



**goodbag**

Investors Deck

Seed Investment Round

2020

**Climate change and plastic pollution are global challenges.**

**Every year our planet is getting hotter while over one trillion plastic bags are used for less than 20 minutes.**



**Eco-Conscious Consumer**

## **How can I make a difference?**

As individuals we often feel that we can't solve these problems because our actions do not make a visible difference.



**Project Manager**

## **How can my company become more sustainable?**

Consumers worldwide want to see actions and expect companies to become part of the solutions by reducing their negative impact.

**We enable companies to protect  
the environment together with their customers  
while making everyones impact visible.**

**Creating  
Experiences**

Our products create  
unique experiences  
for users.

**Real-time  
Feedback**

We enable users to receive  
real-time feedback about  
the created impact.

**Rewarding  
Actions**

For every action we  
provide a reward in the  
real or virtual world.

goodbag is a **smart reusable shopping bag** that connects with the **goodbag app**, lets users **track their impact** and rewards them for reusing their bag.



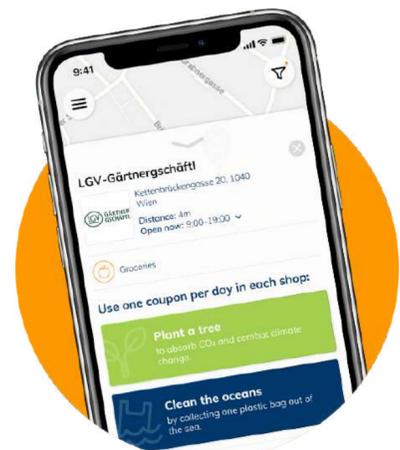
„With goodbag I see the change I create. It is fun to use and allows me to make the world a little bit better everyday.“

Selina Feusi, Influencer



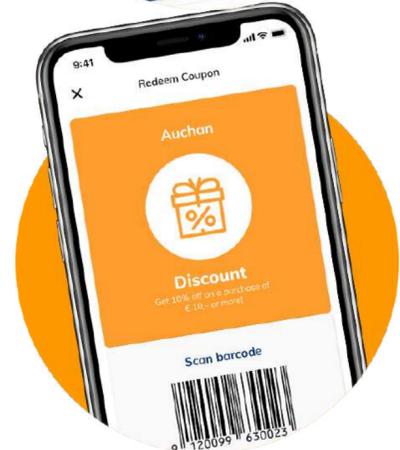
## Plant trees or collect plastic waste

Every time customers shop with goodbag they can plant trees against climate change or collect plastic waste out of the ocean.



## Receive discounts and save money

For making the right choice to bring their own bag users receive exclusive discounts in selected stores that save them money.



## Track impact and see it grow

Users track their impact in real-time and earn achievements. In the goodbag app they see how often they reused their bag, how many trees they have planted and how much plastic was collected.



## How it works

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1

### Go shopping with your goodbag

All the users need to do is go shopping with their goodbag. In the goodbag app the users can find all shops and available rewards on an interactive map.



2

### Choose a reward in the goodbag app

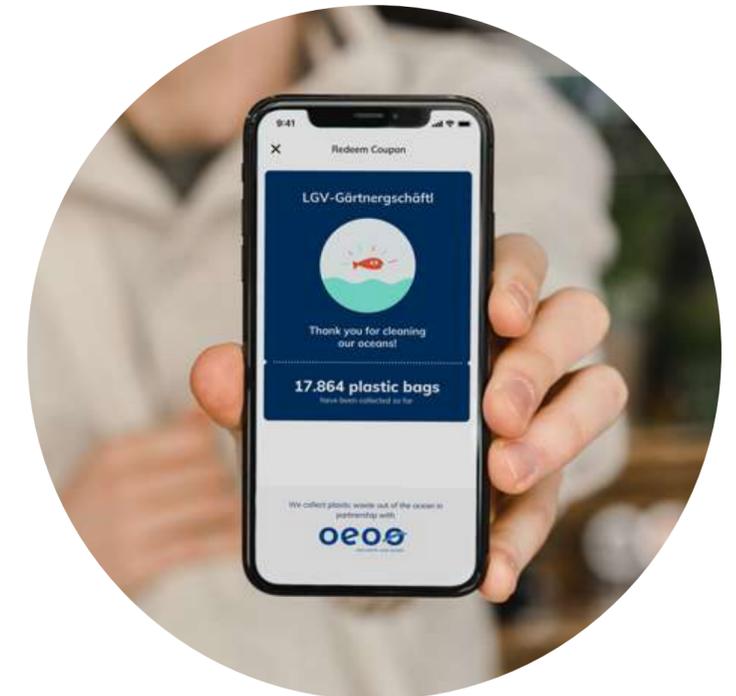
In the shop they open up the goodbag app and choose between the rewards of planting a tree, collecting plastic waste out of the ocean or receiving a discount.



