

CHANGING THE PLANET – BIT BY BYTE

YOU MAKING A DIFFERENCE



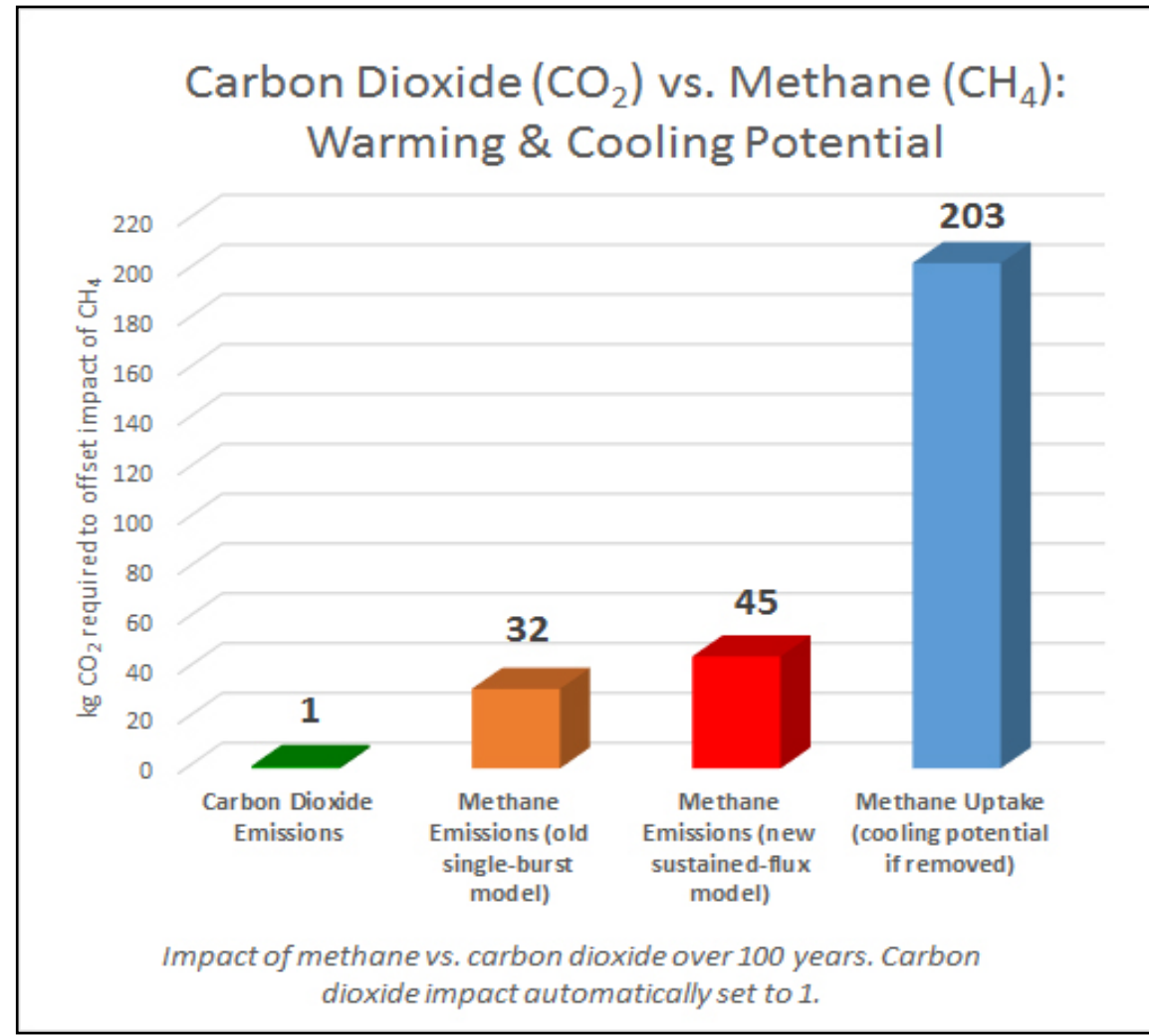
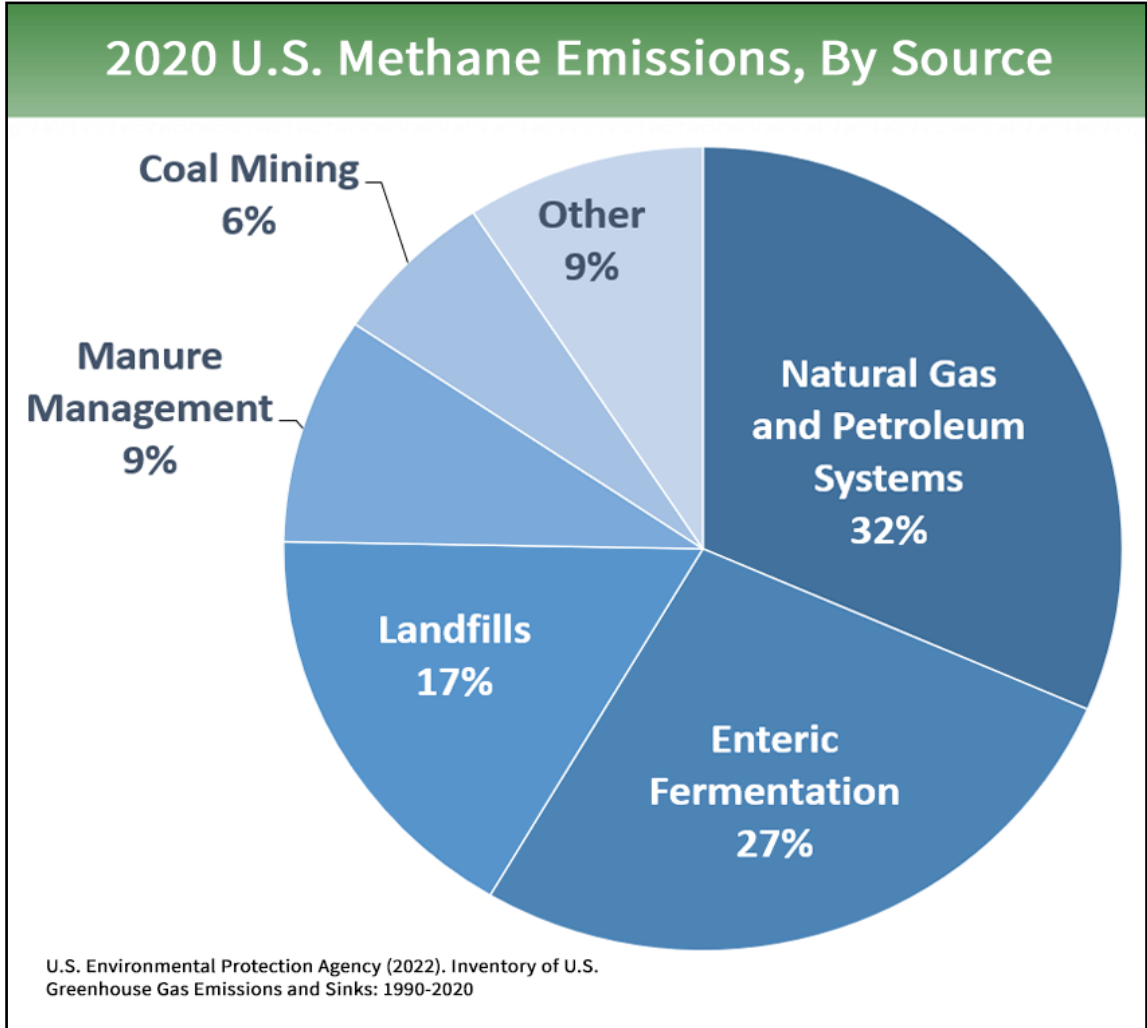
FOUR UNDENIABLE TRUTHS – PLASTIC AND EMISSIONS

