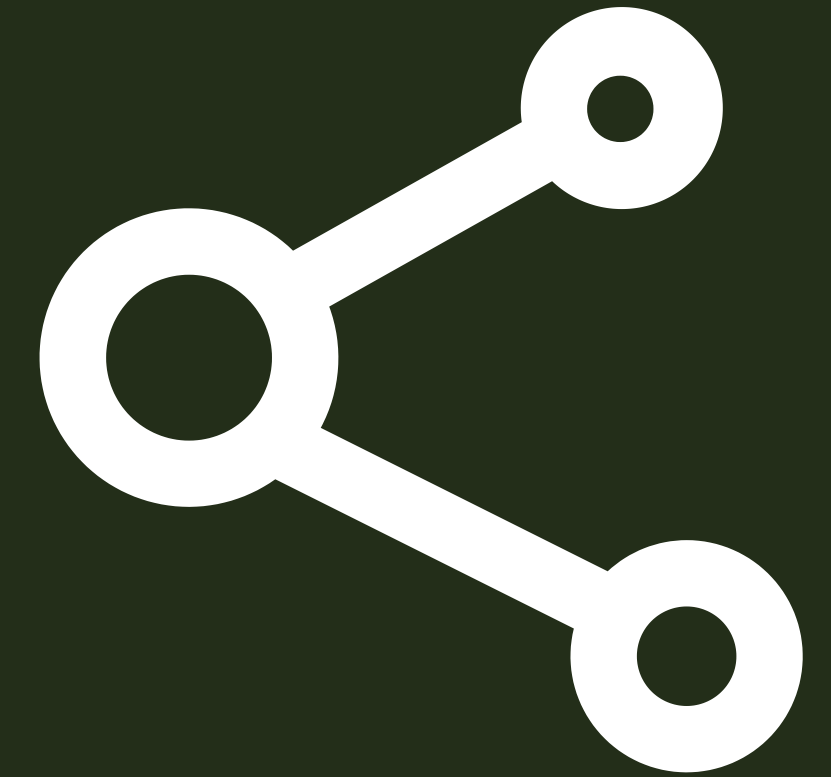


Industrial AI

# WASTEUP

WASTE INTELLIGENCE



AI POWERED WASTE TRACKING FOR SME MANUFACTURERS

We help plastic and packaging manufacturers reduce production waste, meet sustainability compliance, and unlock new circular economy revenue

# MANUFACTURERS LOOSE MONEY IN WASTE THEY CANNOT SEE

## NO VISIBILITY

Most SME manufacturers track waste with Excel or paper, if at all. They know when a trash bin is full, but not which machine, shift, or material caused it.

