

The background is a solid blue color with a repeating pattern of white line-art icons. The icons include a smartphone with a hand holding it, two water bottles, a recycling symbol, a wine glass, a cardboard box, a bicycle with a basket, and a recycling bin.

REICHLAPP

Pitch Deck 2019

We have problems with
GARBAGE



17 M TONS





ONLY

1%

IS RECYCLED

And why don't people recycle??



40%

Don't know **where**
or **how** recycle



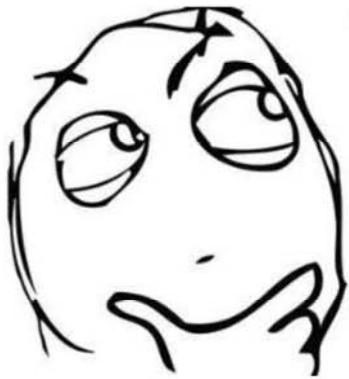
17%

Don't **want** to recycle



15%

Don't **have time** for recycle



so, who is recycling RIGHT NOW??

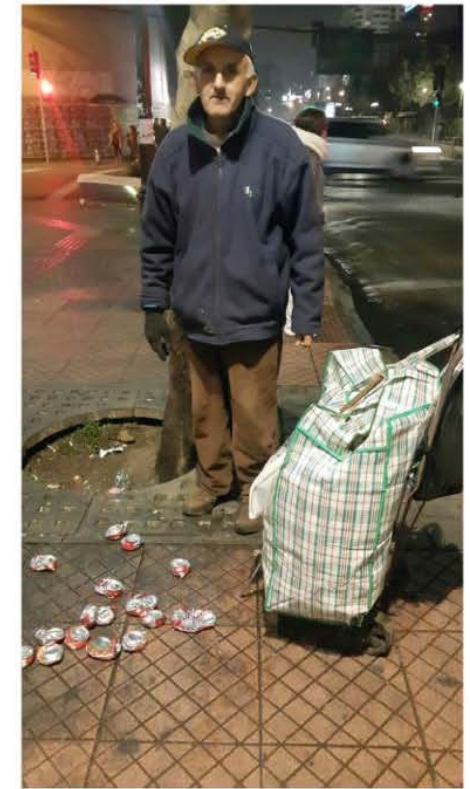
WASTE PICKERS







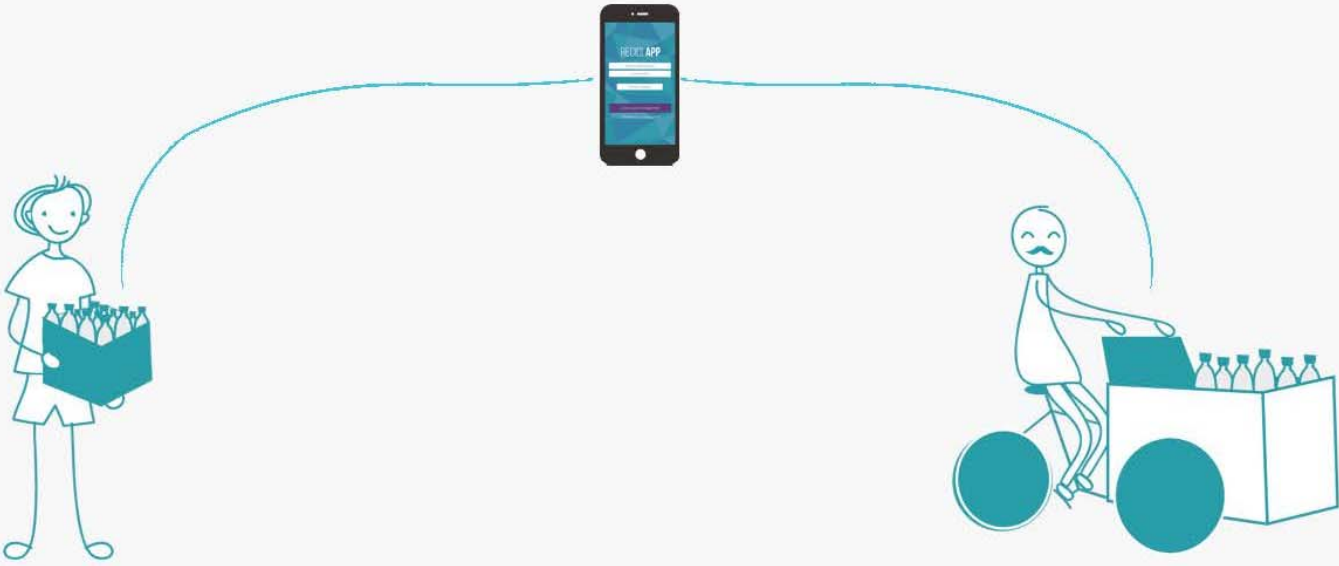
WASTE PICKERS



working in
POOR CONDITIONS

RECICLAPP

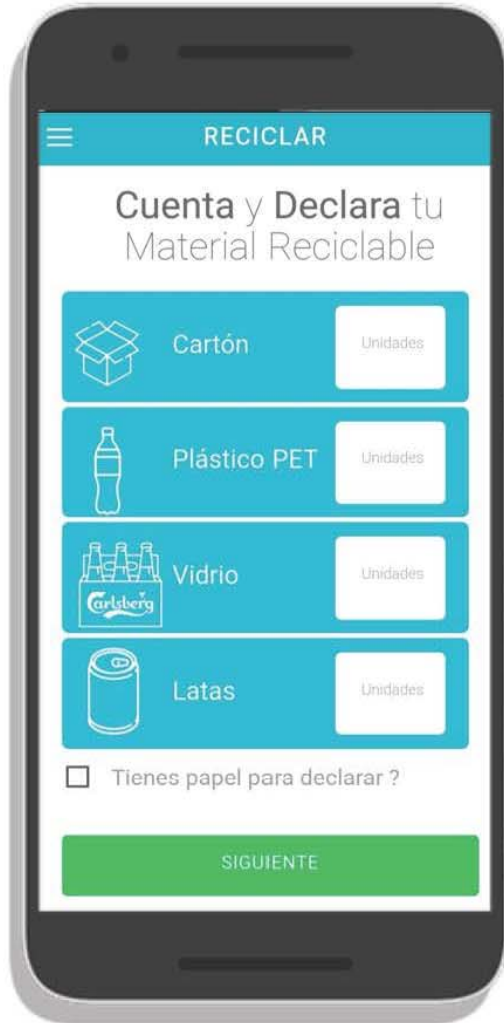
"The uber of recycling" *NY Times, Feb 2017*