8 million pieces of plastic products find their way into our oceans daily

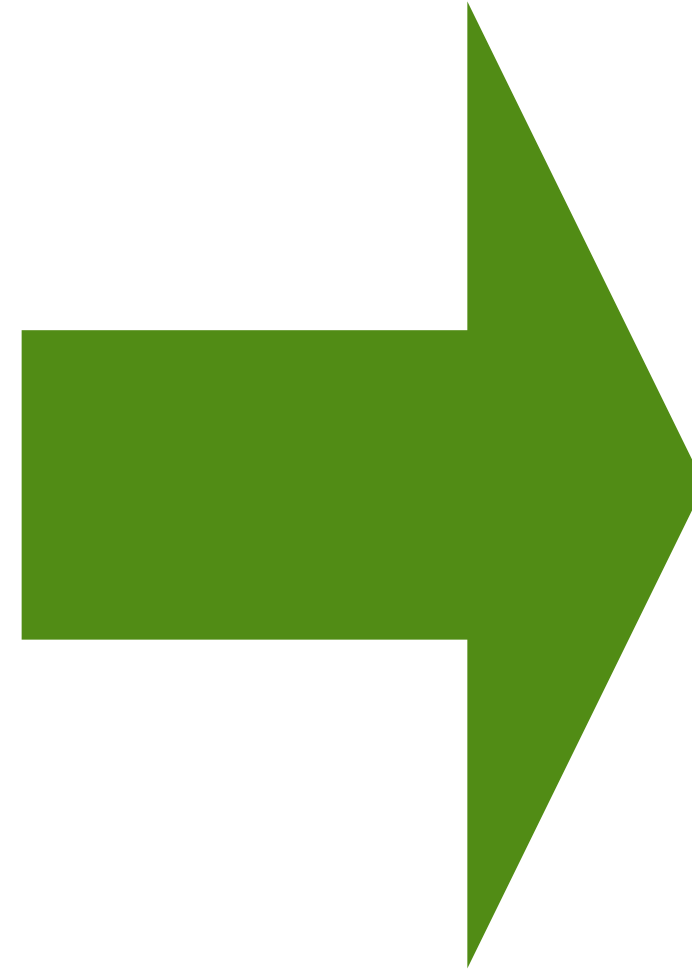
79% of plastic waste is sent to landfill and oceans, only **9%** is recycled