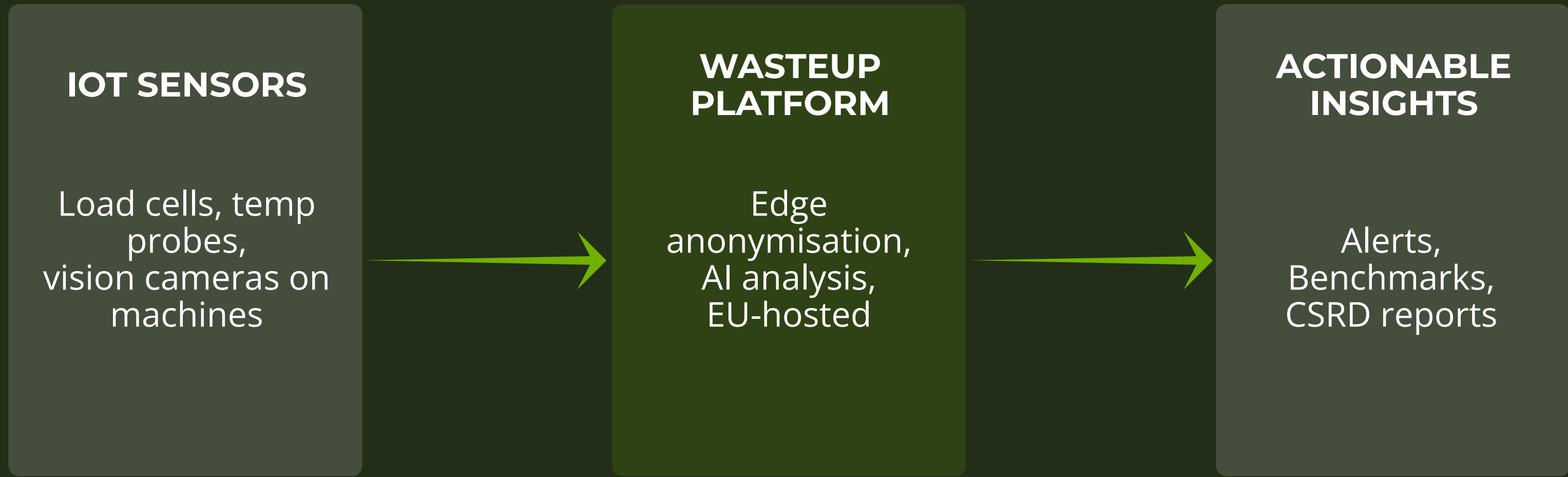
## COMPLIANCE PRESSURE

CSRD and EU EPR regulations now require manufacturers to report waste data. SMEs have no system to generate this, and risk losing large contracts.

## LOST CIRCULAR VALUE

Plastic offcuts from one factory are raw material for another. Without data, these matches never happen. Waste goes to landfill instead of back into production.

# WASTEUP – WASTE INTELLIGENCE FOR THE FACTORY FLOOR



- Privacy First – raw data never leaves the factory
- GDPR-compliant · EU cloud · AV-Vertrag included
- Works alongside existing machines — no downtime

# A LARGE, UNDERSERVED MARKET WITH REGULATORY TAILWIND.

## TAM

Global industrial waste SaaS market

€4.2B

## SAM

EU SME plastic & packaging manufacturers

€380M

## SOM

German SMEs, 3-year target

€18M

## REGULATORY & MARKET TAILWINDS

### CSRD DIRECTIVE

EU mandatory sustainability reporting now cascading to SME suppliers of large companies

### EU PLASTICS TAX

Virgin plastic levy incentivising waste reduction and regrind tracking

### EPR EXPANSION

Extended Producer Responsibility laws requiring plastic waste data from manufacturers

### CIRCULAR ECONOMY ACTION PLAN

EU policy creating demand for waste-to-material matching platforms

# THREE LAYERS. ONE PLATFORM.

<b>01</b>	<b>TRACK</b> IoT sensors connect to machines. Edge gateway normalises and anonymises data before it leaves the factory. Dashboard shows real-time waste by machine, shift, material.
<b>02</b>	<b>ANALYSE</b> AI model detects anomalies, correlates waste spikes with machine parameters, shift patterns, and material lots. Benchmarks performance against anonymised industry data.
<b>03</b>	<b>ACT</b> Automated CSRD/EPR compliance reports. Waste reduction and cost optimisation recommendations.

## ROADMAP



## **TIERED SUBSCRIPTION MODEL**

Per-site monthly fee. Includes IoT gateway, dashboard, anomaly alerts, and basic reporting. Scales with number of machines.

## **PERFORMANCE MODEL**

For risk-averse early customers: zero upfront cost. We take 20% of verified waste reduction savings. Aligns incentives and removes adoption barrier.

## **COMPLIANCE MODULE**

Automated CSRD / EPR waste reports, ready for submission. Regulatory template library updated with EU changes.

### **CORE REVENUE**

**€99 –  
€399/MO**

### **TRUST-BUILDER**

**20% OF  
SAVINGS**

### **ADD-ONS**

**€49 –  
€99/MO**

THE TEAM

ISHITA  
THAKUR



Founder & Product Lead

MSc. Computer Science;  
Ex-Head of Operations



SWARUPA  
INAMDAR



Domain Expert

MSc. Industrial  
Engineering;  
Supply Chain Analyst



LESLIE  
BREDER



Marketing & Outreach

B.A. Communications &  
Media;  
Marketing Specialist



BEKE  
HOLLENBACH



Business Development  
& Sustainability

M.A. Sustainability  
Economics & Management;  
Business Development  
Specialist



# WE ARE RAISING €125K, TO BUILD THE FIRST VERSION

## USE OF FUNDS

40%

### PRODUCT DEVELOPMENT

2 core developers; MVP to production

20%

### IOT INTEGRATION & CLOUD INFRASTRUCTURE

EU-hosted cloud

25%

### CUSTOMER ACQUISITION

Pilot program for 5 German manufacturers

15%

### LEGAL & COMPLIANCE

AV-Verträge · GDPR setup · IP protection