

The logo features the word "PLAEX" in a bold, white, sans-serif font, centered within a white, irregular, hand-drawn style border. The background is black and filled with a network of white dots connected by thin white lines, resembling a molecular or digital structure. The dots are of varying sizes and are distributed across the entire frame, with a higher density around the central logo.

**PLAEX**

**Incorporated 2020**

### The European Union

Mandate for 2025, that all member states  
recycle waste above 55%.\*  
Less than 10 of its countries will actually  
achieve that goal.\*\*

\*EU (Article 11(2)(c) to (e) of  
[Directive \(EU\) 2018/851](#)).

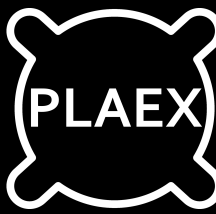
\*\*[Eurostat](#) (23/05/2019)

### The Netherlands

Instituted an EPR for PMD waste for businesses in 2023.  
Financially incentivizing proper waste sorting at the point of  
disposal.

Source: [Afvalgoedgeregeld](#)

# THE PROBLEM



Human error at point of disposal

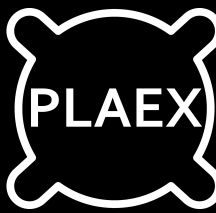


Picked up as residual or contaminated streams



Too expensive/impossible to sort later

# CAPITAL RAISED



€1500 for UT Challenge audience 2019



€5000 from Cogas group



€4000 UT Challenge 2020



€450 from Vermaat Group



€10000 CSU innovation awards



€20000 MIT Feasibility grant



€1000 Unloc Young Entrepreneurs Challenge



€100 for PHIA 2022

Total Raised: €42050



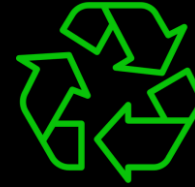
# Automatic waste sorting bins



[Garby The Garbage bin](#)



Automatic waste sorting  
"Discard & forget"



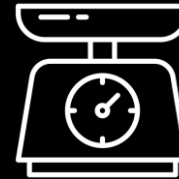
Recycling rate increase with  
over 80% accuracy



Online dashboard connection



Specific waste recollection  
>30 specific objects



Integrated weighing scale



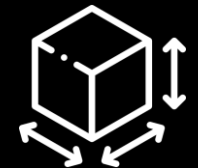
Integrated fill level sensors



The first point of contact with  
waste  
(↓cross-contamination)



Provides insights

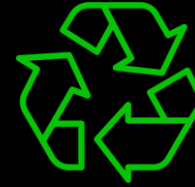


4x 40L volume per sub-  
fraction of waste.

\*Prototype sorts PMD, Paper, Plastic, Organic & Residual waste.



Gamification



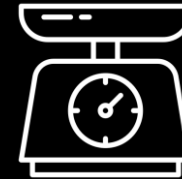
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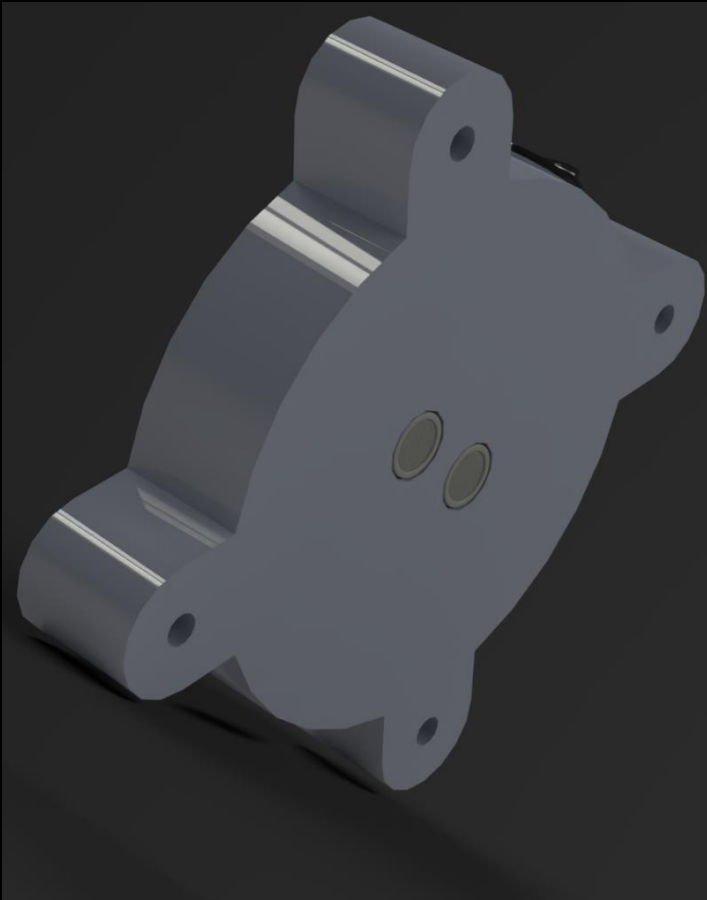


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Provides insights

\*Prototype sorts PMD, Paper, Plastic, Organic & Residual waste.



