



d e k o · e k o

We Transform Waste
into Value





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Deko Eko is an innovative **upcycling platform** which is revolutionising the way we think about waste turning it into value.

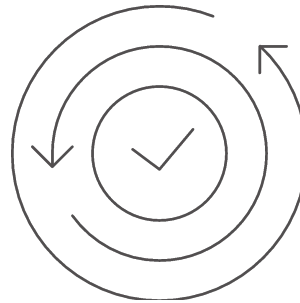
We connect designers, startups and small manufacturers from all over the world to create well designed consumer products out of carefully selected waste materials from global companies.

We are experts in **brand upcycling**.



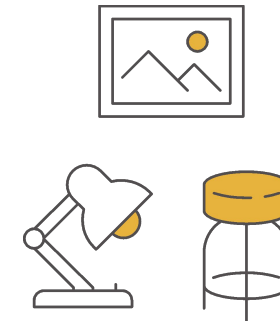
1st Circular Marketplace

Powerful ecosystem for creating and selling upcycling products.



Smart Matching

Automated matching of upcycling designers with companies who are looking for upcycling solutions.



Unique „Brand Upcycling” Opportunity

Share you sustainability story by introducing upcycling products to the market.



We are initiators of the 'Reconomy Coalition' with an aim to introduce a Circular Economy in Poland and a part of Polish Circular Economy Hotspot. What is more, our hard work and experience was acknowledged by organizations such as Startupbootcamp, WomenWhoTech, TheNextWomen, CEE Released Europe, Koźmiński Business Hub Warsaw, Chivas Venture and we were featured in Forbes as one of the best 60 women-led businesses who are shaking the startup world globally.

Startupbootcamp

Women
Who
Tech

THE NEXT
WOMEN

KOZMIŃSKI
BUSINESS HUB

RECONOMY
KOALICJA NA RZECZ GOSPODARSTWA OBLIĘTŁEGO

CHIVAS VENTURE

Forbes


deko•eko

Numbers

Clients:



Numbers:

250 Designers/
Manufacturers

17+ Global
companies 

16+

Waste
streams

5 years

On Polish
market

3k

Products

Partners & Media:



HOW TO B2C WITH US?



SELL WITH DEKO EKO

brand name*

contact person*

street address*

country* ▼

city*

email*

website

brand idea (description)

attach files

☐ I agree to the terms and conditions of the Deko Eko platform and I understand that I am responsible for the accuracy of the information I provide.

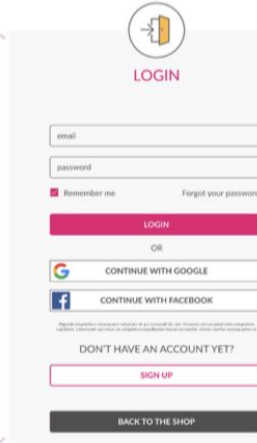
☐ I agree to the terms and conditions of the Deko Eko platform and I understand that I am responsible for the accuracy of the information I provide.

1

SIGN UP

Register your account

<https://dekoeko.com/designers-registration>



LOGIN

email*

password*

☐ Remember me [Forgot your password?](#)

OR

CONTINUE WITH GOOGLE

CONTINUE WITH FACEBOOK

DON'T HAVE AN ACCOUNT YET?

2

MAKE IT YOURS

After we've reviewed your **circularity**, you can access to your profile at any time!

Fill it in with details and products

- ✓ See content checklist in the next slides

30% of
profit margin

3

PRICE IT

You set the selling price of your products.

We take **30% of profit margin** from the product price.

WHY B2C WITH US?

BENEFITS

- Join now and pay no subscription fee.
- Access to European markets - Polish and Dutch.
- Benefit from a nice looking website and 24/7 customer support.
- Have control of your inventory and deliveries.

Reach a wide variety of users thanks to our B2B networking, we access B2B and their partners customer base directly

HOW TO B2B WITH US?