17% of Methane in the atmosphere comes from trash

Methane is **88** times stronger than CO₂



TAKING ABOUT CHANGE **VERSUS** DOING SOMETHING



Always better to actually do something, against just lecturing others on what they should do, especially if you do not live by the same standards.

What if you, could make a difference by changing your daily habits and spending a few minutes a day?

EVIDENCE HIGHLIGHTS THE NEED FOR CHANGE

Glastonbury clean-up begins with army of litter pickers clearing fields of rubbish

Comment

Gergana Krasteva
Monday 27 Jun 2022 10:30 am



Disturbing photographs of rubbish abandoned at Glastonbury's site have emerged after its end (Picture: PA)

Glastonbury Festival is over for another year, with the mammoth clean-up operation now underway as shattered revellers make their way to the exits.



A dead Green Sea Turtle on the shoreline of a beach littered with plastic near Karatas, south of Adana (Image: Adam Gerrard / Daily Mirror)

NEWS POLITICS FOOTBALL CELEBS TV MONEY TRAVEL

EXCLUSIVE: Harrowing image shows dead sea turtle covered with bottle tops and bits of plastic bags

Sea turtles cannot regurgitate plastic... causing them to die of starvation

Yesterday we revealed how the Adana region is being blighted by scores of foreign waste, mainly from the UK, which is dumped and burnt as Turkey does not have a waste management system to process it.

