



Recycle everything. Reward yourself.



 bower

**Good for
world
and
wallet.**



Recycle everything, reward yourself.
Download Bower.

 bower

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**You think
recycling
is
boring?**

It still is. But now at least it pays.



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KUDOS

 bower

**Your
parents
probably
don't
recycle.**

If that isn't reason enough, we
don't know what is.



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**All the
cool
kids are
doing it.**



**Fast-scaling startup
with multiple revenue
streams, combining
recycling with
rewards and
consumer insights.**

#1 Most downloaded app with €0 in paid user acquisition

Viral organic spread through engaged users on TikTok. 10,000 new users and 200,000 scanned packages per day. Rated 4.5 on App Store.

Profitable unit economics and addressing a 325bn€ market worldwide

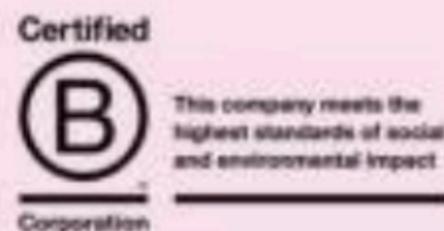
Unit economics 9 per connected brand and year. Total addressable market valued 325bn€ globally.

Global CPG* brands subscribed with €1m annualized run rate in 2021



1m+ scanned & recycled packs per month, 30% MoM growth

Large, and rapidly growing, database (big data) of scanned packages, revealing highly-monetizable consumer insights to brand owners.



* Consumer Packaging Goods

Intro

Satin Bowerbird

Ptilonorhynchus violaceus

Collects and sorts trash to impress potential mates.



Press to Play



The journey to Bower.



The idea

Suwar quit his employment with the conviction that he had the solution to the over-consumption of plastic and paper bags in retail stores through a deposit system for cotton bags.



PANTAPÅSEN®

The idea developed into Pantapåsen, an analogue deposit system for plastic bags. Teknikmagasinet joined as first customer and Pantapåsen was broadcasted on [nationwide news](#) as the world's first deposit system for plastic bags.



PANTAPÅ

When a potential customer (key retailer in the Swedish market) decided to do the Pantapåsen concept themselves after far-going partnership discussions, it stirred the pivot to Pantapå, a digital deposit system for all consumer packaging.



bower

The increased interest from global brands in markets outside of Sweden led to the decision to change the name and brand to Bower.

100k€
Self-financed

600k€
Investment from family (2017)

1m€
External investment (2020)

An award-winning startup highly recognized on the startup scene.



Named Top Civic Tech Project
in Sweden by the Ministry of
Enterprise and Innovation



Future
Entrepreneur



Largest Impact
Within 5 Years



Social
Entrepreneurs
of the Year



People's
Choice



Problem



Our planet is stretched to its limits.



Companies desperately seek ways of decreasing their carbon emissions.



Consumers lack the incentives to do the right thing.

Problem

9%

of plastics get
recycled

◀ Bins

We know that the current solution with trash and recycling bins does not work. Only a fraction of all packaging gets recycled. The majority ends up either as litter or out in nature.

Consumers lack incentives to recycle.

Reverse vending machines ▶

There is a solution we know works, but it's only for PET bottles and cans – and it's difficult to scale.

No time
for waste

80%

of PET bottles and
cans get recycled

Solution

By combining existing bins with smartphones, we create a modern deposit system that's easy to scale and works for all packages worldwide.

