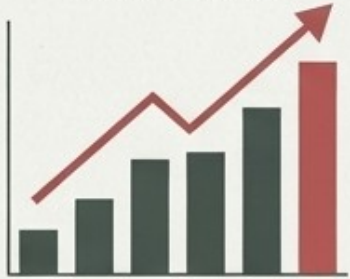
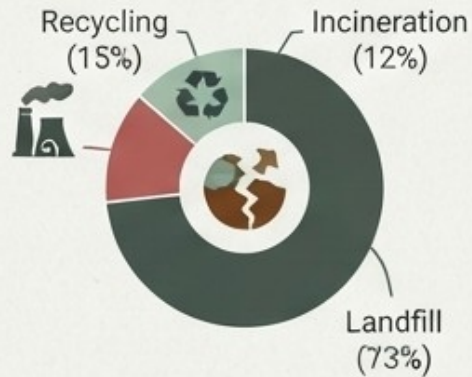


The Problem: Textile Pollution

Global Textile Waste
(Million Tons)



Textile Destination



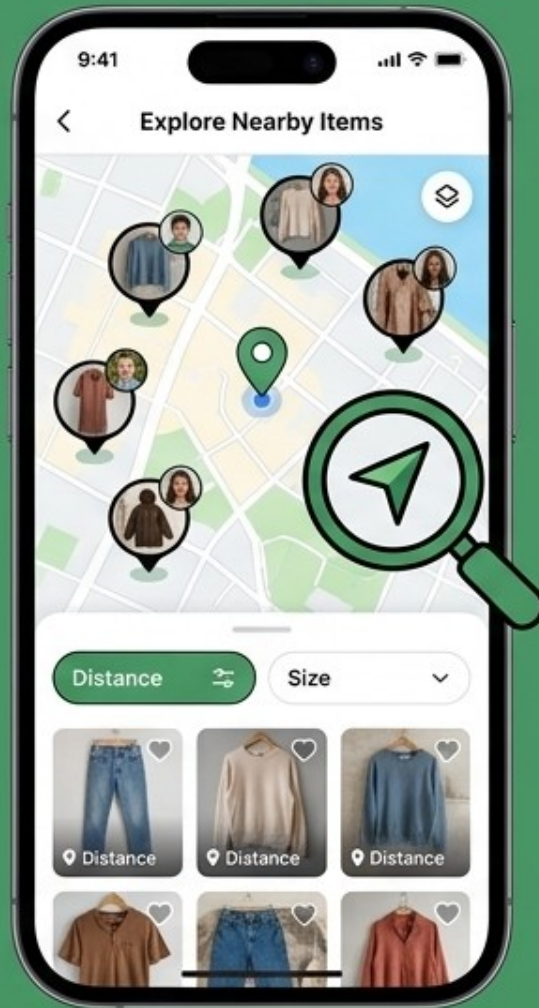
The Textile Industry's Impact:

- Massive Landfill Burden
- Resource-Intensive (Water & Chemicals)
- Significant Carbon Emissions



Source: World Bank, Ellen MacArthur Foundation Report (illustrative)

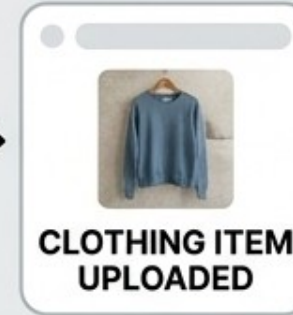
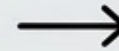
Phase 1: Location-Based Swapping & Rewards



- **Positional Search**
(Vinted-style local matching)
- **Find Items Around You**
- **Notifications for Size & Category**



USERS



TOKEN EARNED



SPENDING



TOKEN USED



NEW ITEM RECEIVED



- Earn 1 Token per Upload
- Redeem 1 Token for a New Item
- Use Tokens Across the Community

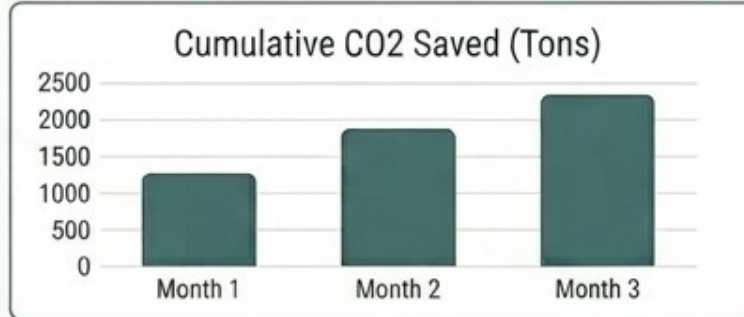
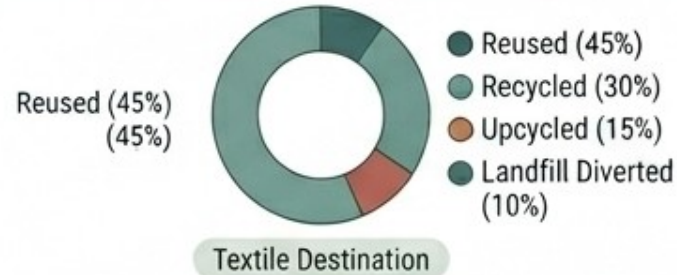
Phase 2: Point of Purchase & Pickup Expansion



Pickup Hub Features

- Partner Shop Network
- Smart Locker Access
- Integrated Point of Purchase
- Unified Inventory View

Eco-Impact Analytics

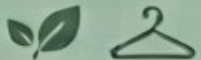


Total Items Collected: 12,500
Total CO2 Avoided: 1,200 Tons



Launch Strategy

- Initial deployment in 25 high-footfall urban locations
- Strategic partnerships with local councils and businesses
- Data-driven optimization of collection routes



Phase 3: Seasonal Community Fairs

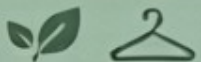
Fair Features

- Local pop-up fashion markets
- Community-led styling and upcycling workshops
- Seasonal themed swap events
- Social and networking activities



Expansion Strategy

- Rollout to 10+ cities globally by Year 2
- Partnerships with local artisan communities
- Integration of digital credits for fair entry



Save the Planet



1. The Problem

The textile industry is one of the top most pollutants.



2. Target

All ages consumers.



Solution

Digital app & community



4. Map

Collection points



Notifications

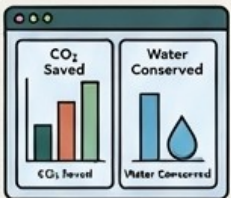
Location, size, type of product



Rewards

1 credit/point per item uploaded

Tracking



Environmental impact reports & pollution savings

Community

1 physical event / fair per season



Thanks for attention