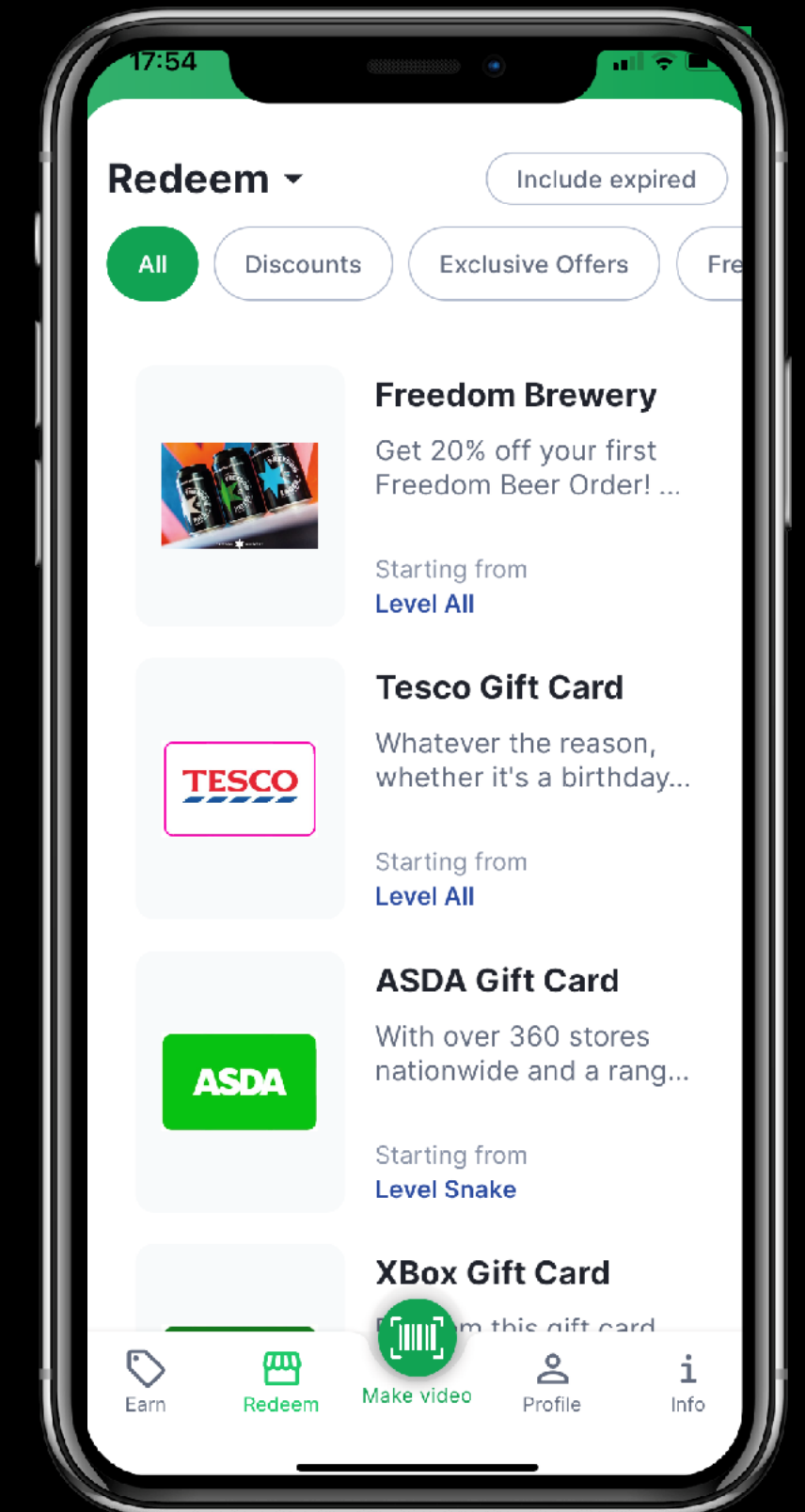
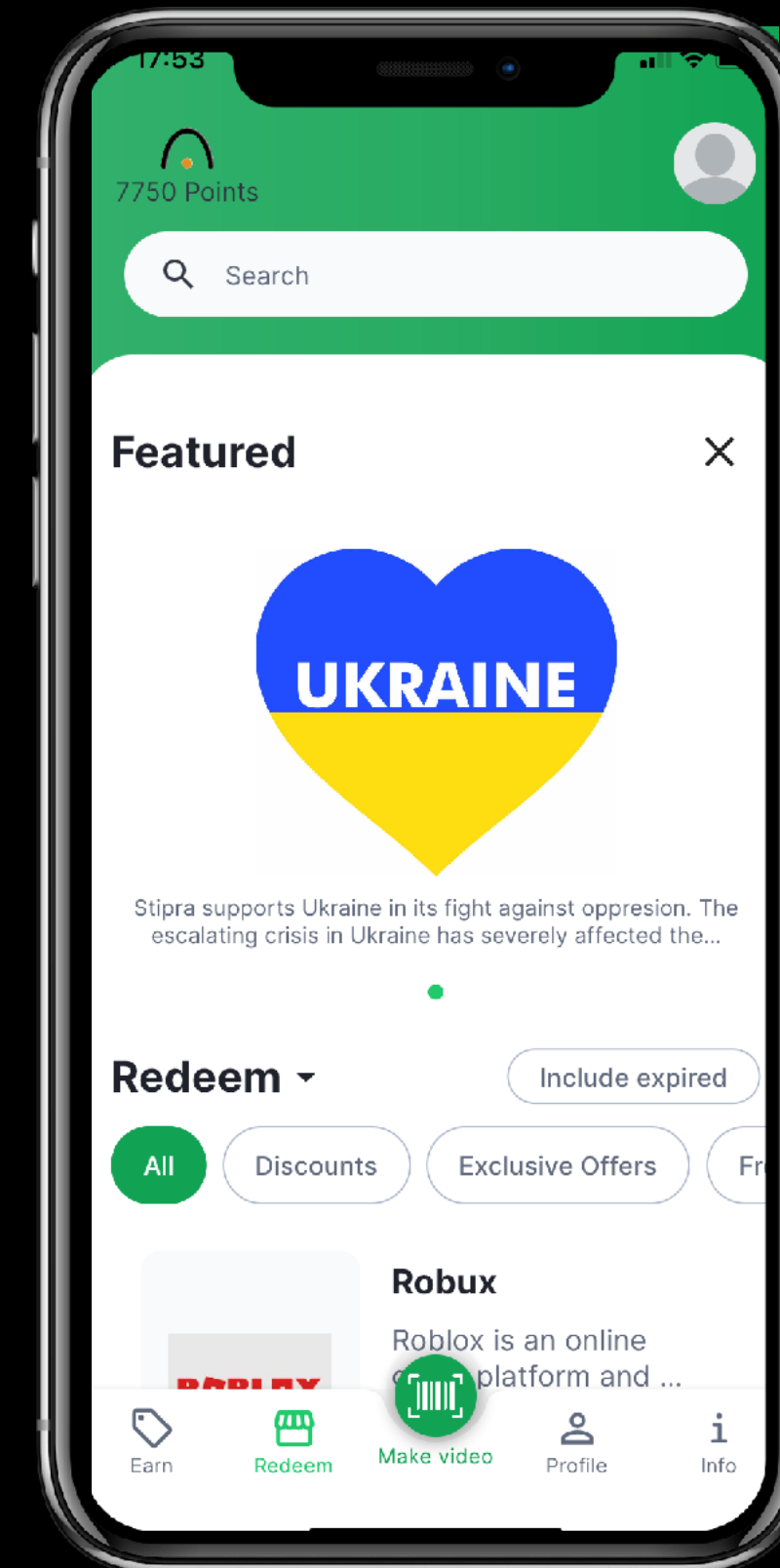
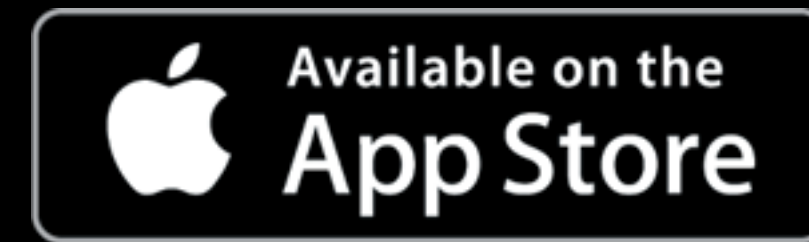
sequential · 7 HRS AGO
There is actually a system which rewards people for recycling called stipra. If these companies used it maybe there would be less of this crap around
REPLY 0