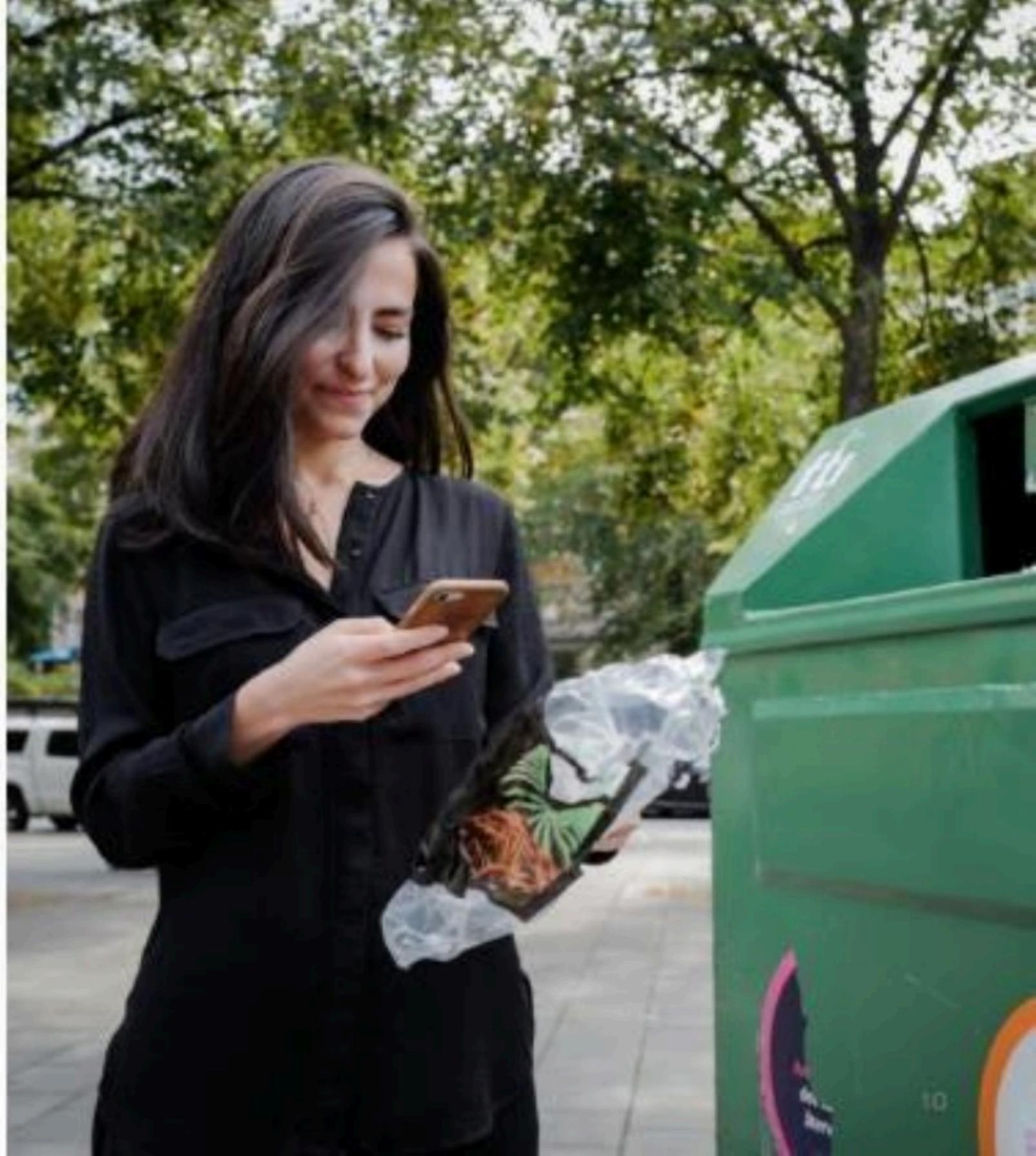
That's Bower.



+



=



Recycle everything. Get rewarded. Easy peasy.

Value for scanning only received when the user is in close proximity to the GPS coordinate of a recycling station.



1

Scan at home.

Use our pre-scan feature to scan all your packages at home.



2

Go to a station.

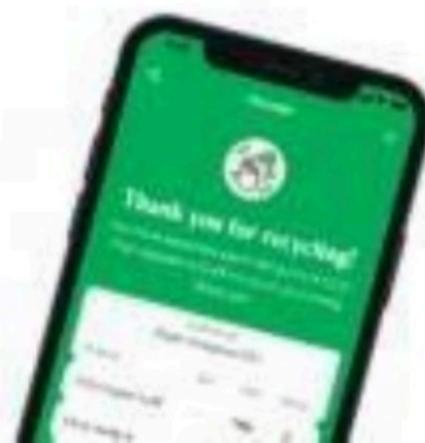
You can recycle your packages at any of our recycling stations.



3

Recycle your packages.

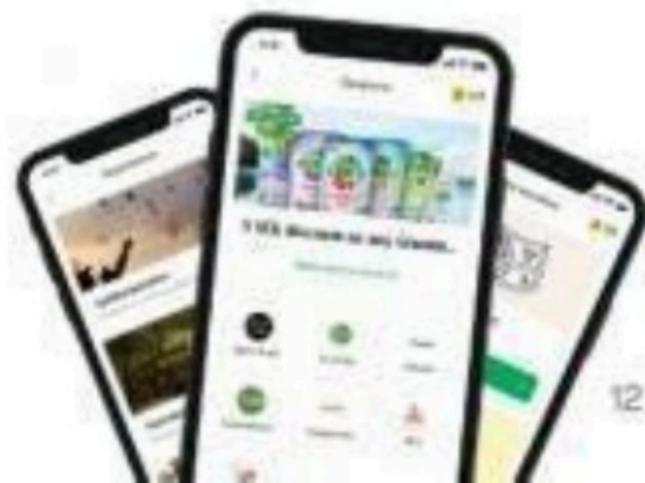
Verify one of your packages when you're at the station to complete your recycling.



4

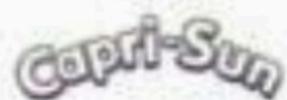
Get rewarded.

Now you can use your points to get great deals, redeem money or why not donate to charity?





**Connected products: Leading
global & local consumer brands.**



#1 most downloaded app on App Store – with no advertising budget.

Viral organic reach on TikTok through an engaged user – with only 1600 followers – showcasing the Bower app in a few seconds recording the scanning of some packages. Millions of views with zero marketing costs, leading to Bower being #1 most downloaded app on App Store in Sweden.

10k

New users/day*

200k

Scans/day*

What happens if we add a marketing budget? 🤔



Traction

Connected brands label packs and advertise Bower - without us needing to pay a dime.



Traction

**16 million packs recycled
corresponding to 770 ton saved
carbon dioxide and 250 million
round trips Stockholm-
Gothenburg.**

