



BrighterBins

The world's simplest, most cost-effective solution for municipal waste management

Deployed in 10 countries and growing



2

People have been sharing pictures of Edinburgh's worst overflowing bins

How to solve these issues – Do we need data analytics?

Bins are
emptied too
early...



No stats
available on
waste pickups



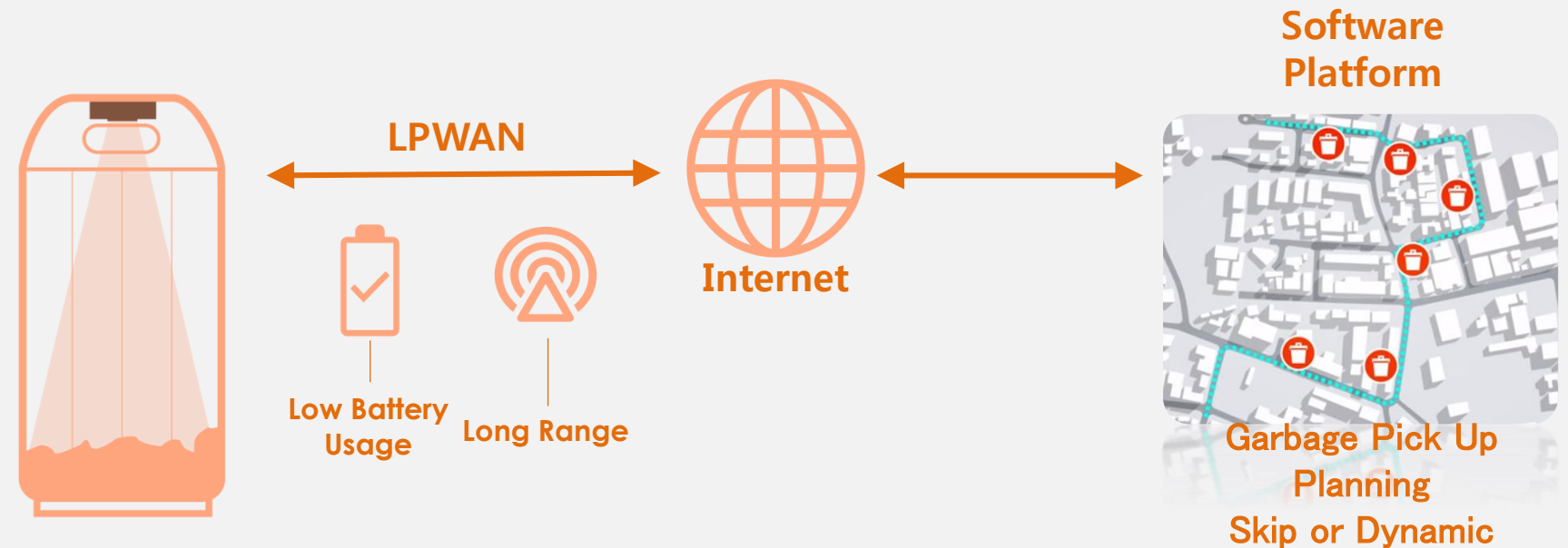
What if the bins could talk ?



Hello!





Our Solution – Brighter Bins for 8 Million Bins

Savings of **35% on waste pickups**
and a lot less trash on the ground



Brighter Bins Fill Level Sensor



-  40% smaller
-  Fits 90% of bins (Flat or Angled top and side mounts)
-  An open API
-  Device only sales & Device + Platform sales

