1. Our mission

Make **reusable containers** the new standard for take-away meals and food delivery
2. Problems

Everyday, **15 tons** of disposable packagings are **trashed in Paris**

- **78%** Of French people suffer from eco-anxiety
- **+40%** Average increase in food packaging prices over last 3 years
- **89%** of 18-34 employees expect tangible environmental actions from their company

**Consumers** are growing concerns about their daily waste, but they are not ready to make efforts

**Restoration companies** face an increase in packaging prices but can't handle circular logistics

**Companies** are pushed to act for the environmental transition but lack solutions

SOURCE: French Ministry of Sustainable Development, CONNECOM, Usine Nouvelle, Le Monde, Le Figaro
3. Solution

1. User’s lunch is packed in a connected PyxoBox by the food partner.
   - Operated by the food partner.
   - Operated by Pyxo or contractors.

2. User go get his meal to take away or get it delivered and is paired to his PyxoBox.

3. Dirty dishes are collected in the PyxoCorner within the client offices.

4. Logistics are handled with clean transportation & PyxoBox are unpaired from users.

5. PyxoBox are cleaned in a washing center.

6. Clean PyxoBox are delivered to the food partner.

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4. Advantages

Pyxo provides restoration companies with connected reusable containers and ensures all additional logistics with collectors within offices.

Consumers
- A green action at every lunch
- No additional fees, no distant return
- Fidelity program and gamification

Restaurants
- Enhanced and innovative packaging
- No change in logistics nor pricing

Companies
- A plug&play innovative green solution for employees’ lunch
- No constraints on employees
- Tangible CSR policy with quarterly reportings

86% Net Promoter Score of Pyxo users
75% of restaurants ready to shift to Pyxo
10 shipping containers of waste avoided per company thanks to Pyxo
5. Products

**Connected reusable PyxoBox**

- Geolocation with Bluetooth technology: *optimized logistics*
- Temperature and opening sensors: *traceability*
- Washing proof: resistant to 50+ washing cycles
- Ecodesign: *ecological guarantee* for partners
- Catalog of shapes and volumes: adapted to *various meals*

**Back-office and Applications**

- Data management of PyxoBox location and status
- Logistics optimization and *traceability data*
- Detection and management of anomalies for PyxoBox out of network
- User app for pairing with close range BLE and *fidelity program*
- Restaurant and logistician app for *long range detection*
## 6. Business Model

<table>
<thead>
<tr>
<th>Target</th>
<th>Revenue model</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2C</td>
<td>Free usage</td>
</tr>
<tr>
<td></td>
<td>Expected data valuation</td>
</tr>
<tr>
<td>B2B</td>
<td>Sale of PyxoBox per usage</td>
</tr>
<tr>
<td></td>
<td>~ € 0.30 / PyxoBox</td>
</tr>
<tr>
<td></td>
<td>Expected data valuation</td>
</tr>
<tr>
<td></td>
<td>PyxoCorner rental</td>
</tr>
<tr>
<td></td>
<td>€ 2-8 / employee / month</td>
</tr>
<tr>
<td></td>
<td>Depend on office location and organization</td>
</tr>
</tbody>
</table>

Projected revenues in **2020**: €1.5M
50 companies with 150 employees

Partnership: 5% penetration of their clients
7. Traction

+80 spontaneous contacts in 2 months

Intention

Evaluation

Bought

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8. Competition

- First to market
- Focused on selling reusable containers to restaurants
- Fees and distant return for consumers

- Focused on connected collectors
- Application for gamification and refunding management
- Fees and distant return for consumers

- Developed various containers
- Subscription for users to use the system
- B2B subscription model
- Fees for consumers
## 9. R&D Roadmap