3

### Scan your goodbag to activate the reward

To activate a reward the users need to be in the shop and hold their phone close to the goodbag logo to verify that they brought their goodbag.



4

### Receive and redeem your reward

The reward is activated and displayed on the users phone immediately. If the reward is a discount it can be redeemed directly in the store.

## Why companies work with goodbag

We offer companies a brand new way to interact with their customers.



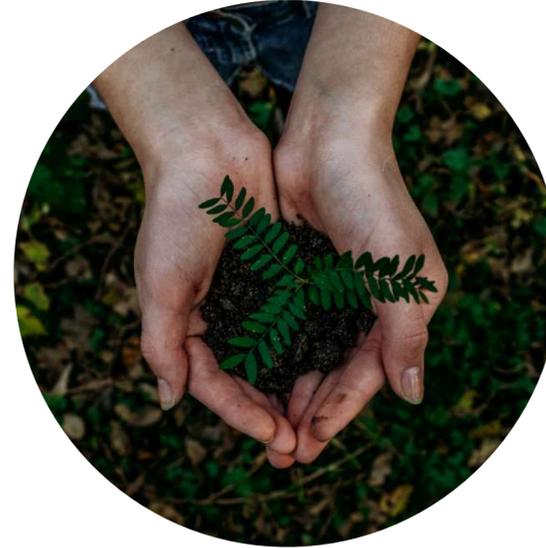
„goodbag allows us to offer an interactive experience to our passengers that helps to change customer behaviour in a way that is fun and engaging for them.“

Matt Prescott, Director Sustainability Heathrow Airport



### Win New Customers

With goodbag retail brands offer consumers an incentive to visit their stores. Especially for young and environmental aware customers goodbag can significantly influence the decision where they shop.



### Communicate Sustainability

goodbag enables brands to communicate their corporate social responsibility (CSR) in a truly interactive way through a unique customer experience where the customers and brands are doing good together.



### Increase Customer Loyalty

Customer loyalty is all about building relationships. goodbag allows brands to differentiate themselves from competitors by allowing customers to plant trees or collect plastic waste every time they use a goodbag in a store.

## Combining sustainability and customer experience is a huge opportunity

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2017  
\$ 10,74 bn.



2025  
\$ 58,23 bn.



**Smart Retail Market**  
will grow with 23,9% CAGR  
to \$ 58 bn. by 2025



„89% of companies are now competing mostly on basis of customer experience.“ \*

The need to enhance the **customers' shopping experience** is the key driver for the growth of smart retail.



**Sustainability** is a mega trend. Consumers are looking for eco-friendly alternatives. To win consumers of the future, brands need to show that they walk the talk.

