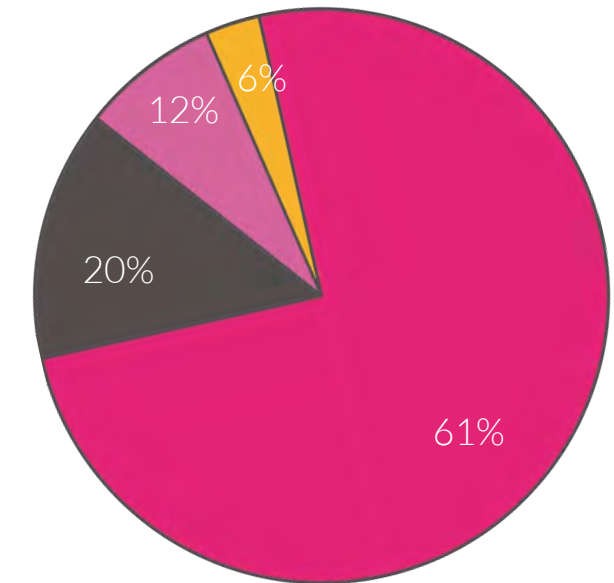
Marketplace - number of accounts - forecast:

- B2B accounts
- Designers accounts
- - - Total number of designers



## Financial ask 500 000 EUR

Position:	2021	2022	2023	SUM
Development costs on the NL + BE market	61 204 €			<b>61 204 €</b>
DE market entry costs	29 356 €			<b>29 356 €</b>
UK market entry costs			100 956 €	<b>100 956 €</b>
IT team maintenance and development	79 350 €	133 860 €	92 027 €	<b>305 237 €</b>
<b>TOTAL:</b>	<b>132 900 €</b>	<b>133 860 €</b>	<b>271 271 €</b>	<b>496 754 €</b>

