

esade  
RAMON LLULL UNIVERSITY

Entrepreneurship  
Institute (EEI)

esade  
RAMON LLULL UNIVERSITY

Center for  
Social Impact

Circular <sup>B30</sup>  
INNOVACIÓ PER A LA SOSTENIBILITAT

# OWaste Accelerator 2022

By eWorks

Project Overview

Foreword	3
<hr/>	
Startups	
<hr/>	
Fleat	4
<hr/>	
Gaia	5
<hr/>	
Melamine Film	6
<hr/>	
retoornado	7
<hr/>	
Reverti	8
<hr/>	
SORTEX	9
<hr/>	
Sustein	10
<hr/>	
ValuePot	11
<hr/>	
Youkoala	12
<hr/>	

# Foreword

The OWaste Accelerator is a startup acceleration program supporting early-stage innovative and sustainable businesses with a positive environmental impact.

It is organized and run by eWorks and the Esade Center for Social Impact (ECSI), and is part of the project 'Circular B30', which aims to overcome the circular economy and move towards a model in which all waste can be transformed into raw material.

Along with the Universitat Autònoma de Barcelona, PRUAB, EURECAT and the municipalities of Mollet del Vallès and Cerdanyola del Vallès, Esade is contributing to the impact of waste reduction and circular economy. Specifically, Esade is seeking to support entrepreneurship in the sustainability space in the B30 highway area.

The OWaste Accelerator provides selected teams with dedicated support, encounters with successful entrepreneurs, mentoring from experts in business and in sustainability, access to a pack of resources valued at more than € 10,000 per project and introduction to investors and other relevant stakeholders.

The 2022 edition, coordinated by Linda Castellazzi, admitted 11 projects from around the world working on reducing waste by using resources more wisely, transforming waste into raw material or boosting a more sustainable lifestyle.

After 3 months of hard work, lots of mentoring sessions and long nights, on Oct 19th, 2022, a selection of teams will present their projects in a hybrid Demo Day to investors, press, other startups and entrepreneurs.

Following, you will find a one-pager per each project with the key information. Please note that data has been provided by the entrepreneurs and that names/links can change rapidly when building a fast-growing company.

## The eWorks Team

Jan Brinckmann

Linda Castellazzi

Davide Rovera





<b>STARTUP NAME</b>	Fleat
<b>WEBSITE</b>	<a href="http://www.fleat.it/">http://www.fleat.it/</a>
<b>SHORT PROJECT DESCRIPTION</b>	The app Fleat allows any kind of food sellers and consumers to fight the food waste through the sale of yummy unsold food with huge discount.
<b>INDUSTRY</b>	Food tech and Waste Management
<b>ENVIRONMENTAL IMPACT</b>	<p>Every year, 1/3 of the food produced in the world is wasted. This entails:</p> <ul style="list-style-type: none"> <li>→ The waste of over 1.3 billion tons of food, which becomes garbage;</li> <li>→ The production of 8% of all greenhouse gas emissions;</li> <li>→ The waste of natural and environmental resources.</li> </ul> <p>Fleat will reduce the food waste and the negative effects above, by giving a second life to the unsold food, with the purpose to reach the goal of a "Zero Waste World".</p>
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Fleat has a clear business model based on two different sources of revenues: 1. a fee up to 25% on each purchase made by the consumer on our app and 2. an annual subscription fee of EUR 39 charged to every food stores.
<b>CURRENT STATUS AND NEXT STEPS</b>	We are launching the app on the Italian market, starting from Rome. We will focus on Rome for the first months, then we will go to other Italian big cities and cities with important and crowded universities; then we will go abroad. In order to penetrate the market we will first onboard food sellers and then consumers living in those areas, through social network and other marketing strategies. We will partner with big food retail chains and propose to big companies the use of our app for their employees as a welfare measure. As next steps, we will further develop our app with new attractive additional features (such as: food sharing between consumers, donation through the app to non-profit organizations; Fleat green token to be used for new purchases in the app and for donating in favor of other green projects; count-down offers of food). We will also establish our non-profit organization which will directly donate food to poor people.
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>We are looking for a first investment of approximately 200k from an industrial or financial investor. In exchange we are available to give the investor a portion of 10% of the corporate capital.</p> <p>We are using the 200k for (i) increasing our presence on the Italian market through specific marketing campaigns, (ii) consolidating our team and (iii) developing our app with many new features we already have in pipeline (such as food sharing between consumers; donation through the app to non-profit organizations; Fleat green token to be used for new purchases in the app and for donating in favor of other green projects; count-down offers of food).</p> <p>After that, we will surely need further investments in order to consolidate the Italian market and go abroad.</p>
<b>TEAM MEMBERS</b>	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 33%; text-align: center;">  <p><b>Guido Palombi</b> Founder, Legal and Management</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Manilo Caputo</b> Founder, CEO and Finance Manager</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Melania Battaglia</b> CMO</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Leonardo Cianchi</b> COO</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Priscilla Cerruti</b> Sales Manager</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Alessandro Clarioni</b> Finance</p> </div> <div style="width: 33%; text-align: center;">  <p><b>Carla Vichi</b> Administrative Office Manager</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:direzione.fleat@gmail.com">direzione.fleat@gmail.com</a>



SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=wfUTyOlaoss>



<b>STARTUP NAME</b>	Gaia
<b>WEBSITE</b>	<a href="https://gaiadao.money/">https://gaiadao.money/</a>
<b>SHORT PROJECT DESCRIPTION</b>	A web3 fund advancing regenerative finance by making impact investments more attractive.
<b>INDUSTRY</b>	Blockchain & Decentralized Finance
<b>ENVIRONMENTAL IMPACT</b>	We incentivize capital flow towards climate projects. Our goal is to strive towards a regenerative financial system where planet preservation is financially rewarding.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	<p>Gaia has the same business model as a traditional fund:</p> <ul style="list-style-type: none"> <li>→ Management fees</li> <li>→ Performance fees</li> <li>→ Trading fees</li> </ul>
<b>CURRENT STATUS AND NEXT STEPS</b>	<p>We launched our MVP back in January and managed to reach a market cap of \$90,000+ the week following launch. Around 60 users hold \$GAI tokens in their personal crypto wallets.</p> <p>We conducted marketing test which produced a positive ROI of 320%.</p> <p>We are looking to improve our website UI and tokenomics, incorporate and raise awareness via advertising.</p>
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>We are looking to raise \$85,000.</p> <p>We will use the funds for three main objectives:</p> <ul style="list-style-type: none"> <li>→ Hire a CTO</li> <li>→ Marketing campaign</li> <li>→ Legal advice and incorporation costs</li> </ul>
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Lucas Lorek Chief Executive Officer</p> </div> <div style="text-align: center;">  <p>Francois Boesinger Chief Investment Officer</p> </div> <div style="text-align: center;">  <p>Adam Michel Chief Sustainability Officer</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:pontus@gaiadao.money">pontus@gaiadao.money</a>   <a href="mailto:chaos@gaiadao.money">chaos@gaiadao.money</a>   <a href="mailto:aether@gaiadao.money">aether@gaiadao.money</a>





SHORT VIDEO PITCH



[https://youtu.be/Vz\\_q\\_VYqZ50](https://youtu.be/Vz_q_VYqZ50)



