



**SOLUTION**  
**EUGÈNE** by Uzer

**eugène**  
by UZER

## Putting waste sorting at the heart of the consumer journey

Eugène is a barcode scanner designed to help people sort their household waste properly. A simple scan of a product barcode before throwing it away will display the right sorting instructions. Much more than just a recycling guide, Eugène is linked to a mobile application that rewards users for their gesture by earning points, analyses their consumption and builds their next grocery list.

By turning any basic waste bin into a smart device, our end-user product turns waste into valuable data for the FMCG industry. Our solution offers direct to consumer access to brands and retailers, improving client knowledge, customer loyalty and brand image. At the same time, we rely on a larger ecosystem with the aim of improving recycling habits. A variety of strategic stakeholders (e.g. Waste management companies, Municipalities) will help us in creating a swift and large scale role for maximum impact.

### KEY FEATURES FOR A POSITIVE IMPACT ON QUALITY OF LIFE



- A barcode scanner linked to a mobile app combining recycling instructions, gamification incentives, consumption analysis and grocery list
- Turns waste into valuable data: unique real time consumer data for brands and retailers
- Solution to improve recycling rates and reduce the cost of waste sorting mistakes

### PROFITABILITY



- Underlying BtoB model with direct consumer access generates profitable partnerships (already working with over 150 brands and retailers in France today)
- Benefits for waste collection and recycling companies, Statutory Authorities and eco-organisations
- An accessible BtoC product (99euros retail price 2017; ROI with discount programs)
- Large scale implementation+partnerships will help reduce costs.

**SOLARIMPULSE**  
**WORLD ALLIANCE FOR**  
**EFFICIENT SOLUTIONS**



**HEADQUARTER**  
France

**ACTIVITY REGIONS**  
Western Europe

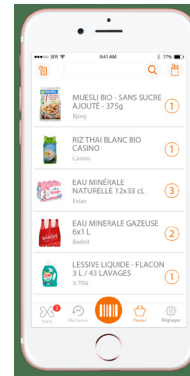


**SOFTWARE**



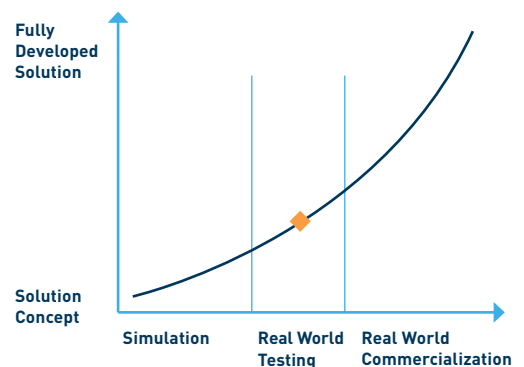
**HARDWARE**

**SERVICE**



### MATURITY STAGE

Production II - Small scale/niche market. Product commercialisation in France in September 2017 - over 1000 items preordered, Commercial deals with 4 key accounts to perform large scale tests.



- INVESTORS (SERIES A FUNDRAISING IN T2 2018),
- PARTNERS (ECO-ORGANISATIONS, MUNICIPALITIES, WASTE MANAGEMENT COMPANIES, FMCG INDUSTRY)
- VISIBILITY