



Starthubs Challenge: Making LaLiga Sustainable

We are delighted to participate in the challenge to make LaLiga sustainable in the future. Enclosed, you will find our pitch, outlining our innovative solution. We eagerly look forward to the event on June 26 in the Netherlands and the opportunity to present our ideas in person.

- ***Company profile including year of incorporation, number of employees, turnover / capital raised and contact details.***

Goodless Smart Group was incorporated in 2019 in Ghent, Belgium. Our company is focused on reducing plastic waste and providing reusable smart packaging solutions.

We offer a unique "**re-use as a service**" model.

Currently, our team consists of 7 full-time employees, and we have additional open positions. In addition, we collaborate with a group of freelance specialists in RFID technology and software development, and we have strategic partnerships with other industry experts.

With a capital of 275,000 K, we have also secured 750,000 K in private funding from the company owners.

You can find us at Europalaan 68, B-9800 Deinze. For inquiries, please contact us at Tel. +32.496.27.27.27.

Key personnel:

- CEO/Owner: Rudi De Kerpel (Founder)
- Board member: Koen Heyvaert (since 2021)

- ***Identification of the need or problem to be solved.***

The need or problem to be solved is as follows:

Starting in 2023, the European Union will enforce a ban on single-use items, making reusable products the standard for all events, festivals, and public activities. Additionally, a similar ban on disposable food packaging is scheduled for 2025.

However, the shift to reusable materials poses challenges and frustrations for both consumers and business partners/catering executives. One specific challenge is the requirement of a deposit when using reusable materials.

At Goodless Smart, we aim to alleviate these challenges and provide a solution that benefits both the Horeca industry and the customers. Our solution ensures that customers receive their deposit back, including deposits for their friends' cups. The refund process is automated upon return, without the need for third-party intervention. This is made possible by the implementation of an RFID tag in the cup, which enables us to identify the deposit payer and link it to the corresponding number of cups paid.

- ***Value proposition and business model***

For the customer, our value proposition is that they will receive a full refund for all the deposits they have paid, including those of their friends when they return their cups. In the current system, only the person returning the cup receives the refund, which may not necessarily be the person who paid the deposit.

The horeca industry benefits from our solution in several ways: faster sales at the counter without delays in settlement, prevention of cup fraud (ensuring that customers are not refunded more than what they bring in), efficient management of deposits, and the ability to identify potential abuses. Additionally, our solution promotes a cleaner event site with minimal waste costs.

For organizers/clubs, our system enables the measurement of reduced ecological footprint. The costs associated with cleaning the event venue are significantly reduced.

- **Identification of Potential Users, Customers, or Market:**

- Sport: football- and sportteams (recurrent business)
- Festivals and events (yearly one shots)
- Coffee on-the-go (recurring)
- Food on-the-go (recurring)
- Corporate canteens (recurring)
- Packaging's for (food) retail (recurring)

- **Main Functionalities and Competitive Differentiation:**

- Smart process - bins, cups & app (patented): Our solution involves the use of machines for the return of beverage cups, food packaging, and PET bottles, eliminating the need for manual handling.

- Digital and sustainable closed loop from A to Z.

- We have developed a dashboard with multiple layers, starting from Goodless (collecting all transaction data while ensuring GDPR compliance), B2B level (local consumption), and extending to B2C (providing consumers with an overview of their transactions).

- Marketing advantages:

Our cups and materials can be personalized for branding and marketing purposes, allowing for brand activation and marketing campaigns.

-Transparent and KPI-driven partnership:

We provide clear insights and overviews of the entire flow of our system at any given time, enabling a transparent and performance-driven partnership.

- ***Internationalization plan***

Our ambition is to expand our operations beyond the Benelux region and establish a global presence. By the end of 2023, we plan to have a number of venues in the Benelux countries, where we will further roll out our concept using a licensing model.

In order to facilitate our international expansion, we have forged a strategic partnership with RE-UZ, a prominent player in the reusable packaging industry. RE-UZ is recognized for its expertise and innovation in providing reusable cups and food containers. They have successfully participated in high-profile events, including the upcoming Paris 2024 Olympic Games, where they will serve as the exclusive partner for reusable packaging solutions.

Through our collaboration with RE-UZ, we will leverage their extensive experience and resources to enter the markets in France, Germany, and Spain by the end of 2023. This strategic partnership will enable us to establish a strong presence in these countries and drive the adoption of our sustainable concept on a broader scale.

By combining our unique approach with RE-UZ's industry knowledge and expertise, we are committed to creating a global impact and promoting the widespread use of reusable packaging solutions. Together, we aim to revolutionize the way products are packaged and consumed, contributing to a more sustainable future.

- ***Scalability and growth***

Our modular system has been specifically designed to facilitate rapid growth in partnership with interested parties. The flexibility of our system allows for easy expansion, making it possible to quickly scale operations.

Looking ahead, we are committed to prioritizing innovation and development to address the evolving challenges associated with reusable products. Our focus extends beyond beverages, as we recognize the immense potential in the market for reusable food packaging. By staying at the forefront of innovation, we aim to tap into these opportunities and further expand our reach.

- ***Technical definition of the project (at a technical level) and commercially viable***

Implementing the Smart Concept is straightforward, requiring only an API connection to the local point-of-sale (POS) system. All other necessary devices and infrastructure are provided by Goodless Smart Group. Our concept operates on a plug-and-play model, ensuring ease of installation and integration.

To showcase the effectiveness of our concept, we have successfully implemented an application at KAA Gent in Belgium. This grandstand accommodates 15,000 visitors, with consumption levels ranging from 30,000 to 50,000 per match. This initial installation demonstrates the practicality and scalability of our solution.

To gain a visual understanding of our concept in action, we invite you to view the following video:

<https://www.dropbox.com/s/42p82y1k672ewiz/Goodless%20B2B%20Video%20V3.mp4?dl=0>

We appreciate the opportunity to present our company and eagerly await your positive response.

Deinze, June 7, 2023

Rudi De Kerpel

CEO, Goodless Smart Group