\*Gartner

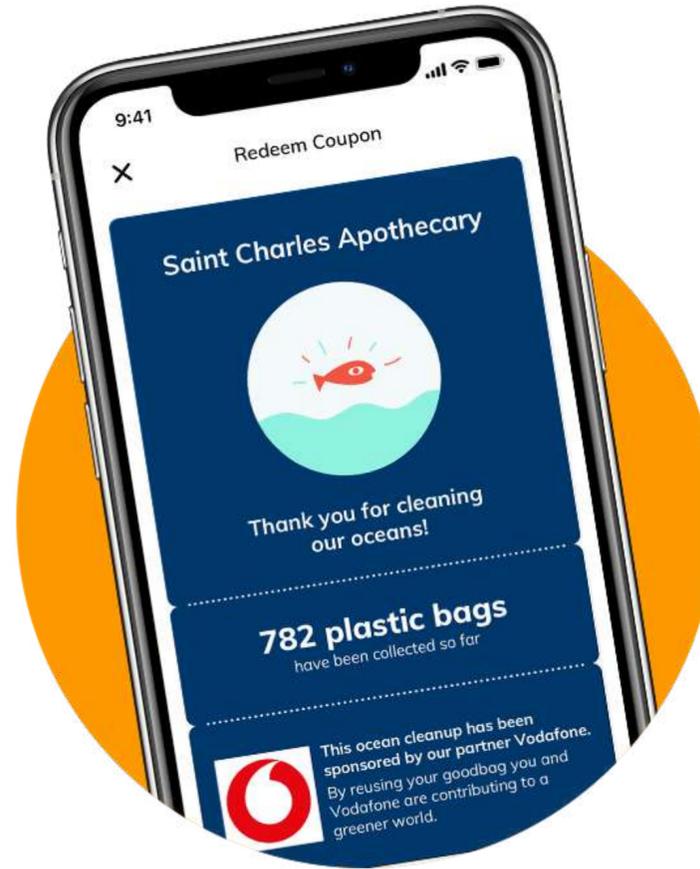
# Our target customers

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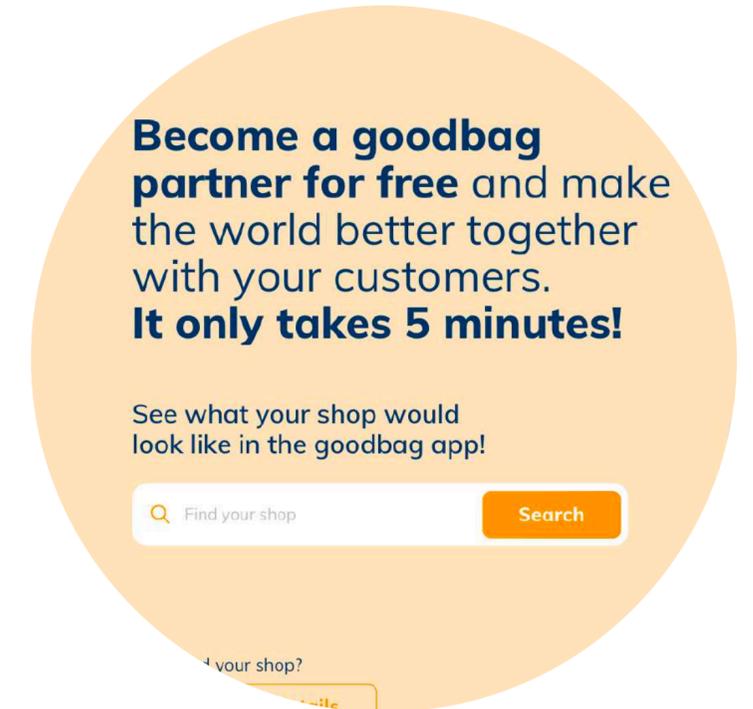
## Retail Chains

For retail chains our product is the perfect fit. They can offer their customers a great reward and sell the goodbag in their stores.



## Consumer Brands

Brands can sponsor trees or collected plastic in the goodbag app. In return our users interact with their brand and we make sure that their donations are seen.

