Executive Summary

Problem - Our recycling systems are suffering from inefficiencies, lack of trust, and overall transparency in our recycling systems.

Solution - We provide AI-powered web tools to educate people on recycling, gamify the process, and restore faith in your recycling system.

Who - We sell to any entity with a recycling program, targeting private universities, apartment complexes, and municipalities, and work with brand partners to subsidize the costs and create additional revenue streams, show sustainability, and increase brand loyalty.
Problem

Recycling confusion increases landfill waste, which increases contamination and pollution.

60%  Of adults unclear how to recycle plastic\(^1\)

68%  Of recyclables end up landfilled, burned, or in the environment.\(^2\)

$2.9T  Annual economic cost of air pollution\(^3\)

8,000  Landfill fires reported annually\(^4\)

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\(^1\) Plastics Today 2 Recycling Partnership 2020  \(^2\) Yale Environment  \(^3\) Waste 360  \(^4\)
Now is the time to help municipalities tackle contamination and help brands keep materials in circulation.

Municipality of 25k suffers ~$27k per 1% increase in contamination.¹

MRFs suffer $2.3m-15m annually in downtime, material value, fires, and injury.²

Source: 1) Wish Cycling Costs, 2) Waste Today and Waste Management

Solution

Our proprietary-AI-powered web app provides instant feedback on item recyclability.

- Discounts on consumers favorite products.
- Links to resources and videos on recycling education.
- Rewards can be earned without scanning.
- Drives brand loyalty and awareness.
Solution

Lid Vizion AI shows consumers how to recycle correctly.

☑️ Institutions and Municipalities
  • Increase clarity and trust of the recycling process.
  • Access to brand discounts and loyalty programs.
  • Decreases confusion and contamination, which ultimately decreases recycling program fees.

☑️ For Brands and Consumers
  • Increases brand loyalty and offer consumers discounts.
  • Drives sustainability awareness.
  • Increases feedstock available to create recycled products.
Private Universities and Colleges

Educating consumers and creating revenue streams

Basic Package – Embed Tools

1. $5k (one-time) custom recycling programs + annual $25k fee.
2. Costs subsidized by sponsors/donors (display/banner Ads).
3. Revenue sharing - pay per click on ads.
4. Gamification – departments and others within an organization can compete for points and bragging rights!
U.S. Universities are promoting sustainability as an attractant to students.

- **$25,000**
  Annual Fee. Targeting the private sector allows sponsors or donors to cover costs.

- **2,357**
  Private and for-Profit Universities and Colleges in the U.S.

- **$6.875M**
  Annual recurring revenue from capturing 10% of the $68M private collegiate market.

Source: [Statista](https://www.statista.com/), [USA Facts](https://www.usafacts.org/).
We can design, build, and host a custom application for entire recycling programs, including educational materials, drop-off locations, maps, and much more!

**Premium Full-Service**

1. Custom development to the geography = $45,000 One-Time fee.

2. Ongoing License Fee - $.25 per resident. (Based on population/user base). Includes support 10-6 EST, upgrades, reports/dashboards, updates, and all tools from the Basic Package.
The U.S. single family curbside recycling collection is ready to be educated and empowered.

- **$9,488**
  - Average Annual License Fee Per curbside program. Our set fee ($.50 per resident) times 18,976, the median number of residents in the respondent community.¹

- **25,833**
  - 72% of the 35,879 local governments in the United states have access to curbside recycling.²

- **$24.5M**
  - Annual recurring revenue from capturing 10% of the 245M single family home market.

Source: ¹ The Recycling Partnership; ² The National League of Cities
Development Timeline

Our story so far ... and what we have planned.

- **2019**
  - Company created to solve a problem we experience everyday.

- **Q2-4 2020**
  - Designed and prototyped two IoT devices.

- **Q2-3 2021**
  - Shifted strategy to focus on AI-powered app.

- **Q1 2022**
  - Customer development

- **Q4 2021**
  - Start Remade research project

- **Q3-4 2022**
  - Embed Tool development;
  - Polk Pilot
  - UM Pilot

- **Q2 2022**
  - Custom web app development

- **Q1 2023**
  - Beta Launch of Embed Tools

- **Polk Contract Executed - $67,000**
Lid Vizion is the only company providing real-time recycling feedback using computer vision technology.

Local government must manually type updates, which leads to errors and impacts user search results. Mobile application requires citizens to download.

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Partners with brands to recycle hard-to-recycle, non-curbside items. Fails to address recycling contamination at the source and implementing computer vision for engagement.

Built for the cleanup community and misses the broader citizen base. No feedback based on recyclability.
Team

Shawn Wilborne, Esq., MSSB  
Co-Founder & Business Lead

Visionary with over 10+ years of managing teams and 3+ years in materials management. Certified TRUE Zero Waste Advisor.

Lamar Giggetts  
Co-Founder & Software Architect

Architect responsible for all software systems. Skilled with web applications, including computer vision deployments, APIs, and user-friendly interfaces.

Jonas Toussaint

Data Scientist – Computer Vision

Developing cutting edge computer vision models. Skilled with python script creation. Experienced with data management, quality control, schemas, and repositories.

Amin Sarafraz, PhD  
Computer Vision Expert – Strategic Advisor

Dr. Amin Sarafraz is a Research Assistant Professor at the University of Miami and has experience working in computer vision, augmented reality, and virtual reality.
2023-2025 Revenue Forecast

Broken down by capturing 1% of the target markets by Year 3. Adding contracts from > Univ-8; Local G-15 ('24) and 10; 30 ('25) respectively.
Fundraising Requirements & Goals

We are seeking an early-stage investment to support 24 months of operational runway, marketing, and development of the web platform.

Deal – $1.2m for 10%

Open to a combination of debt and equity.
AI Recycling Project Aims to Reduce Contamination at the Source

by Helen Gynell