1

Register your account

<https://dekoeko.com/designers-registration>

SIGN UP

2

After we review your **circularity**, you can access to your profile at any time!

✓ See content checklist in the next slides

MAKE IT YOURS

3

A. Upload information about the **waste stream** you can upcycle

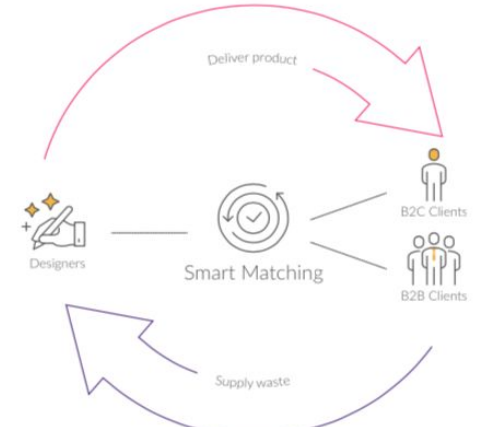
B. Tell us about your **types** of products

WASTE-IMPRESS US

4

Let our **smart matching solutions** connect you with your B2B clients

GET MATCHED



WHY B2B WITH US?

We partner with global companies to help them find a way to upcycle/reuse their waste. CSR spending is estimated to be \$15.2 bn per year and It's a rising number.

BENEFITS

- Access to all industries: FMCG, fashion, home interior, telecommunication, pharmacy, consultancy, recycling, govt organisations, corporate gifts agencies
- Deko Eko: provide materials, contest for designers, smart-matching tool, 3D model prototyping tool
- Focus areas: Brand loyalty gifts, employee engagement gifts, circular product line



CONTENT CHECKLIST

SIGN UP

- ❖ **ADD YOUR BASIC INFO** at your **WEBSITE PAGE**: Name, surname, email, address, phone number
- ❖ **ADD LOGOTYPE** and **BRAND DESCRIPTION**: this gives the first impression. Make sure quality is good and give the BEST SUMMARY
- ❖ **MATERIALS USED**: which materials you use, which materials are you happy with processing (valuable for B2B projects and smart matching), MOQ
- ❖ **WASTE STREAM**: with waste streams do you deal with, with circular standards you follow. Are you an ethical supplier?

Other information: bank account, time of order fulfilment, amount needed for an order to be processed

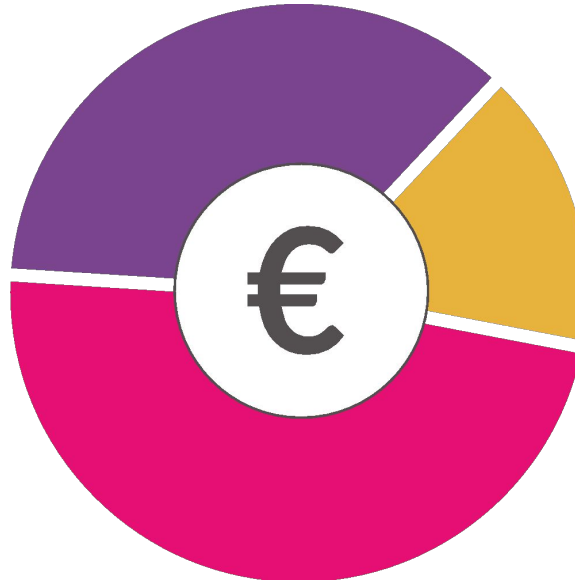
- ❖ **TO ADD PRODUCTS!** the more products you add now the easier it will be for you when our marketplace goes live.
 - Add product description
 - Add waste stream
 - Add quality images (minimum width 600px, format jpg)
 - Add construction materials for B2B smart matching tools and to provide transparency for B2C
 - To add sizes, colours and other OPTIONS, go to OPTION TYPES, create your own option and then select it under OPTIONS for the selected product.

