

A young woman with voluminous, curly, reddish-brown hair is smiling broadly, looking slightly to the right. She is wearing a white, textured cardigan over a dark top. The background is a solid, bright blue. The overall mood is positive and energetic.

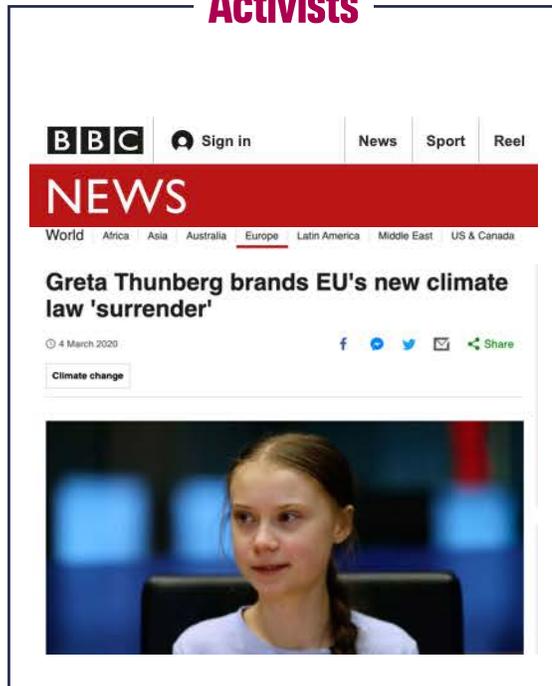
**A REVOLUTIONARY NEW ECOMMERCE MARKETPLACE
FOR SUSTAINABLE PRODUCTS.**

dayrize
.com

CONTEXT

Consumer action on climate change is disrupting the economy, forcing change in business and investment.

Activists



A screenshot of the BBC News website. The top navigation bar includes the BBC logo, a 'Sign in' button, and links for 'News', 'Sport', and 'Reel'. Below this is a red 'NEWS' banner with regional links: 'World', 'Africa', 'Asia', 'Australia', 'Europe', 'Latin America', 'Middle East', and 'US & Canada'. The main headline reads 'Greta Thunberg brands EU's new climate law 'surrender'' with a sub-headline 'Week of strikes and demonstrations is 'only the beginning', say organisers'. A small photo of Greta Thunberg is visible at the bottom of the article preview.

Consumers



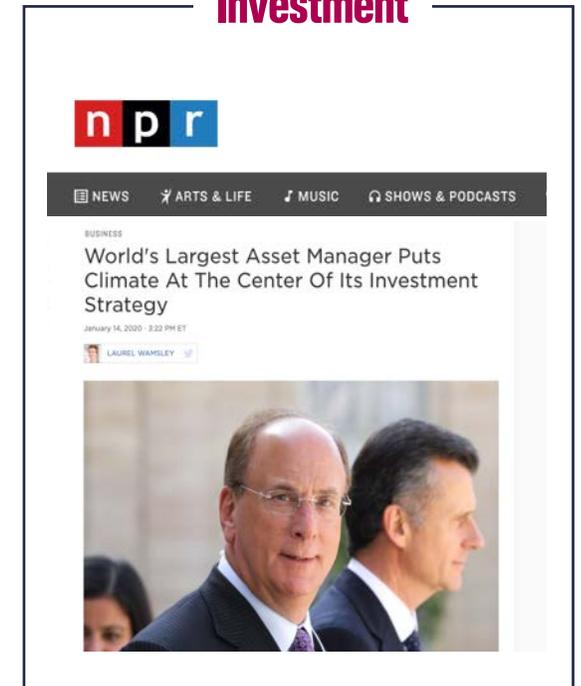
A screenshot of The Guardian website. The top navigation bar includes 'Search jobs', 'Sign in', 'Search', and 'International edition'. Below this is a blue header with 'The Guardian' logo and 'Lifestyle' and 'More' links. The main headline reads 'Climate crisis: 6 million people join latest wave of global protests' with a sub-headline 'Week of strikes and demonstrations is 'only the beginning', say organisers'. A photo of a protest with a banner that says 'CAPITALISM' is visible.

Business



A screenshot of the Financial Times website. The top navigation bar includes 'GRAPHICS', 'OPINION', 'WORK & CAREERS', 'LIFE & ARTS', and 'HOW TO SPEND IT'. Below this is a blue header with 'FINANCIAL TIMES' logo and 'Get a fresh start.' and 'Choose your FT trial' buttons. The main headline reads 'Companies must adapt or die in a changing climate' with a sub-headline 'Opinion Lehman Holdings Inc'. A photo of a man in a suit is visible.

