



Kitchen and Home technology to make life better

By Open59, Italy
- *A Benefit Company*

WWW.WILLPY.COM

Investor Deck

Challenges in wet waste management

1



FREQUENT DISPOSAL REQUIRED

Wet waste requires disposal within 2 days due to bad odour, unlike the dry bins. Consequently current wet waste bins are smaller than the dry waste bins

ENVIRONMENTAL IMPACT

- Produces a lot of smell, leachate, liquids, dirt, larvae, worms & insects becoming the breeding grounds of several diseases
- Pollution caused by lorries due to wet waste high collection frequency (CO2, oil, lubricants, brakes, tyres, etc.)



2

3



RESOURCE WASTAGE

Frequent requirement of collection leads to massive wastage of time & efforts. This leads to increased burden of cost & utilities



Wet waste comprises biodegradable garbage like fruit & vegetable peels ,meat, diapers etc.- which can be composted



1.3Bn tonnes of wet waste is produced each year

**Need for an affordable,
eco-friendly &
efficient solution.**

Our technology slows down wet waste deterioration



Our unique & patented product, WILLPY, is a new category product and a next-gen wet waste container


Waste
thrown in Willpy




Technology
in lid


Reduces oxygen
in container


Slows natural
deterioration

Revolutionary technology that will move the system and the timing of managing wet waste closer to the dry waste.

SPECIFIC FOR BIODEGRADABLE/ORGANIC BAGS (also works with plastic bags)



Standalone for kitchen/diapers



**For streets/
condominiums/ho.re.ca**



Built in kitchen door



Built in kitchen drawer

Product features



ODOR FREE

No odor of waste in the kitchen & is also suitable for diapers.



NO MORE PUNCTURED BAGS

Slows formation of leachate liquid that breaks the biodegradable bags.



SAVES EFFORT

Slows down the decomposition of organic matter. Reduces the frequency of collecting waste by 50%, saving time, costs & resources because waste can be maintained in house **without problems even for 5-7 days**.
Can be opened & closed any number of times to insert waste.



ENVIRONMENT FRIENDLY

It helps reduce carbon footprint **>100,000 tons per year in Italy itself - as per a recent study**. An extended use can translate into monetary value (about one-fifth of global emissions are covered by pricing programs). Further, it is made of 100% recycled & recyclable plastic & does not use any harmful chemicals, Needs very low energy. Power consumption in **1 year** is equivalent to the energy consumed by a PC in **1 day**



EVOLUTION IN SMART CITIES

It will be highly useful in cities and countries that are racing to reduce their carbon emissions