Garfill sensor



Provides insights



Online dashboard connection



Integrated fill level sensors

\*Prototype sorts PMD, Paper, Plastic, Organic & Residual waste.

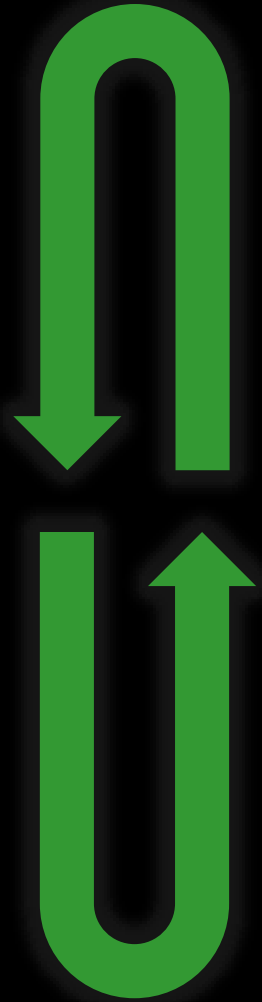
# MARKET ENTRY

Pilot test with potential customer

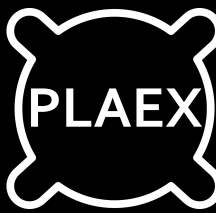
Post-pilot discussion to decide the amount of bins required

Lease agreement with client

(New) customer attraction via successful promotional efforts



# LAUNCHING CUSTOMERS



- Successful pilot test in April.
- Signed the letter of intent and
- 2<sup>nd</sup> Pilot to be underway before purchase



- Piloted at their stadium
- Received funding interest and 2<sup>nd</sup> pilot for acquiring our bins



In discussions to pilot at their client's facilities; the Ajax stadium and Hogeschool Leeuwarden.



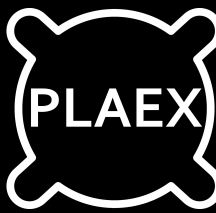
Piloted Garby at PSRE event in 2022. Awaiting date for 2<sup>nd</sup> of pilot test



Incentive to reduce residual waste costs via improved sorting. In discussions for piloting the bin at student residences.



# MARKET SIZE



## TAM

**229,185 bins**

€ 272m ARR

## SAM

**128,046 bins**

€ 152m ARR

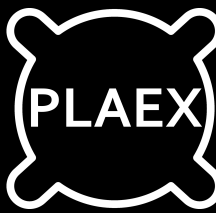
## SOM

**12,805 bins**

€ 15m ARR

*NB: This market size is for Garby, in the Netherlands. ARR – Annual Recurring Revenue*

# OUR ADVANTAGES



- Faster sorting
- Compact size
- Mobile bins (battery powered)
- Cheaper than the rest
- Bins made with recycled materials
- More customizable AI

# COMPETITION

Company	Shortcoming
Bin-E	Bin size is too large, slow sorting
Big Belly	No waste sorting
Clean Robotics	Only sorts 2 streams of waste
Intuitive AI	No waste sorting No fill level information
Cycled Technologies	Only sorts 2 streams of waste





Sustainability focused entities

With zero-waste policies & recycling goals for their office spaces.