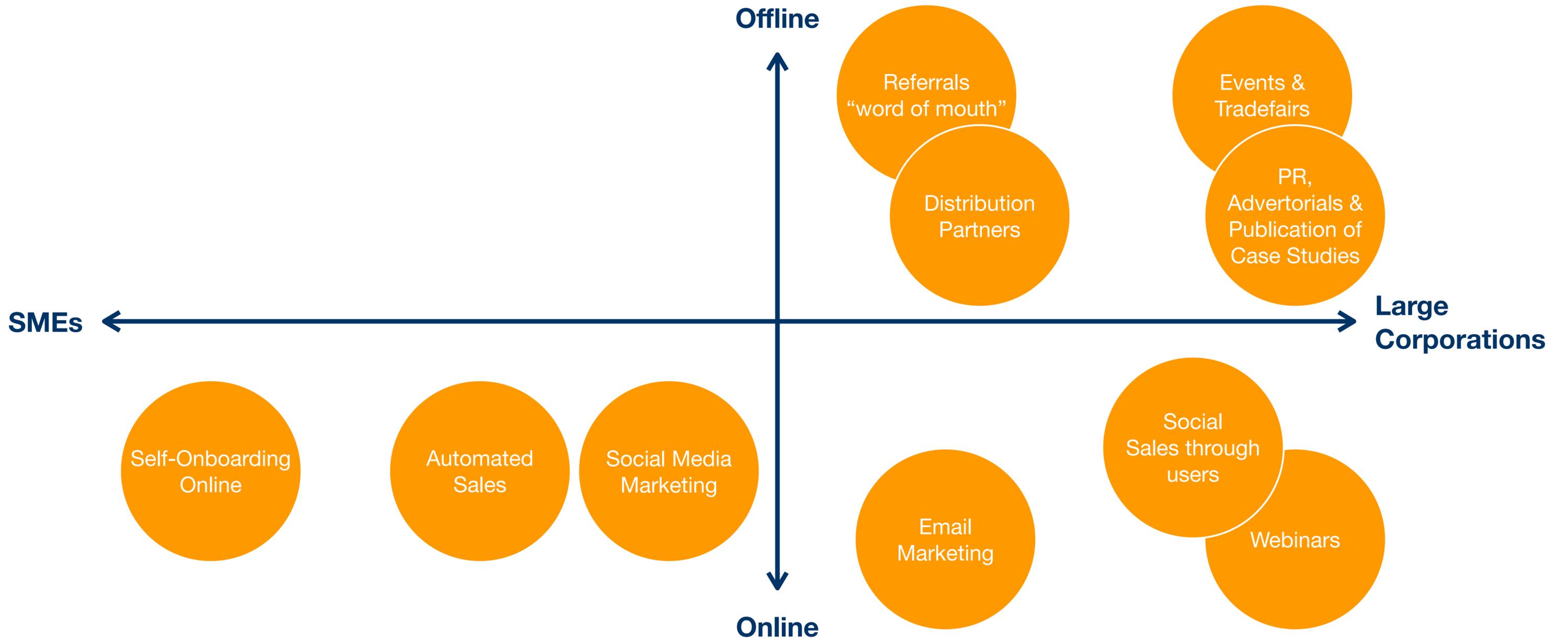


## Small Businesses

Small Shops and local retailers can sign up their shop, choose their plan and order their bags online through the fully automated goodbag B2B platform.

# Our Sales Channels

We have already identified the right channels to win new customers and built a scalable sales operation to grow our business.



# Our clients and sales pipeline



We have over **1,000 participating stores** in **6 countries** and sold over **160.000 goodbags**



We built successful partnerships with **Heathrow Airport** in the UK and **Denner AG\*** in Switzerland.

\*part of MIGROS Group



After reaching product market fit we are now **scaling goodbag globally** with **leading retailers all around the world.**

\*goodbags are made out of 100% organic cotton and are available in any custom size and with any print.

# Business model

We offer brands a customer experience as a service that enables them to interact with their customers at the perfect time.



## Software Subscription (SaaS)

For using our service and being part of the goodbag platform brands pay a yearly fee. We have three standard plans with a free basic plan for SMEs and a enterprise package for larger companies.

**Setup fee:** € 0–€ 30k (one-time)    **Subscription:** € 0–€ 60k (yearly)

## Products and Hardware

We sell the bags\* or NFC chips to companies that resell them to their customers and directly sell our bags online in our app and our online shop.

**B2B:** € 2,00–€ 4,50 / bag  
**B2C:** € 9,90 / bag  
 €0,50 / chip

## Interactions and Branding

Based on the data we collect brands can target potential customers with ads while they are shopping and become sponsors of the planted trees or collected plastic.