Willpy

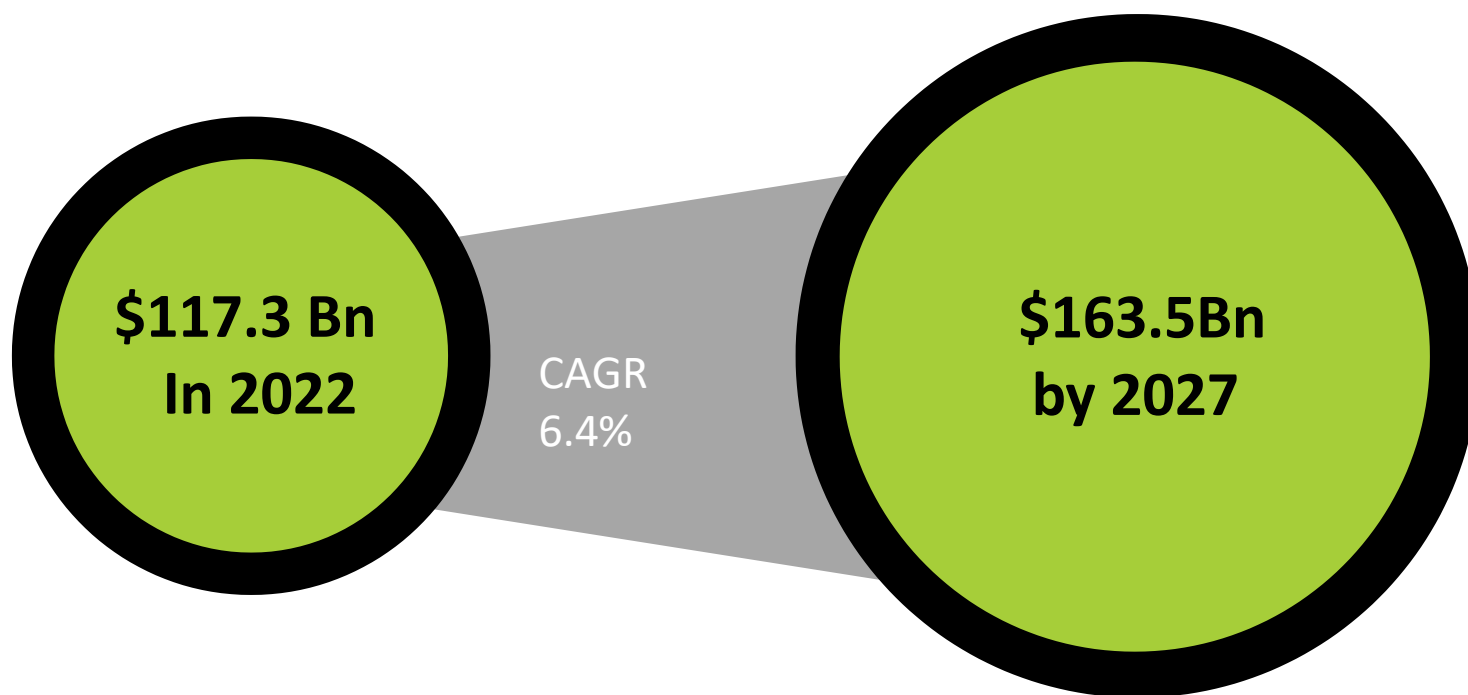


A solution for all residential & commercial wet waste problems:



Global prospect

Wet Waste Management Market



GROWTH DRIVERS



Need for reduction of greenhouse gas

Government initiatives to educate people on proper waste management will further drive the growth.



Increased consumption

Of fruits & vegetables due to rising fitness concerns management.

Competitive landscape



A unique product with **no direct competition** aimed at replacing the inefficient waste management techniques

	Ordinary Dustbin	Bio Bins	Septic Tanks	Biogas Plants	Willpy
Convenience	✓	✗	✗	✗	✓
Time Saving	✗	✗	✗	✗	✓
Affordable	✓	✗	✗	✗	✓
Odour Free	✗	✗	✗	✗	✓
Environment Friendly	✗	✓	✗	✗	✓
Hygienic	✗	✓	✓	✓	✓