Personas

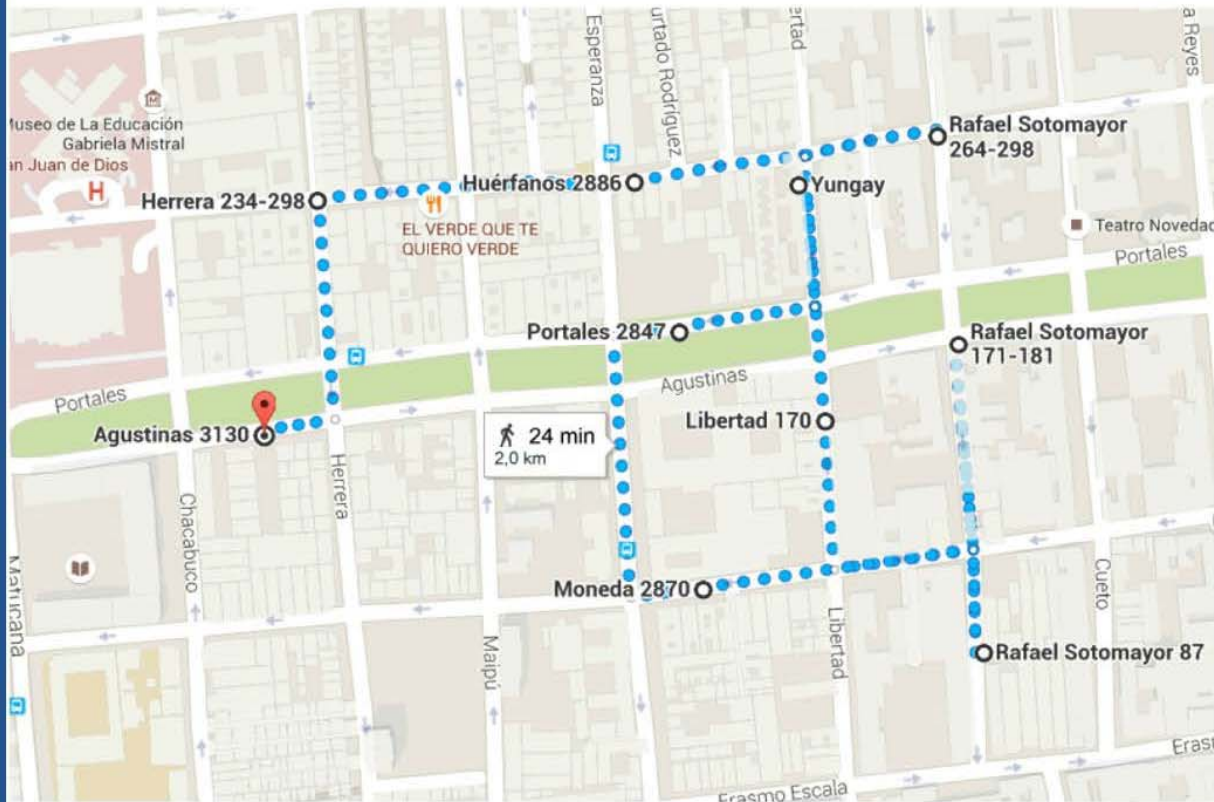
Recicladores de Base

HOW DOES IT WORK?



- 1 DECLARE IN THE APP**
all that you have in your home

HOW DOES IT WORK?



2 CREATE RUTES
for the waste pickers

HOW DOES IT WORK?



3 **WAIT FOR THE PICKUP**
in your home.

THE EASIEST WAY TO RECYCLE



- Recycle in your home (*free*)
- Win some points
- Find amazing awards in the app.



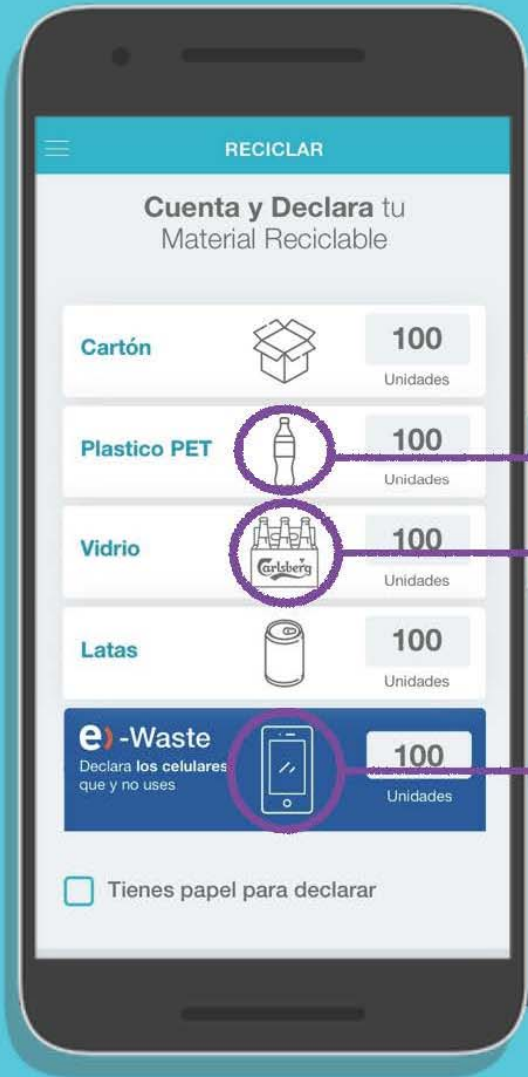


Interesting, right?



Business Model Data & Branding

In APP Companies who'r looking for:
B2B Model - Branding in the app. **Data of collections** because they need to comply a law of recycle.



vital

Carlsberg

e) entel

Count of matherial collected (tons / month)

2,2 - 2,8

6,5 - 6,8

0,4 - 0,55

% of recycling vs monthly production.

0,0015% de la producción mensual.

5,5% de la producción mensual.

0,18% de la producción mensual.

#RENEVAHP

PASOS A SEGUIR

1 LLEVA TU
IMPRESORA
ANTIGUA DE CUALQUIER
MARCA



DEPOSITALA ACÁ
Y OBTÉN UNA NUEVA
A UN PRECIO INCREÍBLE

2



3

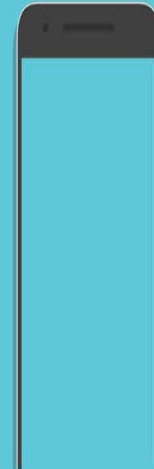


RECICLAPP

Reciclapp llevará tu impresora
antigua al centro de reciclaje de Chillán



falabella.com



Campaign that invited to recycle the old forgotten printers
in the home, in **39 Stores of falabella in Chile.**

More than **3 Tonnes of printers were collected**, wich were
arranged with and electronic waste plant



TU IMPRESORA RECICLADA
TAMBIÉN SE TRANSFORMA
EN PRÓTESIS PARA NIÑOS

#RENEVAHP



Fundación
Prótesis 3D



RECICLAPP



falabella.com



So, what are you waiting to start recycling?



Join us !!!





RECICLAPP

Pitch Deck 2019

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