Your e-waste recycling bin
E-WASTE: ONE OF THE BIGGEST SOCIETAL PROBLEMS
Agbogbloshie (Ghana) is the biggest E-Waste landfill on the planet.
MARKET POTENTIAL

Lost market potential for European recyclers

91% =

44 billion €

of lost market potential

90%**
say they are ready to recycle their old devices

9%* of E-Waste gets collected worldwide

* The overall current market is 48 billion €
** The market potential is 39,600,000,000 €

The Global E-waste Monitor 2014, Quantities Flows and resources, United Nations University
RETURN YOUR OLD ELECTRONICS IN A BINEE!

SMART IDENTIFICATION & ACCESS
• No registration needed
• Easy access with smartphone, Binee card or partner card

INSERT & MEASUREMENT
• Image recognition technology
  • Weight measurement
  • Filling level measurement
  • GSM communication
  • Collection of one specific type of resource per bin

FEEDBACK & REWARD
• Various Payback and Reward-Systems to be integrated
• Redemption of vouchers online or in physical stores to be generated
• User Experience e.g. “Success - you did it right!”

10% off a new electric toothbrush
OUR FIRST CUSTOMERS - ELECTRONICS STORES

WHY?

EU WEEE Directives force electronics retailers and producers to take back e-waste

Consumers increasingly buy electronics online instead of inside stores
PROOF OF CONCEPT

Pilot from 2 to 31 May at Conrad Electronics in Leipzig

"We like the service and are willing to a monthly fee to continue the collaboration."
FEB 2015
SEED GRANT € 50K

APR 2015
3d printed prototype

JUN 2015
Real size prototype

AUG 2015
First Client

MAR 2016
binee showcased at CeBIT

NOV 2015
ECFI AWARD €50K

MAY 2016
Leipzig pilot

Q3 2016
SEED ROUND 500K €

Cap table to date: 100% founders team
Auf Ingenieursebene die Welt verbessern

Erfinder der „intelligenten Mülltonne“ Binee wollen das Sammeln von Elektroschrott einfacher machen

MARTIN JAEHNERT
Business Development
Industrial engineering
BMW project i, Airbus A350

MARILU VALENTE
Design
Architecture
Siemens, Forum for the Future

FLORIAN EIDNER
Technology
Mechanical engineering
BMW, Bang & Olufsen