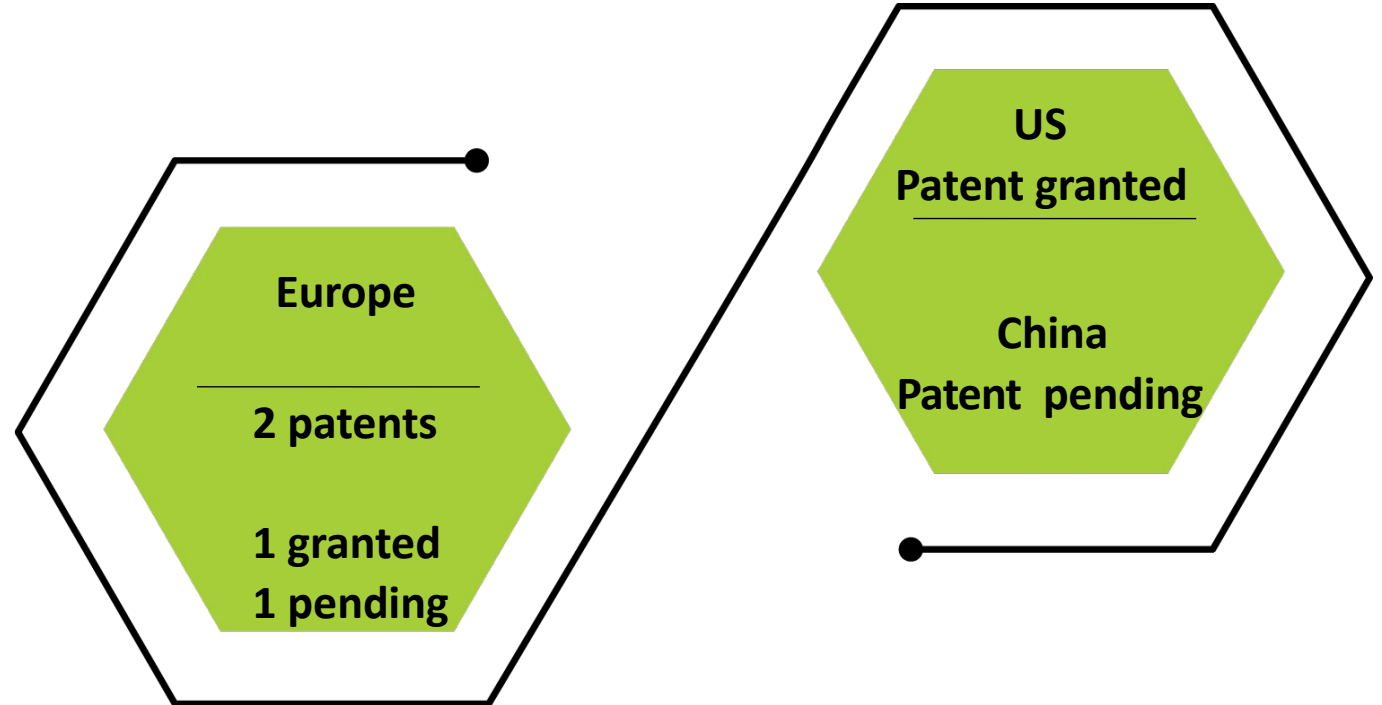
Certifications



Open59 is a Benefit Company

A Benefit Company (Società Benefit) is a company which combines the goal of profit with the purpose of creating a positive impact for society and the environment and which operates in a transparent, responsible and sustainable way.

The company has CO₂ reduction mentioned in its statutes.



WILLPY

Low-cost market entry

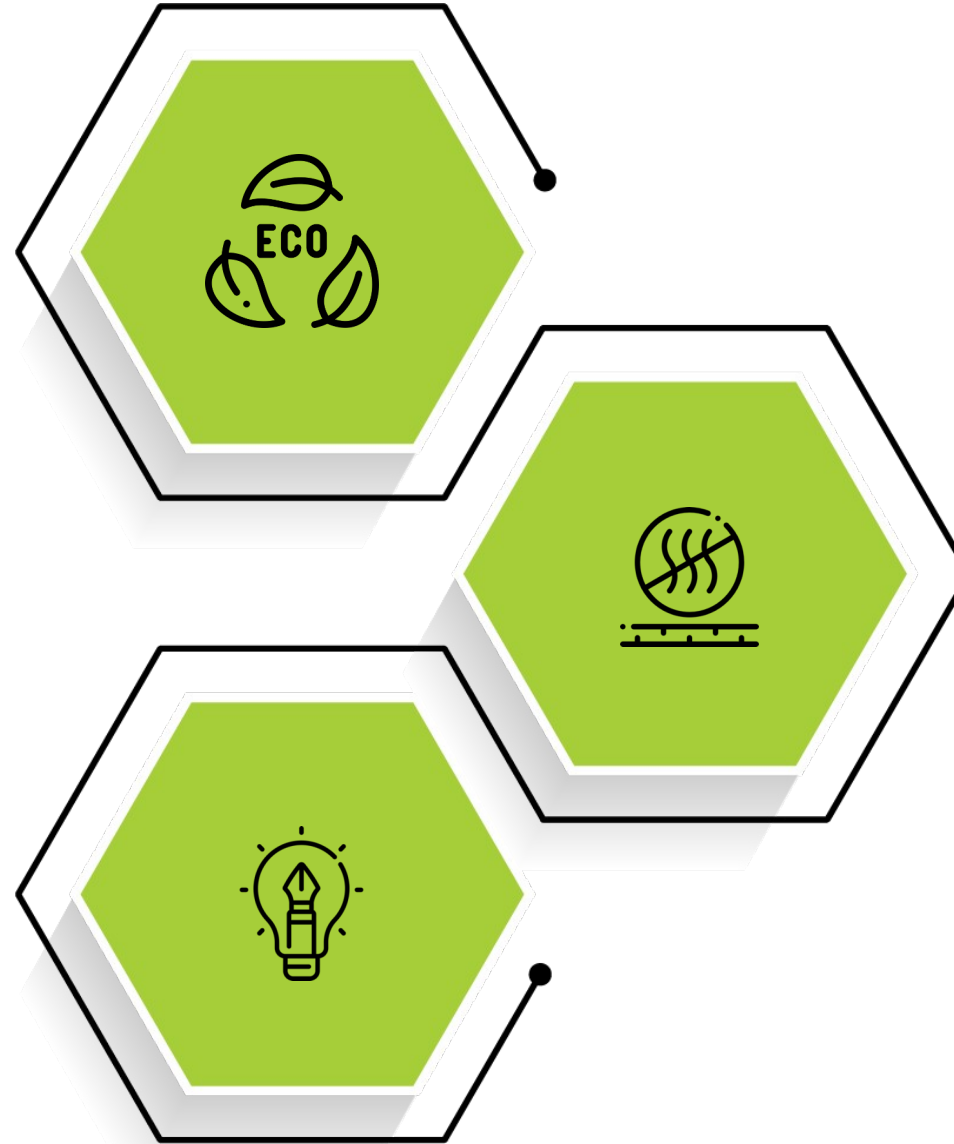
Our patented technology allows us an easy entry in the market and a low-cost sustenance as well.