<table>
<thead>
<tr>
<th>Stream</th>
<th>Phase 1 - POC</th>
<th>Phase 2 - Run</th>
</tr>
</thead>
<tbody>
<tr>
<td>PyxoBox</td>
<td>• Containers</td>
<td>• Catalog of containers with integrated sensors</td>
</tr>
<tr>
<td></td>
<td>• Sensors</td>
<td></td>
</tr>
<tr>
<td>IT</td>
<td>• <strong>Back-office</strong>: PyxoBox and users data management</td>
<td></td>
</tr>
<tr>
<td>Tech</td>
<td>• <strong>User front-office</strong>: account and pairing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Restaurant front-office</strong>: stock and pairing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Logistic front office</strong>: delivery and unpairing</td>
<td></td>
</tr>
<tr>
<td>Logistics</td>
<td>• <strong>Hub and cleaning center</strong></td>
<td>• <strong>Hub and cleaning center</strong></td>
</tr>
<tr>
<td></td>
<td>• <strong>Delivery and collect</strong></td>
<td>• <strong>Delivery and collect</strong></td>
</tr>
<tr>
<td>Operations</td>
<td>• <strong>Network of collectors</strong>:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- In production sites: <strong>restaurants</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- In consumption sites: <strong>companies</strong>, malls, public spaces</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>• <strong>Marketing in-app and physical (on collectors)</strong></td>
<td></td>
</tr>
</tbody>
</table>
10. Team

Benjamin Peri  
Co-fondateur / CEO  
Entrepreneur & ex-project manager at BNPP PF

François des Beauvais  
Co-fondateur / COO  
Ex Management consultant at McKinsey&Co

Mélanie Dinane  
Co-fondatrice / CMO  
Ex Lawyer
11. Ecosystem

Incubateurs

Elodie Hughes
Advisor
Entrepreneur

Nash Hughes
Advisor
Innovation architect & entrepreneur

Etienne Krieger
Advisor
Entrepreneur & Entrepreneurship professor at HEC Paris

Sebastien Valoggia
Advisor
NICT entrepreneur

Jean-Philippe Querard
Advisor
Ex-Associate executive director at Elior

Jean Dussaix
Advisor
Senior Global Category Buyer Sodexo

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# 12. Financial needs equity

## Total financial needs – 18 months

<table>
<thead>
<tr>
<th>Use</th>
<th>Total Financial Needs – 18 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal expenses</td>
<td>180 K €</td>
</tr>
<tr>
<td>Product design and development</td>
<td>90 K €</td>
</tr>
<tr>
<td>Set-up cost for Foodtech deployments</td>
<td>50 K €, 100 K €</td>
</tr>
<tr>
<td><strong>Deploy POC with Foodtechs to 5 companies</strong></td>
<td></td>
</tr>
<tr>
<td>Expand the POC done successfully with Lunchr and Foodcheri to min. 5 companies to scale up.</td>
<td></td>
</tr>
</tbody>
</table>
Thanks for your attention!

"Using Pyxo is reducing waste without changing habits. It's simple, with no loss of time and it's good for the planet!"

Bastien, Lead data engineer
(Paris, Apr. 19)
Appendix
Story

➔ Creation
➔ MVP in a startup coworking space
➔ POC for takeout at BNP Paribas
➔ MVP on furniture and PyxoBox
➔ Incubation at Mazars - Alter et Go
➔ Winning of C-Voucher grant
➔ Laureate of La Poste’s Les Elanceurs competition
➔ Integration in IMT Starter program
➔ POC ‘Box as a service’ caterers with Meet my Mama, and Sofy’s & Co
➔ Press Article from Mairie de Paris
➔ Attending Vivatech
➔ Co-event zero-waste with Karma at WeWork La Fayette
➔ POC with Lunchr on delivery and takeout
➔ POC with Sodexo
➔ POC on delivery with Frichti or FoodChéri

Time to market

Legislation evolves in favor of reusable containers...

« Costs related to single use packaging (sourcing and management) skyrocketed in the recent years for McDonlad’s FR. Reusable packaging seems a practicable and economic solution. »

Tanguy Delassus,
Head of Packaging at FoodChéri

Richard Normand,
Chef Executif chez Sofy’s & Co

…which is confirmed by food industry players

« For me, reusable packaging is the future. I have no doubt about it. »

Business analyst
Deloitte Sustainability Services

« To improve waste collection, circular economy is an efficient solution. The steering committee I installed is working on it. »

Brune Poirson,
Secretary of State to the Minister for the Ecological and Inclusive Transition

« Our goal today is to remove plastic from our packaging. Even if we use new ecological material I am convinced that reusable is the solution that will prevail on the market. »

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