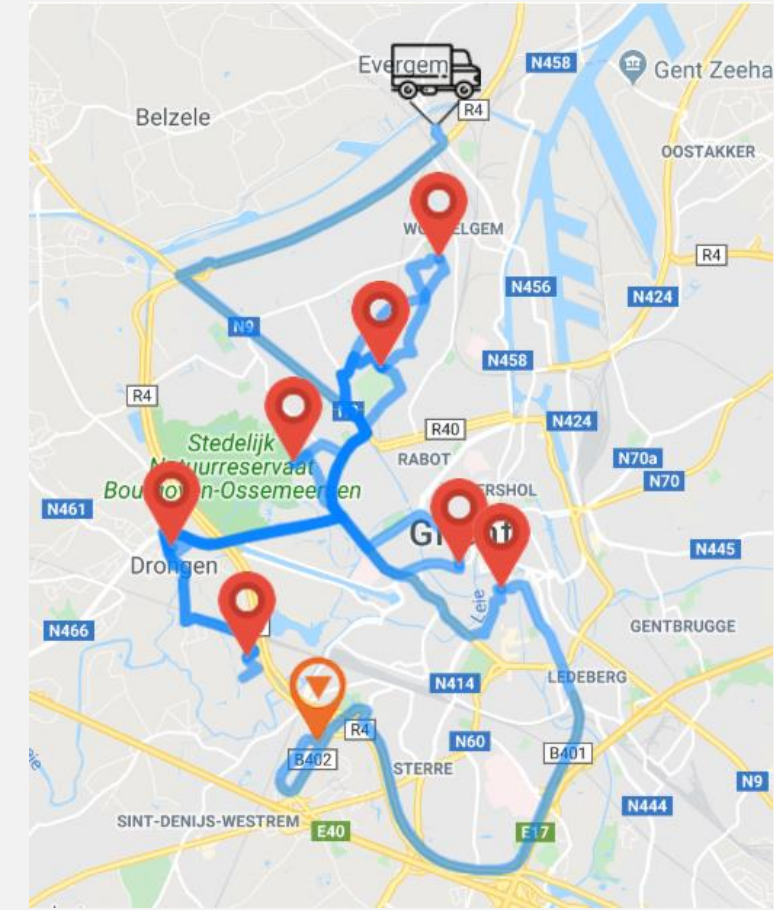
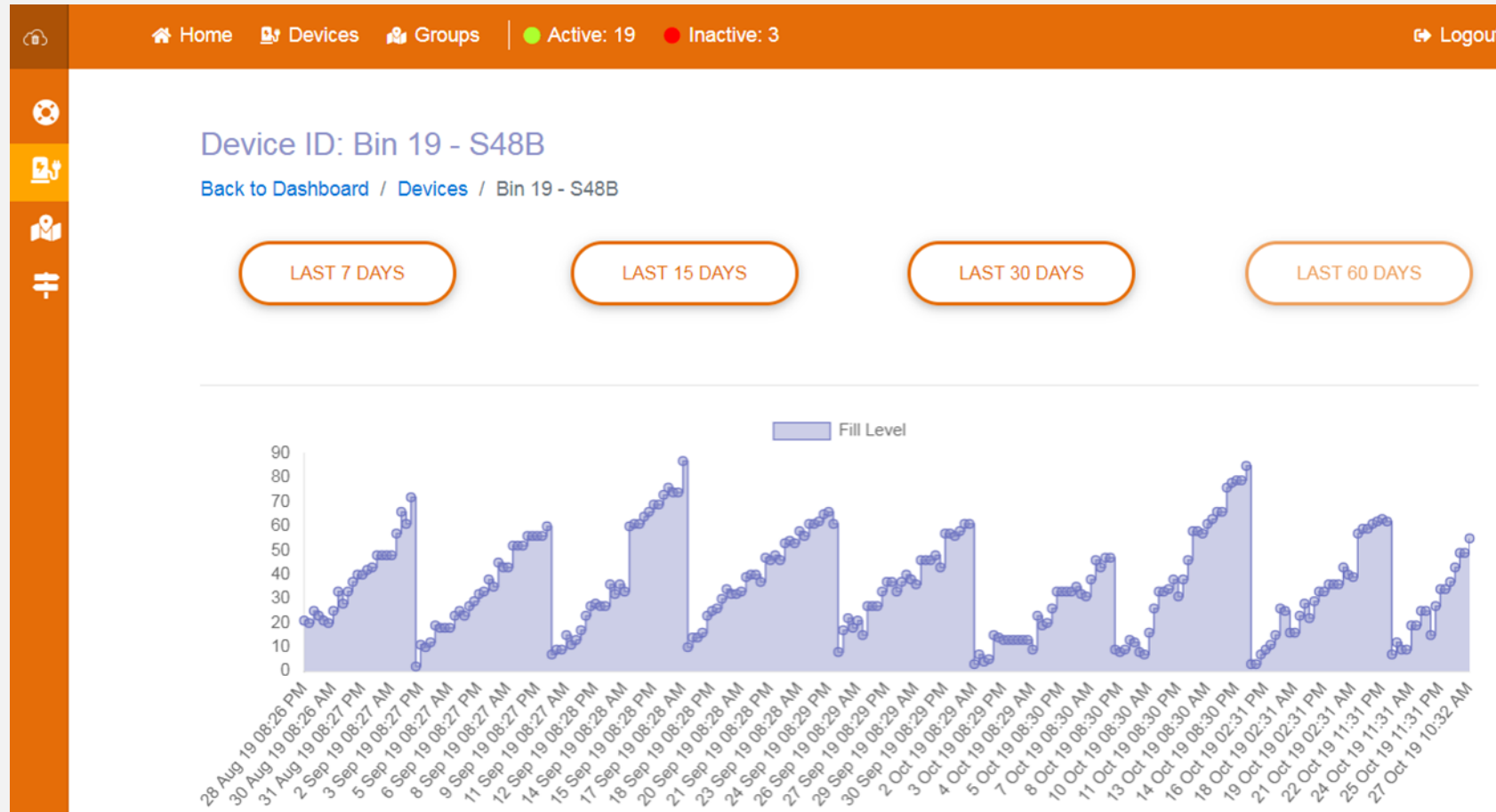