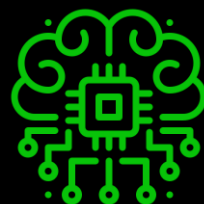


Subscription fee

€3-5k per bin + €50/month fee per bin\*



Online dashboard connection



Artificial Intelligence updates

*\*Business model depends on investment raised*

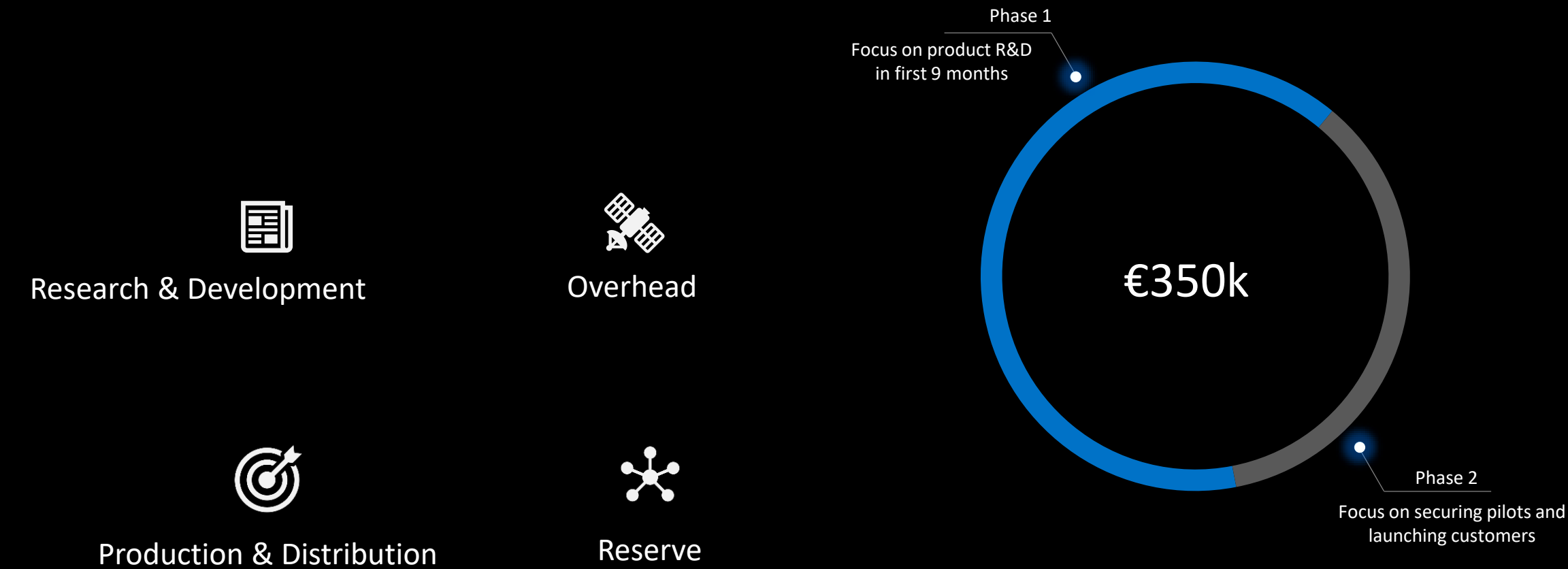


**BUSINESS MODEL**

# INITIAL €350k SEED INVESTMENT ALLOCATION (VFF)



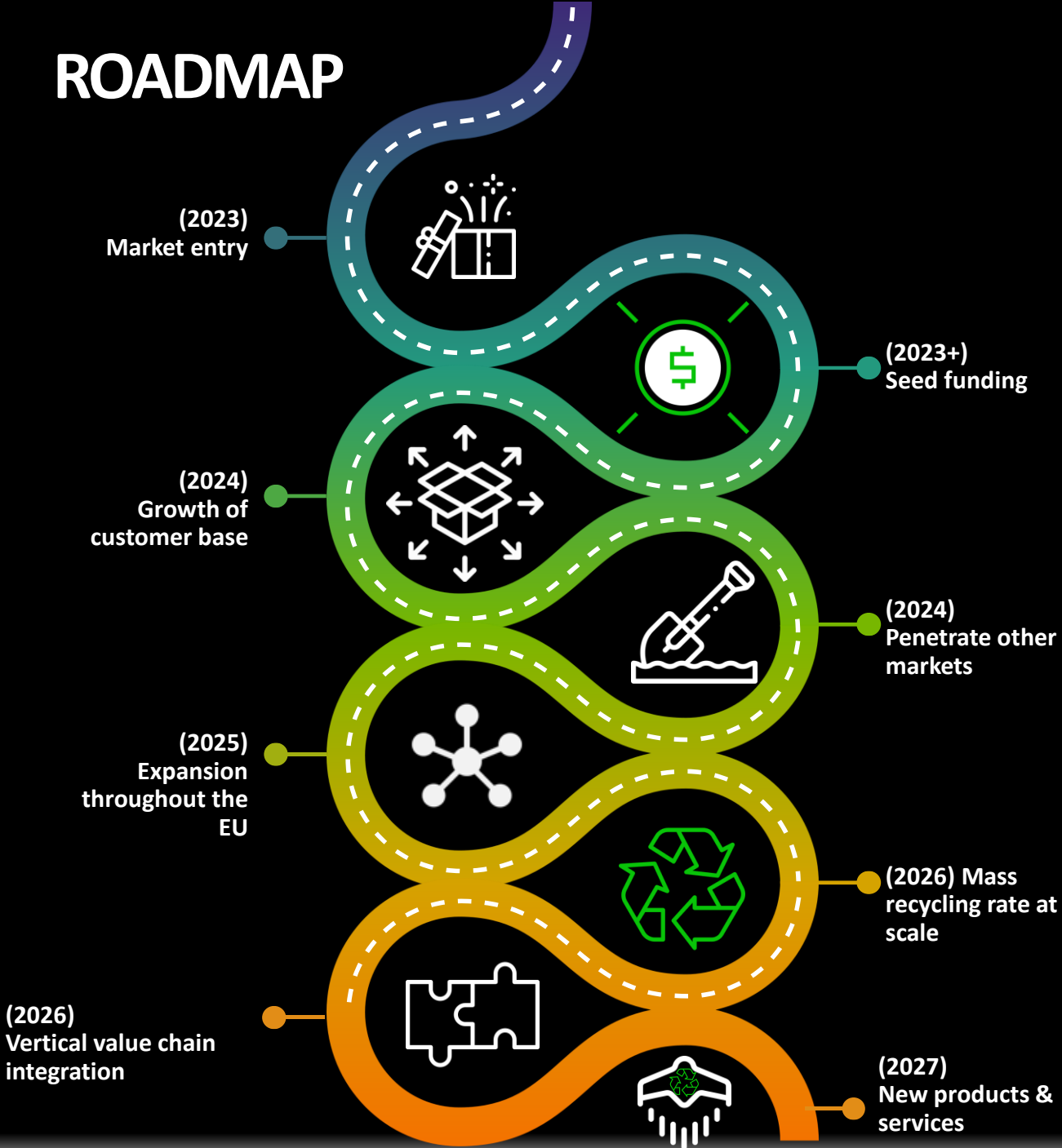
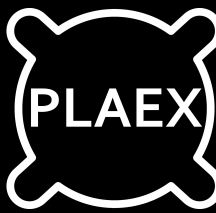
x



