



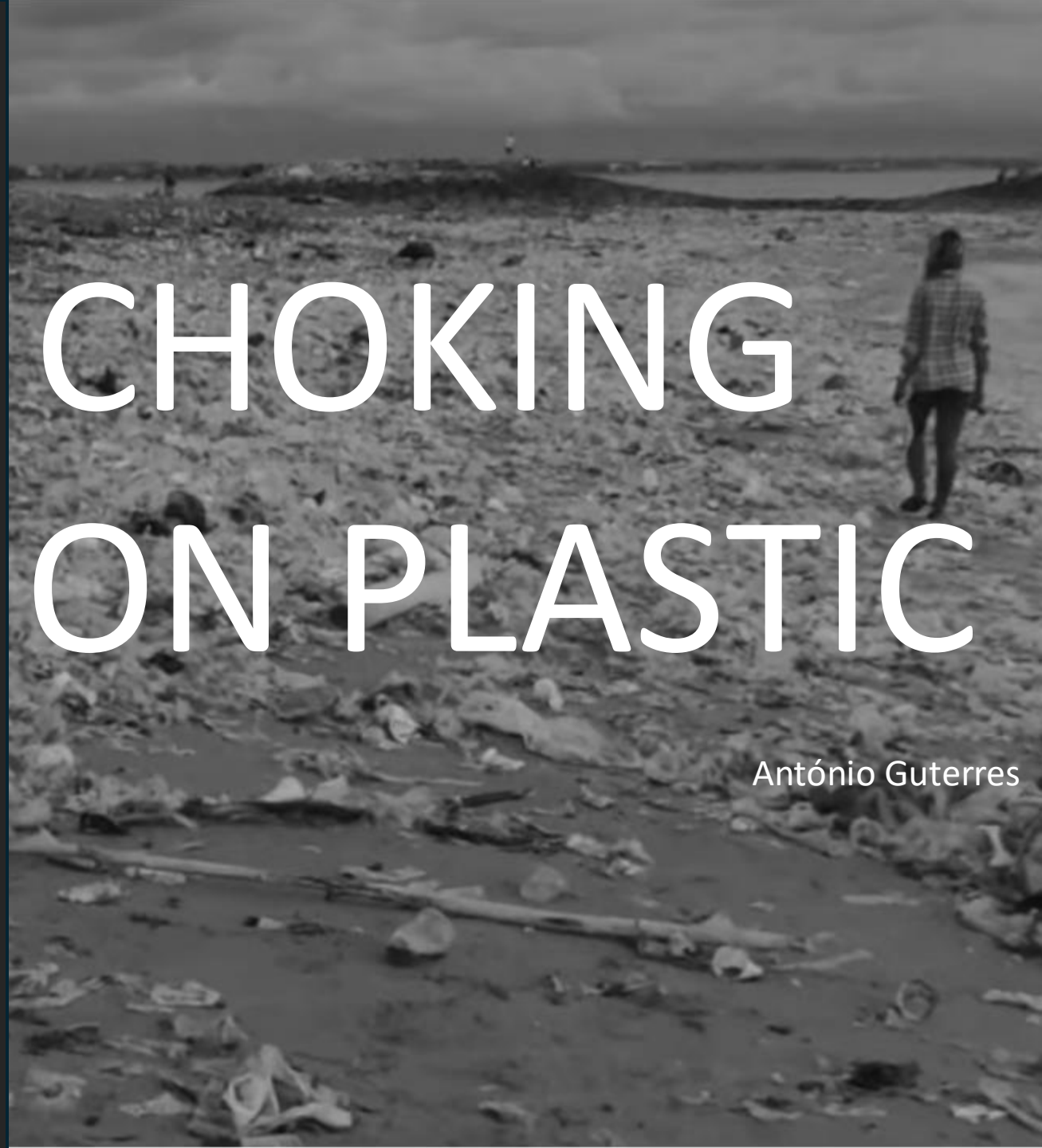
lasticompACT!  
#decluttertheplanet

“

WE ARE CHOKING  
ON PLASTIC

António Guterres

AND WE HAVE NORMALISED IT.



# PLASTIC PLANET?

WE LOVE THE “USE”  
— AND IGNORE THE “AFTER”.