SO WE CREATED - STIPRA

A consumer app which captures product consumption data and recycling behaviour. Track your recycling efforts.

- Download the APP on your mobile device,
- Quickly scan product barcode as you correctly dispose of each item,
- Scanning 5 items a day, would take:
 - 1 minute if you are **SUPER** slow
 - 7 seconds if you are really **SPEEDY**

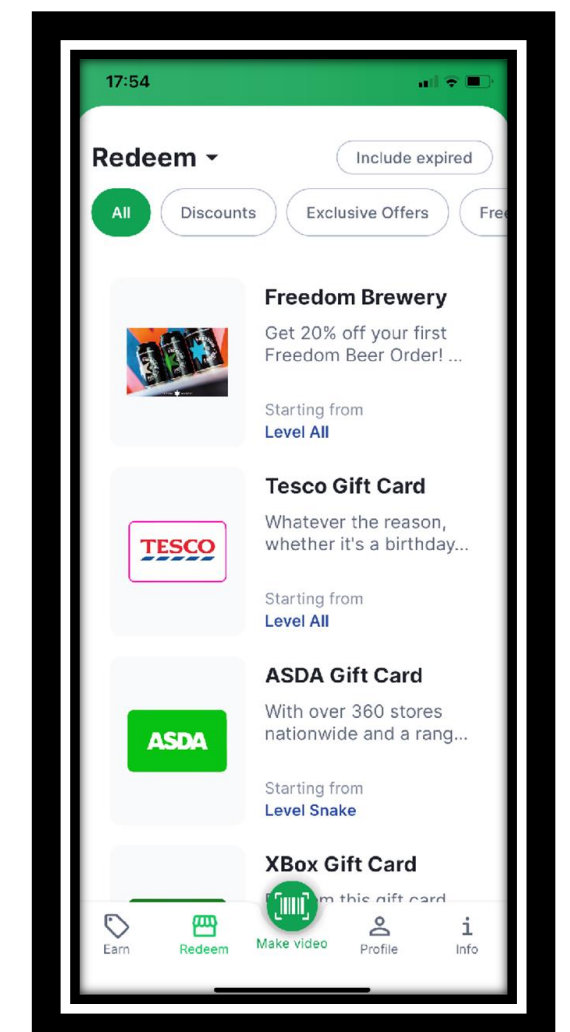
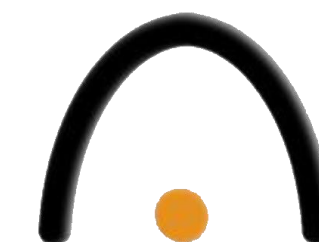
5 ITEMS A DAY IS 1,825 ITEMS A YEAR.



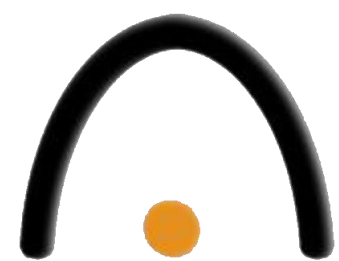
WHY SHOULD YOU DO THIS?

Different things motivate different people, but let us give you some reasons:

- **It's the right thing to do**
- **Not enough? okay....**
You are saving the planet.
- **Not enough? okay....**
You and your children and grandchildren will ingest less plastic micro-particles
- **Not enough? okay....**
You will get rewarded, yes. Each correctly scanned item earns STIPRA points, which can be redeemed for products and cash.