**Advertisement:** € 0,05 / Interaction    **Sponsoring:** € 0,05–€ 0,10 / Interaction

## Our success story with Denner



Fantastic app for a great cause

25 Jan  
Maiiib



I'm becoming more and more conscious about my shopping behaviour and how it impacts the environment. The goodbag app is an easy and fun way to be just that little bit more sustainable. I love the design of both the app and the bags 😊 highly recommend!



„goodbag is a great way to positively motivate our customers in behaving consciously and the response from our customers was fantastic. Therefore it was a no-brainer to continue the partnership with goodbag.“

Andreas Honegger, Corporate Development Denner AG

- **Launch of the project: March 2020**
- **50,000 goodbags sold in 8 weeks**
- **2nd order of 50,000 bags in May 2020**
- **18,380 Coupons redeemed in 8 weeks**
- **2,000+ App Downloads**
- **12,37% „Power Users“**
- **4,9 ★ App Rating**

**We want to plant 1 billion trees and collect 1 million tons of plastic waste out of the oceans.**

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## Team



**Christoph Hantschk, CEO**  
Business Development,  
Marketing & Sales



**Todor Lazov, CTO**  
IT Development &  
Software Architecture



**Nora Al-Kassab**  
Business Relationship  
Manager



**Oliver Bognar**  
Business Development



**Philipp Danzinger**  
App Development



**Johannes Hernegger**  
App Development



**Tobias Hofmann**  
Business Development



**Nikola Katrandjiev**  
Web Development



**Elén Nikoletos**  
UX & Graphic Design

## Our Investors and Advisory Board



**Christian Kern**  
Managing Partner Blue Minds  
Company & Former Prime Minister  
of Austria



**Eveline Steinberger-Kern**  
Managing Partner Blue Minds  
Company & Former Member of  
the Board Verbund AG



**Bernhard Raberger**  
Managing Partner Blue Minds  
Company & Former Member of  
the Board Enerjisa Group



**Maurizio Berlini**  
Former Managing Director  
Goldbach Media



**Felix Krause**  
Investment Partner  
innogy Ventures

# Revenues

Last year we grew our revenues by 9x and for the next 3 years we will grow between 3x - 5x year by year.

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	2018	2019	2020	2021	2022	2023
Revenue	24,254 €	230,422 €	564,969 €	3,147,025 €	8,826,395 €	29,986,532 €
EBITDA	-21,477 €	-47,802 €	-44,278 €	336,633 €	1,997,098 €	9,150,941 €
Total Clients	10	24	78	325	882	2,555
Retail Chains	0	1	2	6	14	36
Bags Sold	9,023	54,299	165,983	966,150	2,585,000	8,095,250
Users	0	534	9,140	98,503	381,637	1,447,389
FTEs	2	3,5	5,25	11	16,5	28,5

# Product Development Timeline with Major Milestones

With goodbag we are building a platform that enables everyone to make the world better in their everyday life and see the impact they create.