<b>STARTUP NAME</b>	Melamine Film (spin-off of Agood Services & Management)
<b>WEBSITE</b>	<a href="https://www.agood-services.com/">https://www.agood-services.com/</a>
<b>SHORT PROJECT DESCRIPTION</b>	Transforming the Melamine Paper industry waste into reusable material providing a circular economy model and reducing waste and carbon footprint.
<b>INDUSTRY</b>	Chemical Distribution & Consultancy
<b>ENVIRONMENTAL IMPACT</b>	Our project eliminates more than 80% of waste sent by our customers to landfill and their carbon footprint and produces positive environmental impact reducing the need for Raw Materials involved in production.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Currently the revenue funds are our own and we hope to find grants or financing to grow the project to an industrial level. We have 1 confirmed customer already sending 1st order and 5 more pending to receive samples. We have many expansion ideas to other markets but we would like to go step-by-step. All our customers have shown great interest in our project and involved all their sustainable, purchasing and technical team to our meetings. In next market expansion we hope to double customers involved or even more.
<b>CURRENT STATUS AND NEXT STEPS</b>	We have been able to successfully produce samples of white & coloured MIP (Melamine Impregnated Paper Waste) in powder form and already homologated in 1 customer with 1st production order in our hands of 2MT. We expect to expand this model not only in the same industrial market but into others already testing our development.
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>Depending on customers choices we have different needs:</p> <p>A) We can offer production process in our facilities which means covering patent costs, lab testings, marketing, trainings and machinery investment. Investment expected will be around 1M€ to raise the production plant.</p> <p>B) We can offer an InSite project which means also Lab testings, patent costs, marketing + Industrial Plant design, trainings, investment for prior purchases, etc. (production in customers plant).</p> <p>In this case we will offer an Industrial Plant Engineering project</p> <p>Depending on the volume expected to be transformed we should also show different InSite options depending on quantities, capacity, space, etc.</p> <p>Regarding this last point, we don't know how much it could cost yet because we are still testings in industrial plants but cost could be around 1,5 M/€ investment with fast return due to customer economical coverage.</p> <p>In both cases Raw Material will be provided by customers so there's no cost of RM-.</p>
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p><b>Arnau Aguilà</b> Co-Founder, Marketing &amp; Sales Manager</p> </div> <div style="text-align: center;">  <p><b>Gerard Aguilà</b> Co-Founder &amp; Financial Manager</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:comercial@agood-services.com">comercial@agood-services.com</a>