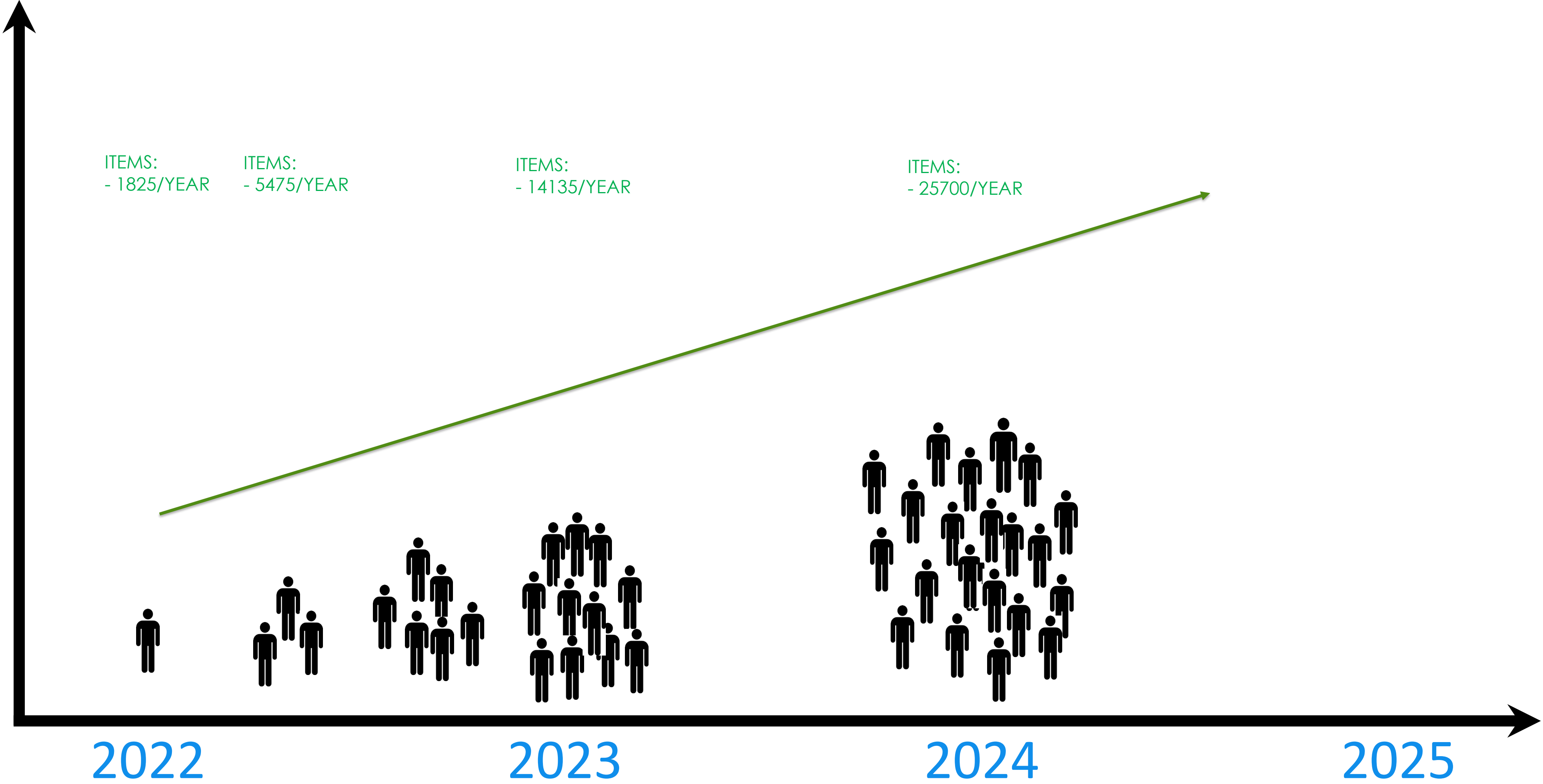
OUR USER NUMBERS AND SPREAD ARE GROWING QUICKLY