*\*Breakdown of the costs for the 350k can be found in the business plan. It is assumed that after the initial market penetration, the remainder of the initial investment requirement will be raised*



# ROADMAP





## Tyrell

CEO x CTO



## FOUNDERS

- Executive & Technical lead.
- Engineering background
- Born & Raised in the Caribbean
- Cancer survivor and kept working during treatment

- Strategy Lead.
- Product management background
- Widowed mother, little opportunities
- 1000x his net worth and has only just begun.

## Victor

CSO (Strategy x Sales)



# OTHER MEMBERS



John Okoro

Production & Annotation



Rodolf Canhe

Market Researcher



Ahmed Shafiq

AI Developer



Abdullah Kurshid

Marketing



Tunde Adekoya

Frontend Development



Minase Berhane

Backend Developer



Oussama Fadhi

Backend Development



Andrej Gros

Marketing



Kalin Doychev

Website Development



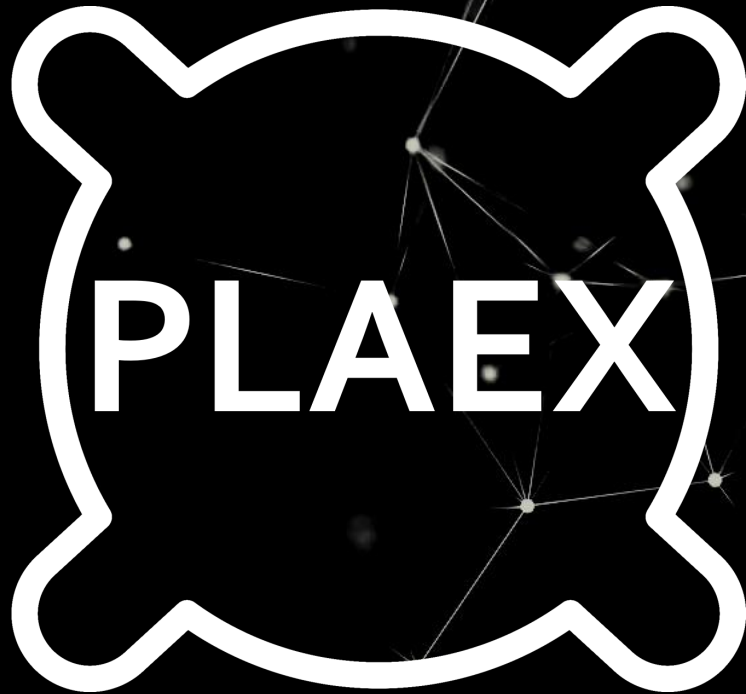
- [Real-time operation](#)



- [Removing full bins](#)



It's not complex, it's



- ✓ Maximizing waste recyclability
- ✓ Creating cost savings/revenue gains
- ✓ Sustainable policy compliance, CSR, & Branding



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