Movable Tunnel to fit **90%** of bins
Sensor Development funded by Vlaio

BrighterBins Analytics Platform



Actionable Insights – Route Optimization – Operational intelligence – Urban Planning



Market Segments

Facilities
(airports, events,
offices)

Large Underground
Containers



Industrial Waste
Containers

New Public Waste
Bins

Our Focus – Retrofit Public Waste Bins in Europe & NAM



8 Million
Bins in EU &
NAM

Cost for Waste
Pickup – **9 Billion €**



Saving of **2 Billion €** possible
with intelligent waste pickups

Where is the Money ?



Total Sensors installed today	379000 – Worldwide 189500 – Europe 85000 – North America
In next three years	1.5 Million sensors installed
BrighterBins	<u>2019 – 4000 sensors</u> <u>2020 – 15000 sensors</u> 2021 – 45000 sensors 2022 – 100000 sensors

BrighterBins Market Share in 2023 = 11%

100+ Worldwide Customers



Customer References



Philip Morris – Switzerland Pilot
for Industrial Waste Containers



Cisco cKc for Cities Waste
Management



Gemeente Delft – The Netherlands



Hull City Council UK



Sheffield City Council UK

Deployed units & Forecast

2019	4000 units
2020	15000 units



Experienced Founders - Complementary profiles



Noman Ahmed
Founder, CEO, CTO

20 years of hands on technical expertise
Background:
IMEC/Cisco/Technicolor/Telenet
Technology & Product Strategist



Imdad Laskar
Founder & VP Sales

22 years of experience
Product development
Sales
Manufacturing 1 Million
devices per annum

Key Performance Indicators...



Operational

- Worldwide sales
- 12 employees
- Sales office is Dubai UAE
- Production Center in Shenzhen
- Sheffield launch – 2000 sensors

Financial

- 500k € raised in seed round
- Expected Revenues
 - 2020 – 1.2 M €
 - 2021 – 4.5 M €
 - 2022 – 10.6 M €

Growth Targets

Scaling up sales worldwide
Innovative product roadmap

Funding Needs 2M € Series A



Until 2023 all needs and forecast covered



700K€ for Sales & Marketing



500K € for production & manufacturing



800K € for R&D Labor & R&D Specific

Let's build the cities of the future together

Smarter, cleaner & healthy cities with happier citizens