SOME DATA METRICS

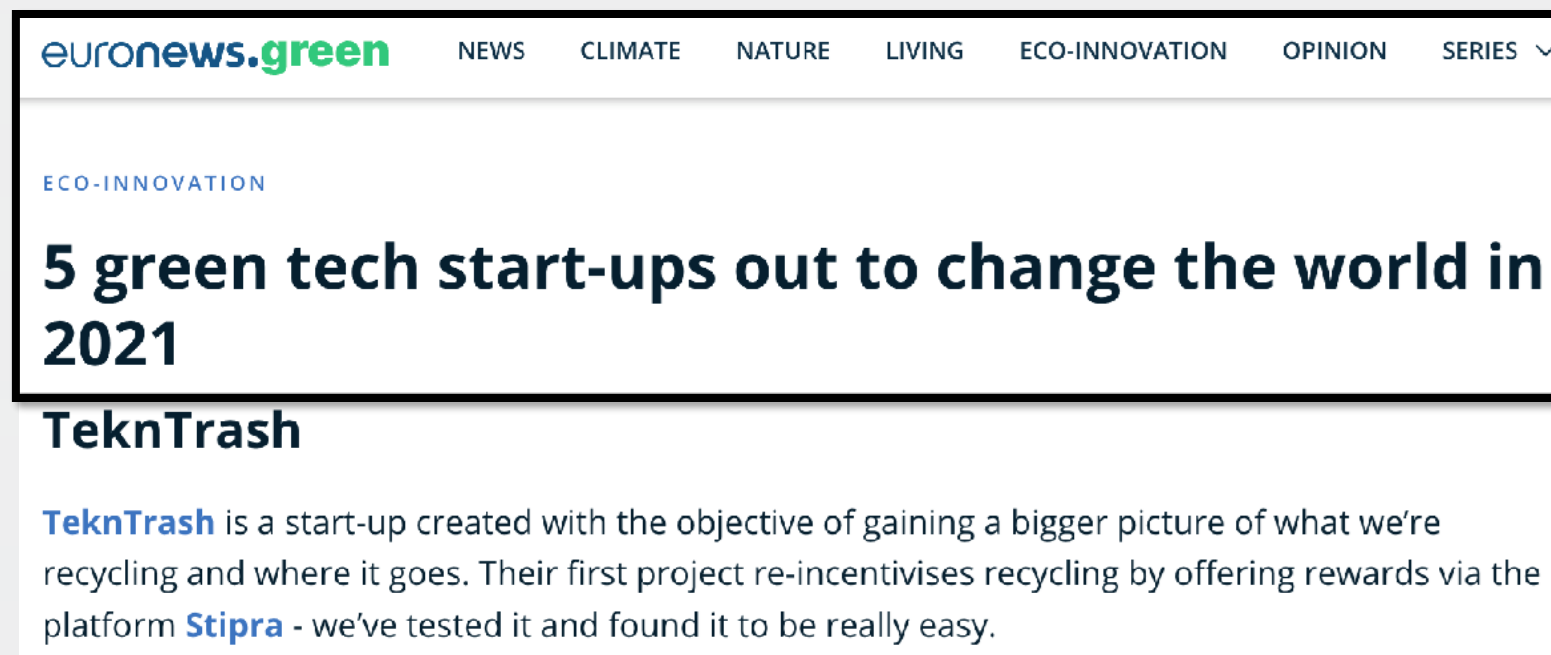
- USER NUMBER CONFIDENTIAL
- **250,000** DISTINCT PRODUCT LINES
- GLOBAL USER BASE
- DEMOGRAPHIC SPLIT EVENLY 15 THROUGH 70 YEARS (**20-30 YEAR 21%**)
- MALE / FEMALE SPLIT **50:50**
- GEOMETRIC GROWTH
- **161 BILLION** BYTES OF DATA AND GROWING

WE HAVE BIG AMBITIONS FOR THE FUTURE



ACHIEVING SIGNIFICANT TRACTION IN THE MARKET

Chosen by **World Economic Forum** as having a big idea that will change the world. Finalist of **Red Herring Top 100 Europe**



We have received government grants from **Reigate & Banstead Council, Innovate UK Edge** and **University of Sussex**