COST STRUCTURE

PS: there is no subscription for our early birds

B2C

- ❖ We charge a 30% margin for each product sold via marketplace to B2C clients



B2B

- ❖ We charge a margin for each project done with B2B clients

Once you have a client:

- Deko Eko analyses clients' waste
- We ask for your volume pricing based on Q and type of product
- We discuss details with clients
- You make design & prototype
- And the production & delivery

You are paid based on your invoice

MARKETING TIMELINE

As an **EARLY BIRD**, you'll be the first designers to sell to our consumers and partner on B2B projects. We will reward of having been with us since the beginning by offering you an advantageous position through our marketing campaign (chance to be famous?) and benefit from the **smart matching B2B platform**.

COMPLETE CONTENT

See content checklist for details

TESTING/MVP PHASE

- Experimental Marketing Campaign
- Flexible Pricing strategy

LAUNCHING

- Social media, Influencers and more!
- Fixed pricing strategy

April 2019

July/August 2019

September 2019

CAMPAIGN DETAILS

Our team has been working hard to get ready for this campaign because we aim high.

Our goal is to become the **1st global upcycling marketplace**

The Marketplace will be advertised on:

- Google Adwords
- Facebook Ads
- LinkedIn Ads (+Twitter)
- Google Shop
- Influencers
- Instagram marketing

You will be involved in:

- Events
- Conferences
- Press
- Pop up Store
- Meeting with companies

..... AND MUCH MORE

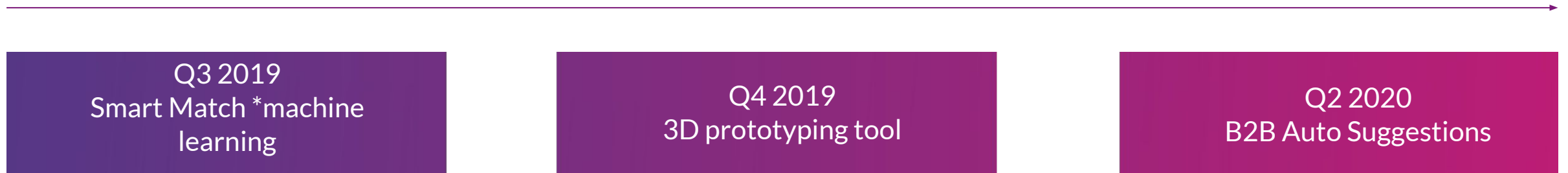
R&D TIMELINE

Our goal is to offer **machine learning** and automated tools that will facilitate and improve massively the connections and relationships between **YOU, US, BUSINESSES** and **FINAL CONSUMERS**.

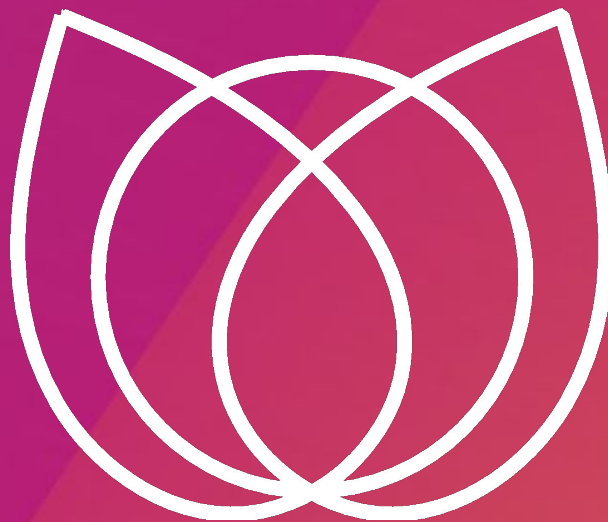
In the future we wish to create a circular cryptocurrency and implement **blockchain solutions** to facilitate the relations of our partners and provide full transparency across our value chain.

Our development roadmap is thus unlimited! **Join us** on this journey of improvement and grow with us!

Next two years development:



Let's upcycle the world together!



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