# Ownership Structure

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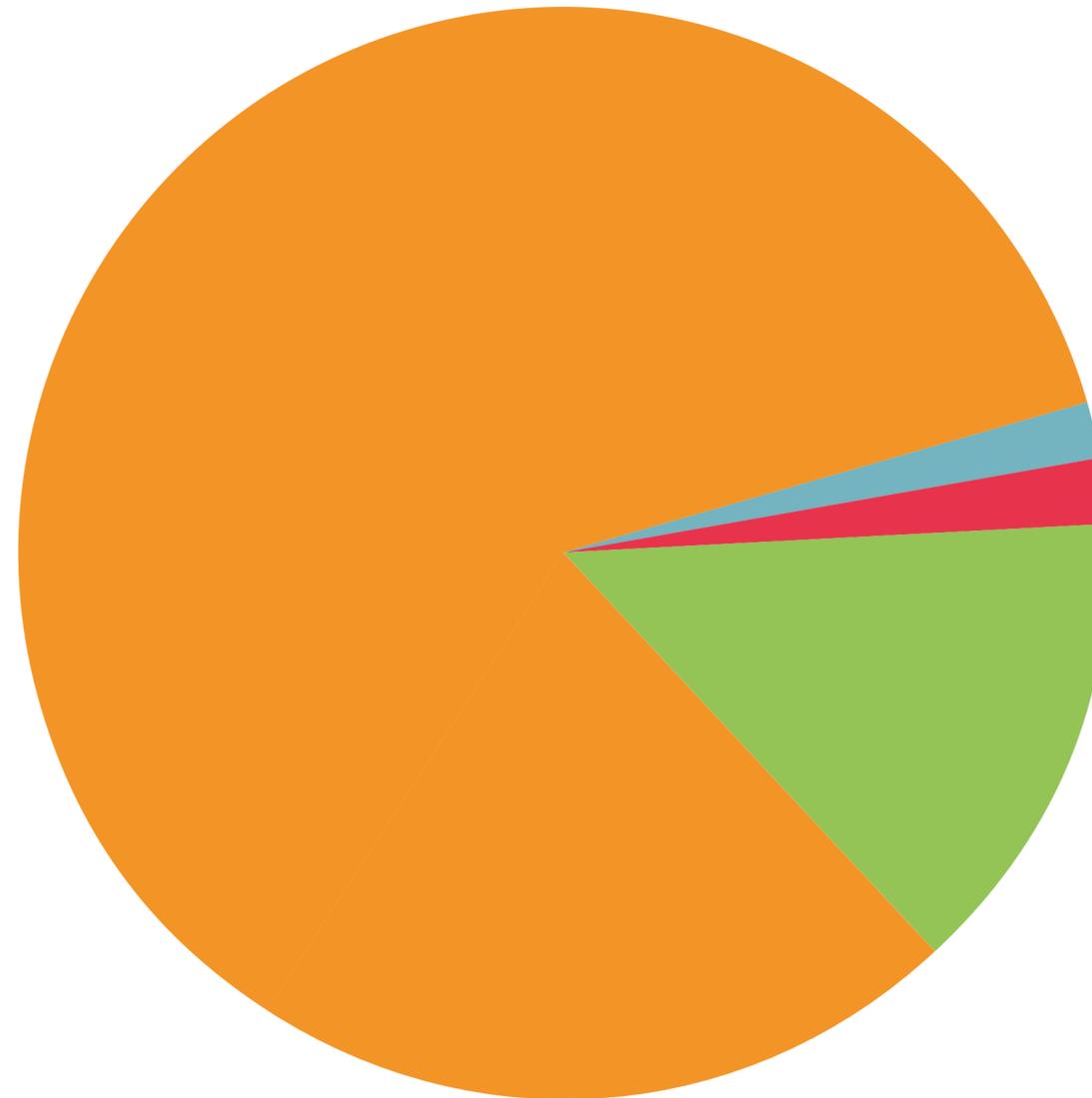
**82,50 %**

**owned by founders:**

**Christoph Hantschk**  
CEO & Co-Founder



**Todor Lazov**  
CTO & Co-Founder



**17,50 %**

**owned by investors:**

**Felix Krause**  
Investment Partner  
Innogy Ventures



**Maurizio Berli**  
Former Managing Director  
Goldbach Media



**Blue Minds Company:**

**Christian Kern**  
Managing Partner Blue Minds  
Company & Former Prime Minister  
of Austria



**Eveline Steinberger-Kern**  
Managing Partner Blue Minds  
Company & Former Member of  
the Board Verbund AG



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## Possible Success Scenarios

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**Best-case scenario  
„The go-to platform for  
sustainability“**

We want to become the number one platform for sustainability that rewards users for protecting the environment in different areas of their everyday life.

**Realistic success scenario  
„The smart shopping bag  
platform“**

A multi-brand platform with the goodbag use-case with a 7 digit user base.

**Worst-case scenario  
„A shopping bag“**

Become a shopping bag supplier to several retailers.