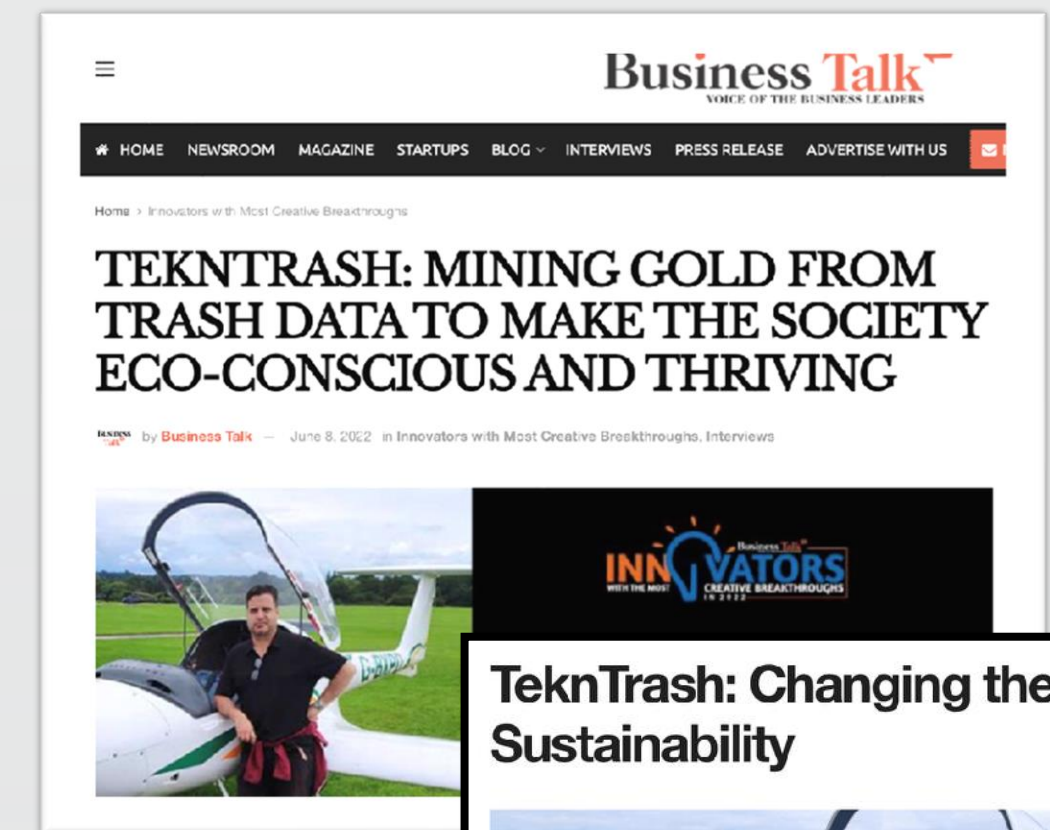


Microsoft

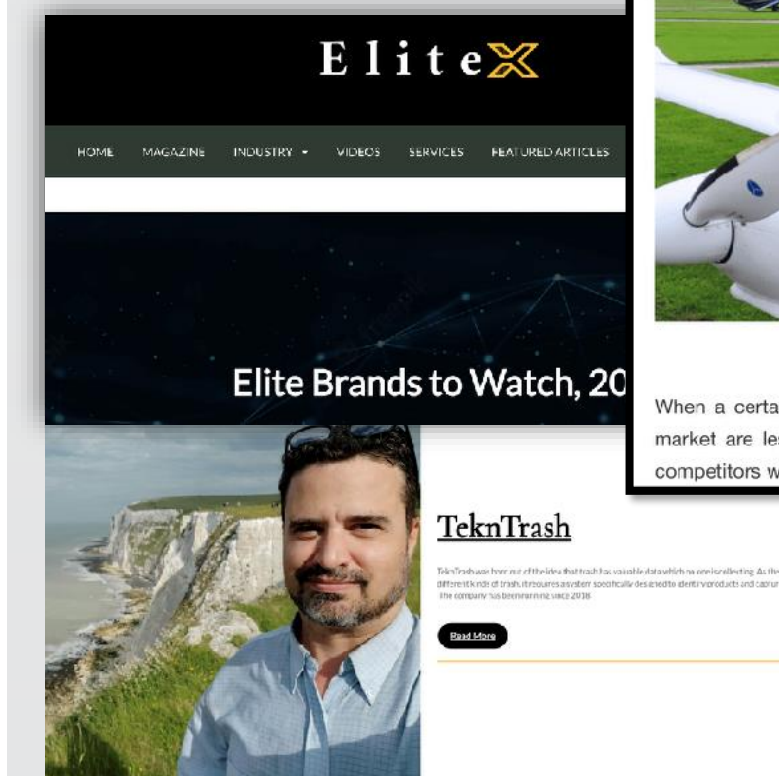
We have received **\$155K** in cloud credits as part of the **Microsoft** for start ups program

We have a full tech stack in place and have collected a **significant volume of data** on many household brands

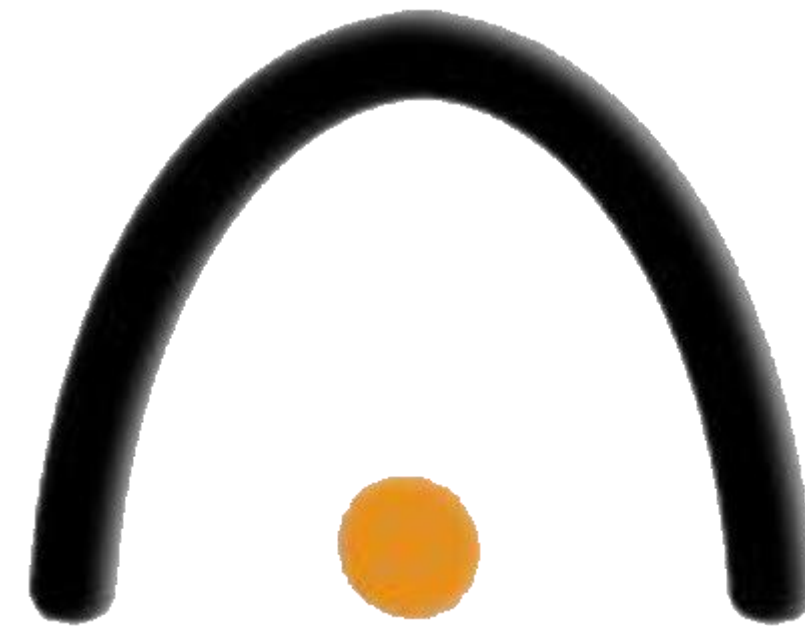
We have achieved consistent **media** coverage highlighting the unique and innovative business model



TeknTrash: Changing the Landscape of Sustainability



TEKNTRASH IS THE HOLDING COMPANY FOR THE STIPRA APP.



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