SHORT VIDEO PITCH



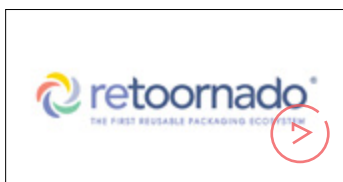
<https://vimeo.com/745446263>



<b>STARTUP NAME</b>	retoornado
<b>WEBSITE</b>	<a href="http://www.retoornado.com/">http://www.retoornado.com/</a>
<b>SHORT PROJECT DESCRIPTION</b>	We implement reusable packaging loops in our customer processes so they focus on their activities while maintaining packaging competitive costs, and reducing waste and emissions from single-use packaging.
<b>INDUSTRY</b>	Entertainment, Food & eCommerce Sector
<b>ENVIRONMENTAL IMPACT</b>	<p>The amount of single-use packaging generated is, in Spain, about 1.5Million tonnes per year, equivalent to 113 football stadiums full of single-use plates, cups and bottles, etc.</p> <p>Our solution will have a dramatic impact in:</p> <ul style="list-style-type: none"> <li>→ Reduction of single-use packaging waste (average life expectancy of a food package is about 125 uses)</li> <li>→ CO<sup>2</sup> emission cut by 60%-80% by container.</li> </ul>
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	We are a B2B company that generates revenue from two streams. The first is by developing and selling reusable packaging containers for the entertainment, food and e-commerce industries. Our second stream is to offer an "all-in-one" solution that includes transport, cleaning service, tracking and impact metric technology so our customer can reintroduce the packaging into their value chain. From our MVP, we expect to reintroduce the item at least at the same price as a new single-use one.
<b>CURRENT STATUS AND NEXT STEPS</b>	<p>i3d, a sustainable packaging company with 14 years of experience, that develops recyclable and compostable packaging, launched in 2019 a reusable water bottle: rebootle®.</p> <p>In 2020 we certified by ITENE a reusable container (PPHL®) for food industry.</p> <p>In 2021, i3d created a spin-off to manage the rebootle brand and the reusable packaging ecosystem, under the brand retoornado (certified BCrop). Sales on rebootle from 2021 to 2022 increased by 500% (selling in USA, EU and Australia).</p> <p>Next steps:</p> <ol style="list-style-type: none"> <li>1. With a market size in Spain of 300M€, we have agreements to initiate our MVP for the all-in-one service with 4 customers: Veritas, Massimo Dutti, Repot &amp; ElCortelnglés. We will be operative shortly.</li> <li>2. Introduce to the market 4 new reusable products and achieve our turnover goal.</li> <li>3. Development of retoornado app to track our customers' environmental impact (&amp; gamification tool).</li> <li>4. Obtain from our current MVP in Barcelona all the required metrics (productivity, costs, new investments, etc) to scale up.</li> </ol>
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>250k€ that will give us the required push to achieve our growth plans to consolidate our impact in the Barcelona area and be ready to replicate in other Spanish cities.</p> <p>We offer a stake of 20% and seek to increase to 8x the sales of reusable products &amp; washing services to achieve our 500k€ turnover goals.</p> <p>Also, we are now applying for a 200k€ ENISA credit granted only if the 250k€ capital increase is raised.</p> <p>We are looking for business angels who are committed to our social and environmental impact that are willing to contribute with their know-how to improve our venture, values and goals.</p>
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">               David Esteban              CEO and Founder         </div> <div style="text-align: center;">               Oriol Tribó              Co-Founder and COO         </div> <div style="text-align: center;">               Lucas Giraldo              CCO         </div> </div>
<b>CONTACT</b>	<a href="mailto:desteba@retoornado.com">desteba@retoornado.com</a>   <a href="mailto:otribo@retoornado.com">otribo@retoornado.com</a>   <a href="mailto:hello@retoornado.com">hello@retoornado.com</a>





SHORT VIDEO PITCH



<https://www.youtube.com/watch?v=V36Mo7nTiQc&feature=youtu.be>



<b>STARTUP NAME</b>	Reverti
<b>WEBSITE</b>	<a href="https://reverti.es/">https://reverti.es/</a>
<b>SHORT PROJECT DESCRIPTION</b>	Pursuing to increase the reusability of the crystal containers. Based on RFID and AI, providing a highly optimized circular economy model.
<b>INDUSTRY</b>	Logistics & Retail
<b>ENVIRONMENTAL IMPACT</b>	With the increase of bottle reusability the energy consumption of the bottle glass use can be reduced to 5% of the current recycling methodology, Reducing the impact on the environment and with an optimized logistics a reduced price in line with the new legislation that will be implemented by the European Union.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Offering the cleaning and logistics services of the bottles for our customers, lower costs and legislation requirements will be fulfilled, at the same time that incorporates to their products a highly valued green friendly mark.
<b>CURRENT STATUS AND NEXT STEPS</b>	We have recently launched our website with information about the project which will allow to connect with the beverage producers and the retail vendors. Bottle collecting will be done with customized containers (patented from the UPC) that ensure the integrity of the bottles and optimize the space. Bottle tracking will be done with the identifier implemented in the bottle together with readers installed at critical points of the logistics. With all the data collected a proprietary IA will optimize the distribution reducing the cost and time. First prototype of the bottle has been done and while the reader is in progress, in the next few months a full prototype and a pilot experiment will be ready.
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	Our focus is to finish all the prototypes and implementation in 6 months and go to market in 1 year (ready for the legislation change). With a first inversion of €100k the following steps can be done: 40% - Platform development 40% - Washing machinery acquisition 10% - Logistics 10% - Miscellaneous
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Minerva Porté Co-Founder and CEO</p> </div> <div style="text-align: center;">  <p>August Arnal Co-Founder and CTO</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:info@reverti.es">info@reverti.es</a>