## Investment Opportunity

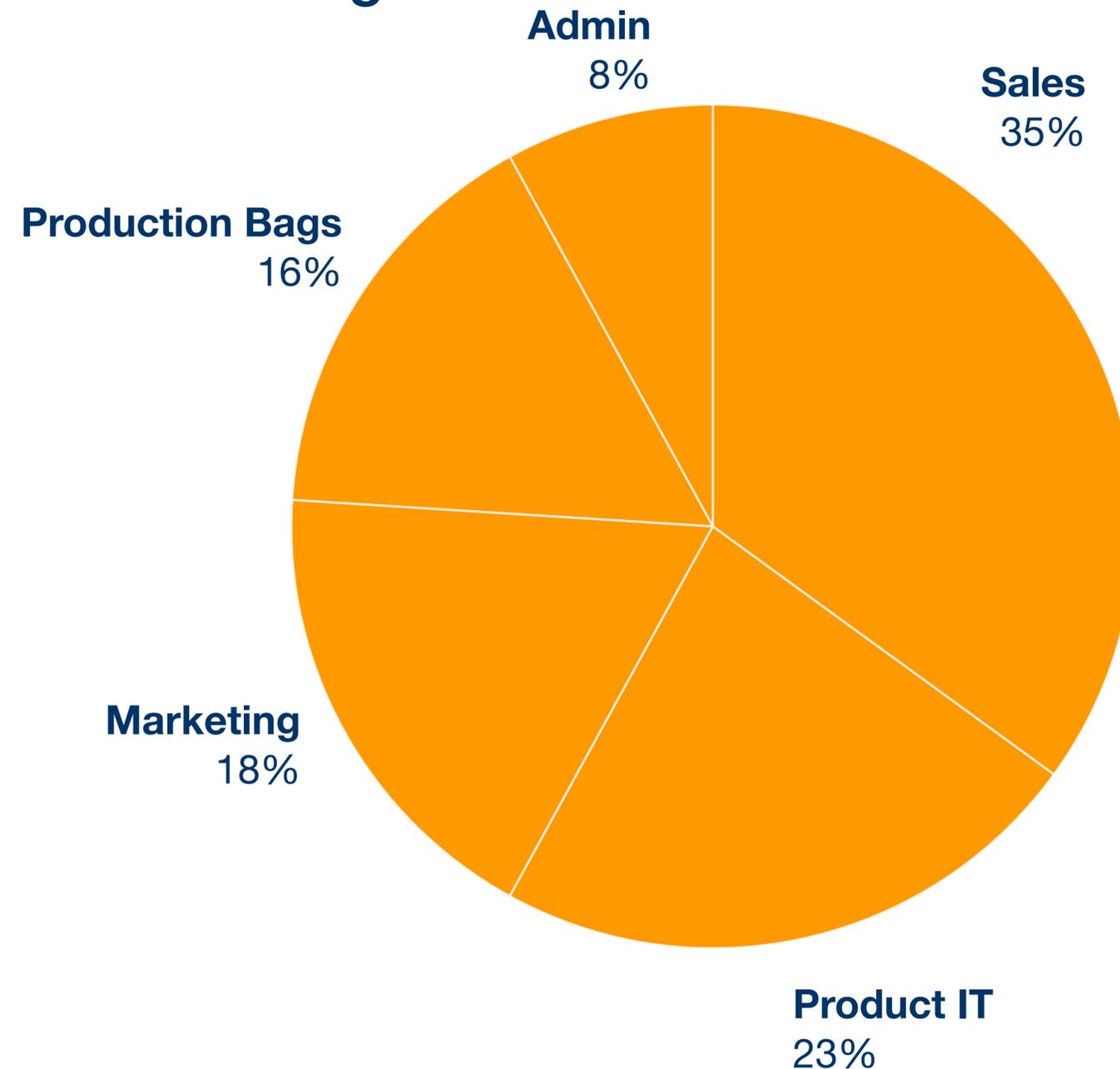
Become an early investor in the future number one go-to platform for sustainability.

### € 750,000 Equity\* Investment for:

- Up to €1.5M total capital inflow\*\*
- €8,000,000+ revenue within the next 36 months
- €650,000+ yearly recurring revenue
- 350,000+ App users
- International rollout
- Development of advertisement platform

\*first closing € 250,000  
second closing € 500,000 end of 2020

## Use of funding:



\*\* **goodbag qualifies for 1:1 mirroring by**  
Non-dilutive loan, 0% interest, repayment through future profits.  
Please find for [more details here](#) (information only available in German).