# HOW?

SOLUTIONS ARE MULTI-SOURCE.



# MANY?

CLEANUP IS STILL NO DEFAULT.



# CLEAN UP THE MESS?

WE HAVE NO HABIT LOOP.



['hæbit]

INCENTIVES DRIVE HABITS.  
WHAT WE REWARD  
IS WHAT WE REPEAT.



# REWARD

SIMPLE LOGIC

PICK UP PHOTO  
+ DROP PHOTO  
= 1 PLASTICO



# VALUE

PLASTICO = REAL VALUE

COFFEE • DISCOUNTS • PERKS  
FOOTPRINT • CUSTOMERS



# WHO'S IN?

SOME OF OUR  
ONBOARDED REWARDERS



# THE LAST MILE

CITIZENS START IT.  
CITIES FINISH IT.

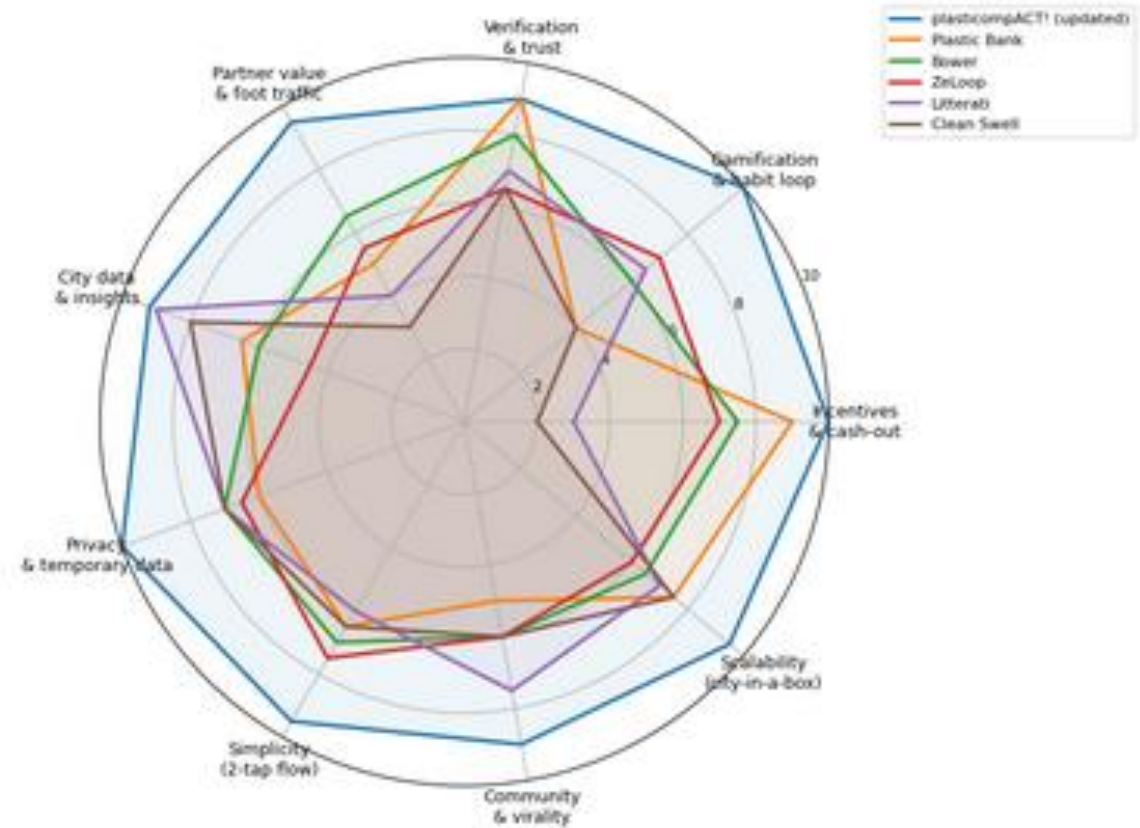


# LET'S BUILD

plasticompACT!

€80K. 100. 4.

INVESTOR • REWARDER • TEAM



# TRY IT

THE LIGHTEST REPEAT LOOP

YOUR HANDS & YOUR PHONE

#DECLUTTERTHEPLANET





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