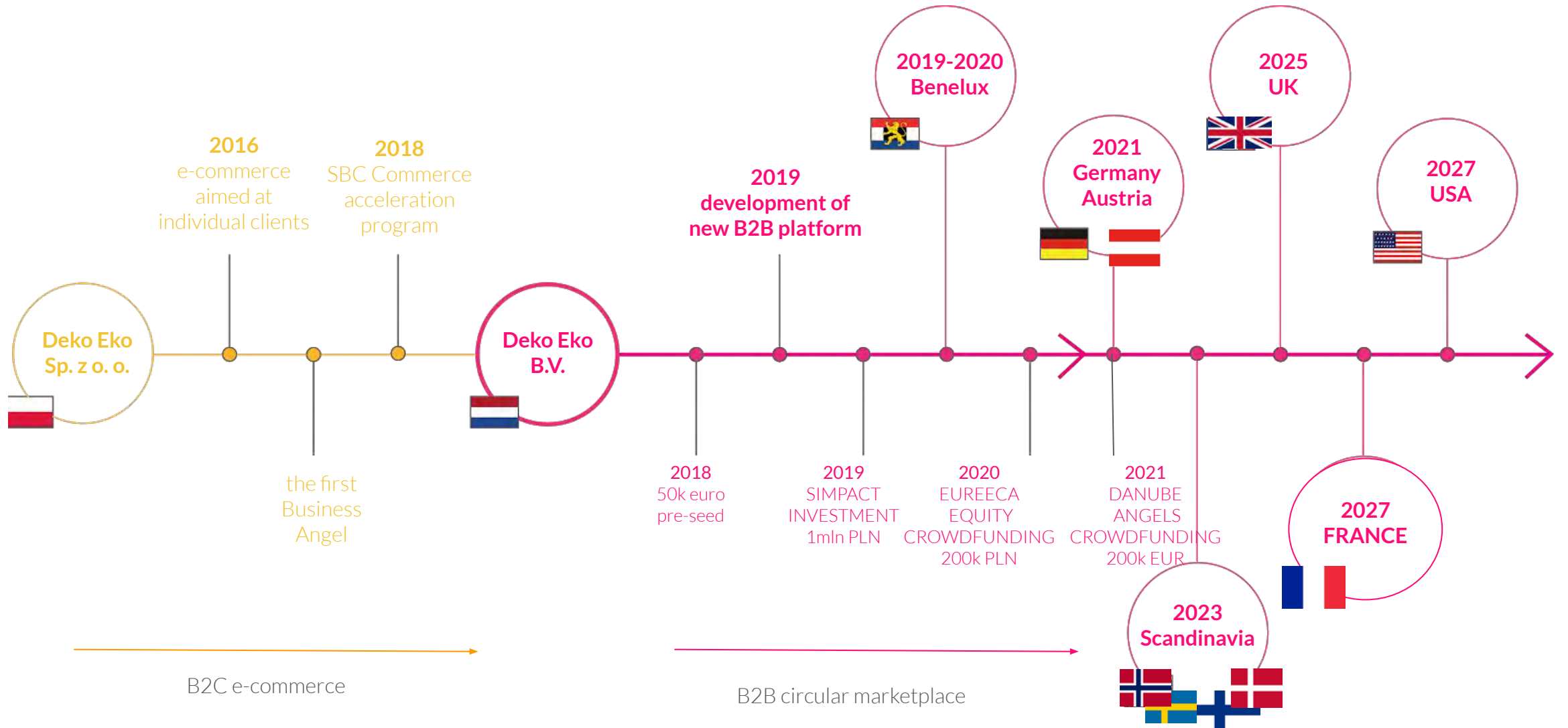


- IT team maintenance and development
- Development costs on the NL + BE market
- DE market entry costs
- UK market entry costs

Company valuation: 2,1 mln EUR

We are open for grants, convertible loans, equity and loans.

# Deko Eko development



# Dekoeko's impact assessment picture

## Long-term impact:

We help our business partners to achieve long-term **SDGs goals**:

12.5

**SUBSTANTIALLY REDUCE WASTE GENERATION**



12.6

**ENCOURAGE COMPANIES TO ADOPT SUSTAINABLE PRACTICES**



12.8

**PROMOTE UNIVERSAL UNDERSTANDING OF SUSTAINABLE LIFESTYLES**



### To be achieved through:

- Supporting companies in circular change by introducing regular upcycling activities inside companies.
- Developing circular marketplace online that eases and speeds up the process of upcycling.
- Introducing dedicated collections of products from waste materials for re-sale in retail industry.

### Broke down into various outcomes:

- # of** upcycling products & waste types
- # of** B2B contracts
- # of** re-selling partners
- # of** companies registered on circular marketplace online

### Measured by:

<b>kg /m2</b>	of materials re-used
<b>tons</b>	plastic recycled / upcycled
<b>%</b>	growth of usage of waste in retail production
<b>%</b>	of companies introducing circular practices
<b>tons</b>	reduced carbon footprint

## Our Team



**Agata Frankiewicz**  
Founder & CEO



**Marek Frankiewicz**  
Co-founder & CTO



**Łukasz Faciejew**  
Chief Product Officer



**Adam Majkowski**  
Senior Developer



**Bartek Radniecki**  
Marketing & PR Manager



**Jacek Kędzia**  
New Business Manager PL & EUR



**Mariola Tylek**  
Project Manager



**Katarzyna Szewczyk**  
Junior Project Manager



**Ewelina Antonowicz**  
Scouting Designers

## Advisory Board & mentors



**Frank Stienstra**  
Former CEO of ABN AMRO Lease



**Ernst Hoestra**  
Managing Director of SBC Commerce



**Marcel Timmer**  
Value creation, change & innovation



**Annegien Blokpoel**  
Strategy advisor, investor relations



**Bolesław Rok**  
Mentor & investor, “father” of Polish CSR



**Julian Roux - Stevens**  
IT & Development Mentor & co-founder

# Let's upcycle the world together!



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