SHORT VIDEO PITCH



<https://drive.google.com/file/d/19Sj-oNya2IXC5ZGsRxhp5xOJd-p3QAMcW/view>





<b>STARTUP NAME</b>	SORTEX
<b>WEBSITE</b>	-
<b>SHORT PROJECT DESCRIPTION</b>	Our project aims to identify and sort out different types of textile fibers using hyperspectral image and artificial intelligence.
<b>INDUSTRY</b>	Textile Industry and Waste Management
<b>ENVIRONMENTAL IMPACT</b>	Through the proper identification of different types of textile fiber, we can facilitate the reuse and the recycling process of textile waste. Our project aligns with the objectives of re-use and recycling that marks the new Spanish waste law and the European directives on waste.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Our business model is in development. We offer a comprehensive system of identification and classification of textile waste streams. We are also valuing the possibility of offering the AI needed to identify the textile depending on the market needs.
<b>CURRENT STATUS AND NEXT STEPS</b>	We are currently at PRL 3 aprox. We are studying the exact needs of the market in order to offer the product/service that the industry needs. Although laws define objectives of reuse and recycling textile, specifications of how the industry should reach them is yet to come
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	Our focus currently is to validate the product/service that the industry needs. If validated, our financial needs for the first year would be approximately of 90.000€, including legal formation of the company, infrastructure, business development, and working staff, among others.
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Rafael Valdés Arnal Co-Founder &amp; CTO</p> </div> <div style="text-align: center;">  <p>Gemma Rius Suné Co-Founder &amp; CTO</p> </div> <div style="text-align: center;">  <p>Ivan Hortigüela Bolsa Co-Founder &amp; Legal and Communications Manager</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:rvaldesarnal@gmail.com">rvaldesarnal@gmail.com</a>   <a href="mailto:gemma.rius@imb-cnm.csic.es">gemma.rius@imb-cnm.csic.es</a>   <a href="mailto:ihortiguela@instajuridic.com">ihortiguela@instajuridic.com</a>



SHORT VIDEO PITCH



[https://drive.google.com/file/d/19hxGzHOgr8\\_yUEP6oqmHYD-Q0H1UyuhBJ/view](https://drive.google.com/file/d/19hxGzHOgr8_yUEP6oqmHYD-Q0H1UyuhBJ/view)

# SUSTEIN

<b>STARTUP NAME</b>	Sustein
<b>WEBSITE</b>	<a href="http://www.susteinlab.com/">http://www.susteinlab.com/</a>
<b>SHORT PROJECT DESCRIPTION</b>	Upcycling of healthcare waste into construction materials: boards for carpentry and thermal insulation panel, the 2 components to build enclosures.
<b>INDUSTRY</b>	Green Building Material Manufacturing
<b>ENVIRONMENTAL IMPACT</b>	100% of healthcare waste goes to landfill and incineration. That means a global material footprint of +40Million/Ton/Year of single-use plastic and the exploit of +40M/Ton/Year of natural resources to supply the demand. In Spain, we produce +/-50.000Ton/Year, which would allow us to build +12.000 Houses of 80m <sup>2</sup> . Sustein board has x12 less amount of CO <sub>2</sub> embedded than a wood compress board.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	We have a B2B manufacturer model in the Green-Building-Material market, we generate a revenue in two phases. First we collect the healthcare waste from the waste managers and we achieve a 50%-50% win from the costs of landfill avoided + the raw material. Secondly, we manufacture and we sell to retailers and architecture & design, and carpentry companies in a niche of those who have Innovation or Sustainability>Price, with margins over 70%.
<b>CURRENT STATUS AND NEXT STEPS</b>	We partner with waste managers who help us with: collecting the waste (supply) from hospitals, logistics, and licenses. Once sterilized, the technical and manufacture part is established with patent-pending technology defined through a trial and error with the first prototypes. By working for so long in the industry, we have connected the product with our network of carpentry designers, architects and construction companies with a Sustainability over Price mentality, to close the system in Barcelona. With the first investment, we ignite phase 1: Sterilize the first 2 Tons of healthcare waste and send it to the laboratory. Now with the first batch of products certified, we will give life to the first projects. By the moment, we have architects and facade offices as early adopters with agreements able to make use of the production we could have. We are in the look for an industrial co-founder. The main next step is the laboratory. Once the products are done, we will improve the landing-page & brand, legal documents, increase meaningful collaborations to have constant flow, and improve the economies of scale.
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	We are looking for two different investment rounds: 1) 55.000€ for Laboratory & certified products, first batch, collaborations for second production and travel expenses, legal documents, LifeCycleAssesment & Patent cost. Once the product is on the market, installed, and tangible, we go for the second round. 2) 125.000€ After renting production we head into a more profitable approach of having the hot press to manufacture, 2 salaries, warehouse and construcciones, machinery. (Industrial providers of machinery will tell the possibility of extending a rented manufacture production for longer)
<b>TEAM MEMBERS</b>	 Simon Gonzalez Bromberg CEO
<b>CONTACT</b>	<a href="mailto:simongbromberg@gmail.com">simongbromberg@gmail.com</a>