Low investment/brand value ratio due to lack of direct competitors and global product novelty

Eco- Friendly

Made of recycled & recyclable plastic making it environment friendly.

Power consumption : in **1 year** is equivalent to the energy consumed by a PC in **1 day**



Odourless

Slows down the process of decomposition & keeps away all smells, liquids etc
Thus, people can keep wet waste inside the house up to 5-7 days without problems.

Potential market and expansion plan



Aiming to expand globally, starting from North America & Europe as maximum wet waste management is practiced here

Initial targets

01

Warm countries providing ideal conditions for decomposition and resulting odours

02

Metropolitan cities with maximum amount of waste to be managed



Market	North-America	Europe-UK, Italy, France, Germany, Spain
Houses	156 Mn	170 Mn
Buildings with condominiums	4.7 Mn	6 Mn
Hotels, Cafes & restraunts	1.5 Mn	2.5 Mn
New Born Children per year	4 Mn	2.3 Mn
Adults over 65 10% in need of diapers	62 Mn 6,2 Mn	90 Mn 9 Mn
New Kitchens installed every year	10.2 Mn	3 Mn

B2C

Products will be sold directly to customers from:

- Website & web stores
- Shops & stores

B2B

Willpy will be sold to :

- Ho.Re.Ca.
- Condominium administrators
- Utility & city Administration
- Hospitals, clinics
- Old age homes & nursery schools etc.
- Supermarkets
- Producers of kitchen
- Boats and Campers

B2C

- MKT test carried out positively on QVC and Amazon
- Just signed a contract with a 850 p.o.s client in Italy
- 200K (2700 pieces) stock product ready to MKT

B2B

Kitchen door prototype ready.