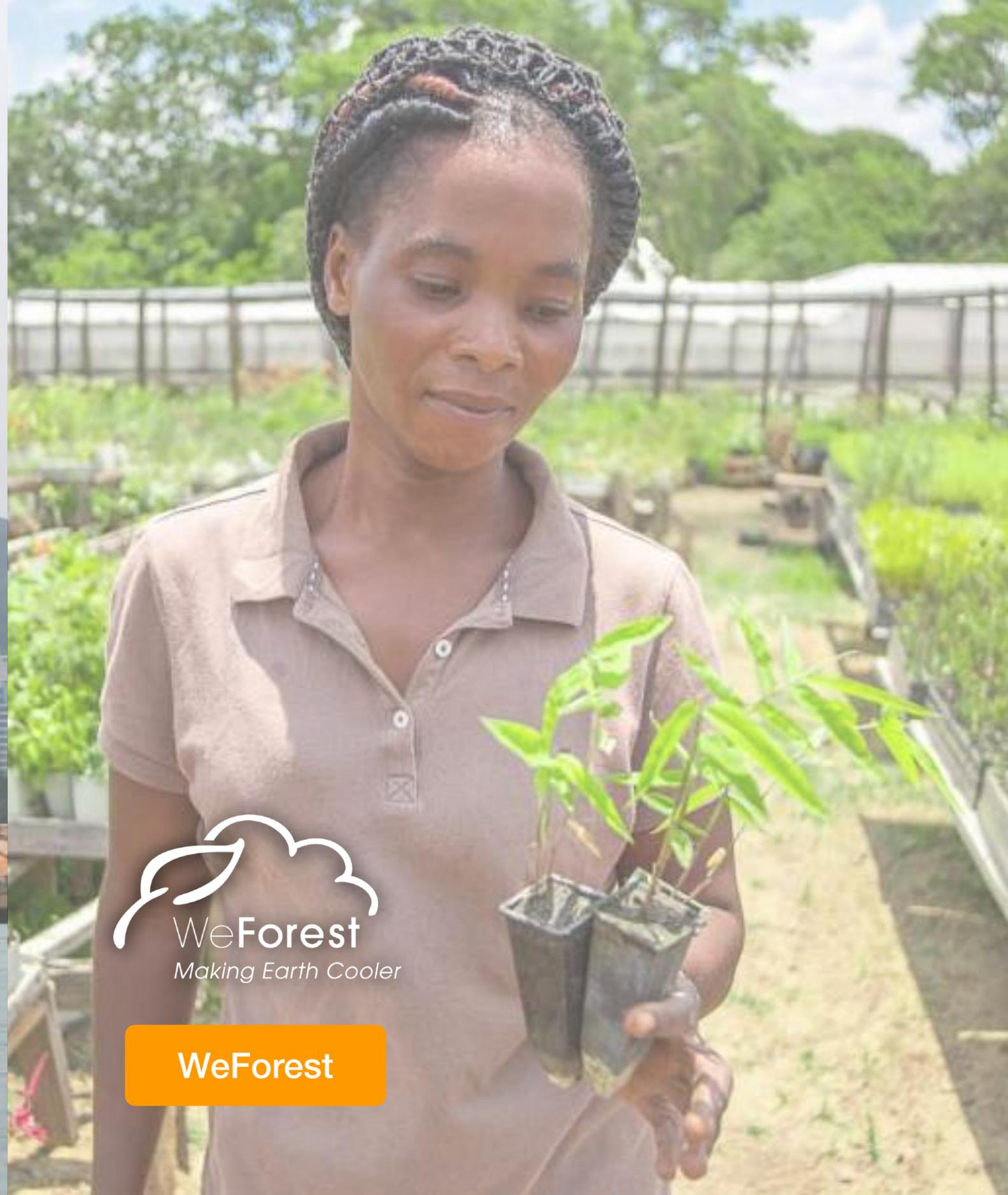
## Our Partner NGOs

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Every time a goodbag is used in a shop our NGO partners **collect one plastic bag out of the ocean or plant a tree.**



One Earth – One Ocean



WeForest



Download  
the goodbag app  
for free!



**Let's think outside the bag  
and improve the world we live in.**

**Christoph Hantschk**  
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