SHORT VIDEO PITCH



[https://drive.google.com/file/d/1kl4ZAVugjwH5c5Me\\_PRj0bol-HspU\\_xPm/view](https://drive.google.com/file/d/1kl4ZAVugjwH5c5Me_PRj0bol-HspU_xPm/view)



<b>STARTUP NAME</b>	ValuePot
<b>WEBSITE</b>	<a href="https://docs.google.com/presentation/d/1prcJn37zb3dPwvJn1PL1NrjaFnrWeS3D/edit#slide=id.p1Insert">https://docs.google.com/presentation/d/1prcJn37zb3dPwvJn1PL1NrjaFnrWeS3D/edit#slide=id.p1Insert</a> <a href="https://docs.google.com/presentation/d/1uanNQslTm5QrtksYTOGOuAOstxFS3-lpDPM5c0uidq8/edit?usp=sharing">https://docs.google.com/presentation/d/1uanNQslTm5QrtksYTOGOuAOstxFS3-lpDPM5c0uidq8/edit?usp=sharing</a>
<b>SHORT PROJECT DESCRIPTION</b>	Valorization of potato peel waste through pellet conformation for different industry applications
<b>INDUSTRY</b>	Manufacturing Industry
<b>ENVIRONMENTAL IMPACT</b>	<p>The accumulation of waste, although biodegradable, means a high cost for nature. The revalorization of biomass waste contributes to the local circular economy.</p> <p>Pellets production from potato peel will replace wood pellets, reducing the amount of waste generated by the potato processing industries, deforestation and carbon emissions. In addition, direct impact on Sustainable Development Goals (SDG) like Sustainable Consumption and Production (SDG12), Climate Action (SDG13) and Sustainably Manage Forest (SDG15) will be achieved.</p>
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Our main source of revenue will be the equestrian sector. Once we start producing, we can reach at least 1% of the market. In Spain, there are about 10.000 competition horses that need the best product to enhance their rest for a better riding performance. Each horse bed requires around 2tn/year of pellets. The price of common wood pellets is around €250/tn. Although ValuePot pellets are 8% more expensive, we ensure a better quality resulting in better horse healthcare.
<b>CURRENT STATUS AND NEXT STEPS</b>	<p>This month we will obtain our first prototype and the comparative analysis with wood pellets. We receive raw material from collaborators in the potato industry. As we do not own a pelletizer, we will need a small investment to pay an enterprise to get a sample of our product.</p> <p>Four of the biggest potato industries of Spain are located in the same region (Vallès, Catalonia), which will help us to establish and develop the facilities to begin with the production.</p> <p>In Spain there are 837 equestrian centers, 14% of them in Catalonia. We already contacted users that would like to test the final product.</p> <p>Therefore, with a small investment, we will move from a 5 MRL status to a 7 MRL in a short period of time, where we could start making profits.</p>
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	<p>To start, we will need 100.000€ to implement the facilities (rent, energy cost, staff salary, machines). Machine cost is 60.000€, but it will be amortized in a short period of time. The raw material will be provided by potato industries without fee, which reduces the manufacturing costs.</p> <p>We will receive incomes from direct sales to final consumers (equestrian sector and other pet owners) and indirect sales via other intermediary enterprises (veterinary centers, supermarkets, among others). Grants and investment will help to deploy the production, the website and increase the advertising.</p>
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>María Ribaya CEO, Co-Founder</p> </div> <div style="text-align: center;">  <p>Lucía Yohai CTO, Co-Founder</p> </div> <div style="text-align: center;">  <p>Isabel Corrales Product Manager, Co-Founder</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:valorpot@gmail.com">valorpot@gmail.com</a>   <a href="mailto:maria.080295@gmail.com">maria.080295@gmail.com</a>   <a href="mailto:luciyohai@gmail.com">luciyohai@gmail.com</a>   <a href="mailto:isabel.corrales.pinart@gmail.com">isabel.corrales.pinart@gmail.com</a>