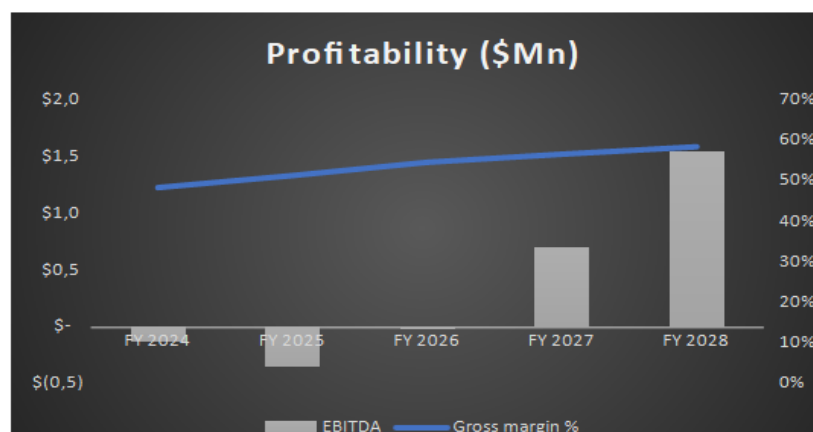
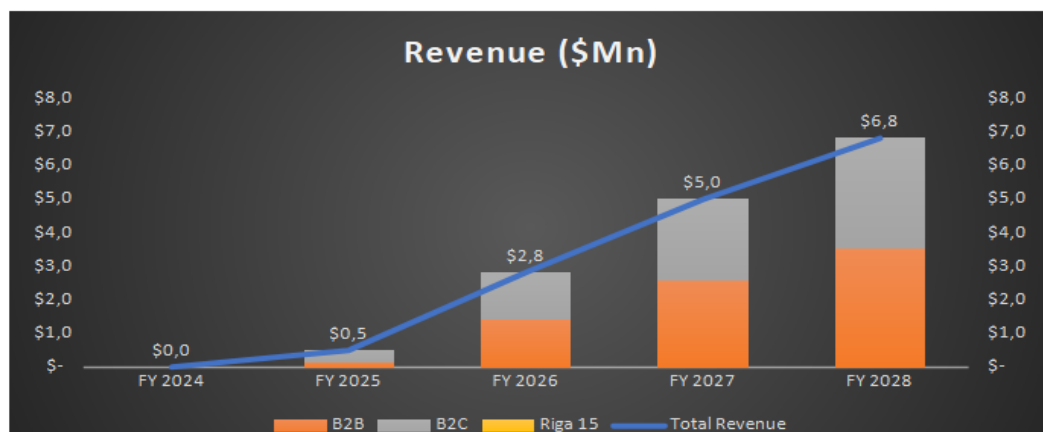
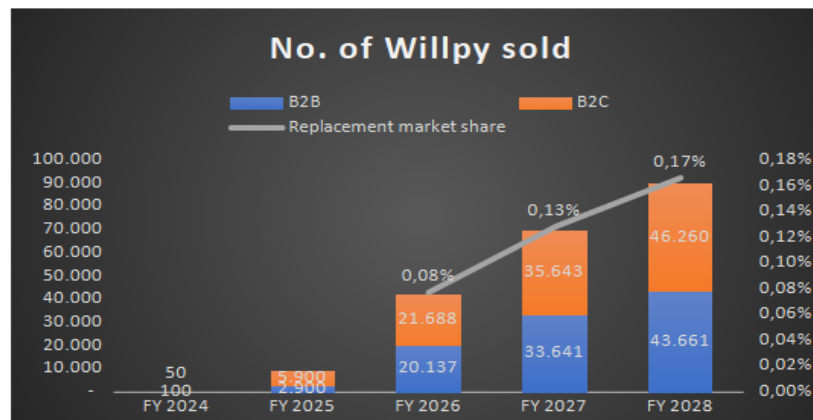
Street bin prototype ready.

Presentations and ongoing negotiations with kitchen producers

The italian replacement market cumulate share is just **0.35 %** after 4 years (conservative projections)
An affordable **3 %** share could be achieved with more investment

Amount in USD Mn

Particulars	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028
Total volume (Nos.)	150	8.800	41.825	69.284	89.921
B2B	100	2.900	20.137	33.641	43.661
B2C	50	5.900	21.688	35.643	46.260
Replacement market share			0,08%	0,13%	0,17%
Replacement Market size			54.000.000	54.000.000	54.000.000
Total Revenue	\$ 0,0	\$ 0,5	\$ 2,8	\$ 5,0	\$ 6,8
B2B	\$ 0,0	\$ 0,2	\$ 1,4	\$ 2,6	\$ 3,5
B2C	\$ 0,0	\$ 0,3	\$ 1,4	\$ 2,4	\$ 3,3
Direct expenses	\$ 0,0	\$ 0,2	\$ 1,3	\$ 2,2	\$ 2,8
Gross margin	\$ 0,0	\$ 0,3	\$ 1,6	\$ 2,8	\$ 4,0
Gross margin %	49%	52%	55%	57%	59%
Indirect expenses	\$ 0,1	\$ 0,6	\$ 1,6	\$ 2,1	\$ 2,5
EBITDA	\$ (0,1)	\$ (0,3)	\$ (0,0)	\$ 0,7	\$ 1,5
EBITDA margin %	-1424%	-67%	0%	14%	23%
Profit After Tax	\$ (0,2)	\$ (0,4)	\$ (0,0)	\$ 0,7	\$ 1,1



Meet the founder



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- Louis has created and launched several successful product categories, creating new markets for important and well-known brands.
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