SHORT VIDEO PITCH



<https://drive.google.com/file/d/11eyxPhb9h1KESJpmSVebT-IGw-bh2NfAE/view>



<b>STARTUP NAME</b>	Youkoala
<b>WEBSITE</b>	<a href="http://www.youkoala.com/">http://www.youkoala.com/</a>
<b>SHORT PROJECT DESCRIPTION</b>	The shared wardrobe for children's clothing
<b>INDUSTRY</b>	Circular Economy & Children Fashion
<b>ENVIRONMENTAL IMPACT</b>	Children change up to 6 sizes in the first year of life, parents buy clothes for them that are often used only once or twice. It's a waste of money. Besides, 73% of the garments are not recycled (Source: Ellen MacArthur Foundation). On Youkoala parents don't buy clothes but rent them only for the time that they need. Youkoala manages the clothes so that they are correctly recycled when they reach the end of their useful life.
<b>BUSINESS MODEL &amp; UNIT ECONOMICS</b>	Parents pick on <a href="http://www.youkoala.com">www.youkoala.com</a> the clothes that they need, they add them to the basket and when they checkout they create a monthly subscription (the price depends on the items that they pick). It's a subscription that ends when the items are returned. We only use clothes that new, in shops cost at least 30€.
<b>CURRENT STATUS AND NEXT STEPS</b>	Q4 2022: Bug fixing of the site (85% completed), go-live of the project with free PR and customer acquisitions. We will start in Barcelona where we will directly deliver the products to the customers to collect their feedback and learn from them. Before December the service will be extended to all of Spain. We are looking for one person to work on the management of the warehouse
<b>FINANCIAL NEEDS (AND CONDITIONS)</b>	We want to raise 100k €. 1/3 will be used to buy clothes, customer acquisition, and 1 salary. The rest will be used for: rent and clothes management. Ideally, the investment would be raised as a convertible note otherwise in shares with an evaluation that must be agreed with the investors.
<b>TEAM MEMBERS</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Vincenzo Rusciano CEO</p> </div> <div style="text-align: center;">  <p>Livio Pedretti CTO</p> </div> </div>
<b>CONTACT</b>	<a href="mailto:vin@youkoala.com">vin@youkoala.com</a>   <a href="https://www.linkedin.com/in/vincenzorusciano/">https://www.linkedin.com/in/vincenzorusciano/</a>

▶  
SHORT VIDEO  
PITCH



<https://www.youtube.com/watch?v=KjCpUx04d9E>



Entrepreneurship  
Institute (EEI)



Center for  
Social Impact

With the support of:

# The Rambla of Innovation

Project financed by:



**Generalitat  
de Catalunya**



**Unió Europea**  
Fons europeu  
de desenvolupament regional

Do Good. Do Better.