Investment



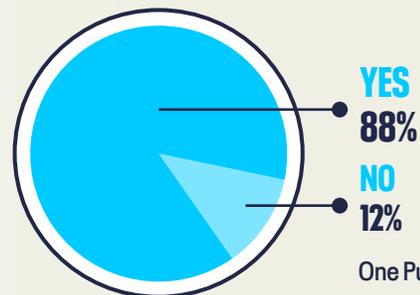
A screenshot of the NPR website. The top navigation bar includes 'NEWS', 'ARTS & LIFE', 'MUSIC', and 'SHOWS & PODCASTS'. Below this is a blue header with 'npr' logo. The main headline reads 'World's Largest Asset Manager Puts Climate At The Center Of Its Investment Strategy' with a sub-headline 'January 14, 2020 3:22 PM ET'. A photo of a man in a suit is visible.

OPPORTUNITY

Consumers are demanding more sustainable products:

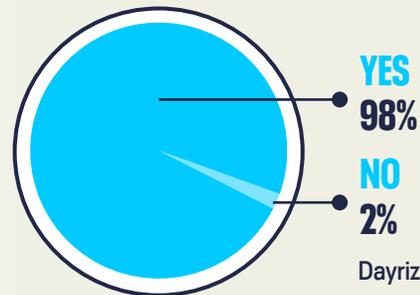


Would you like brands to help you be more environmentally friendly and ethical in your daily life?



One Pulse November 2018

Would you like to buy more sustainable products in the future?



Dayrize.com Research February 2020

PROBLEM

Buying sustainable products is time-consuming and confusing:

Fragmented Market



Consumers find it difficult to find quality sustainable products.

Lack of Credibility



'Greenwashing' is eroding consumer trust in brand's sustainability credentials

Lack of Uniformity

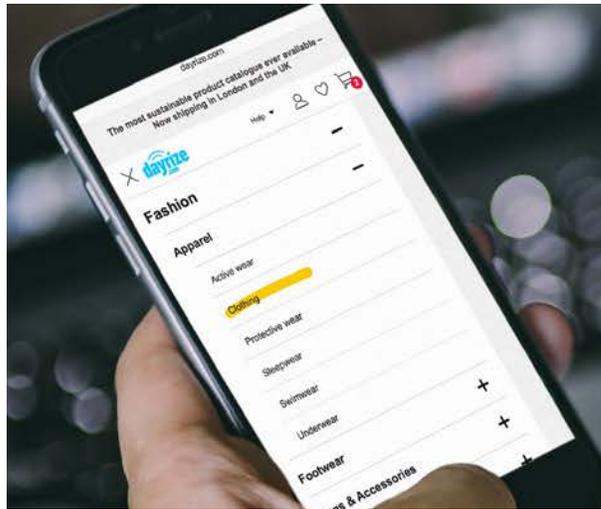


No standard measure of sustainability across products and categories

SOLUTION

A trusted marketplace for sustainable products

Widest Selection



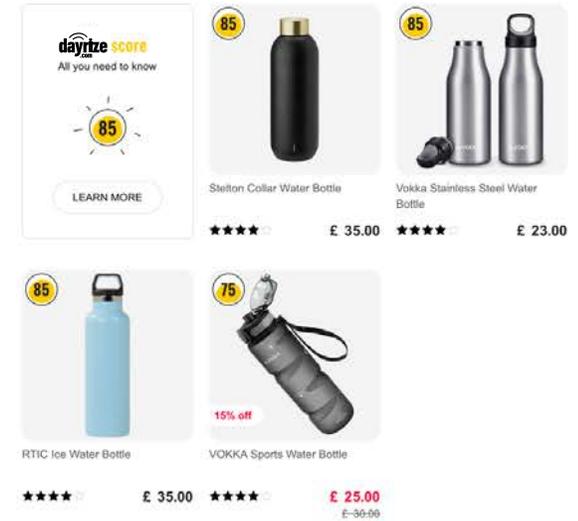
Dayrize.com will bring together the largest selection of sustainable products in one marketplace

Trusted



Our proprietary technology assesses the environmental impact of each product assigning it a Dayrize Score

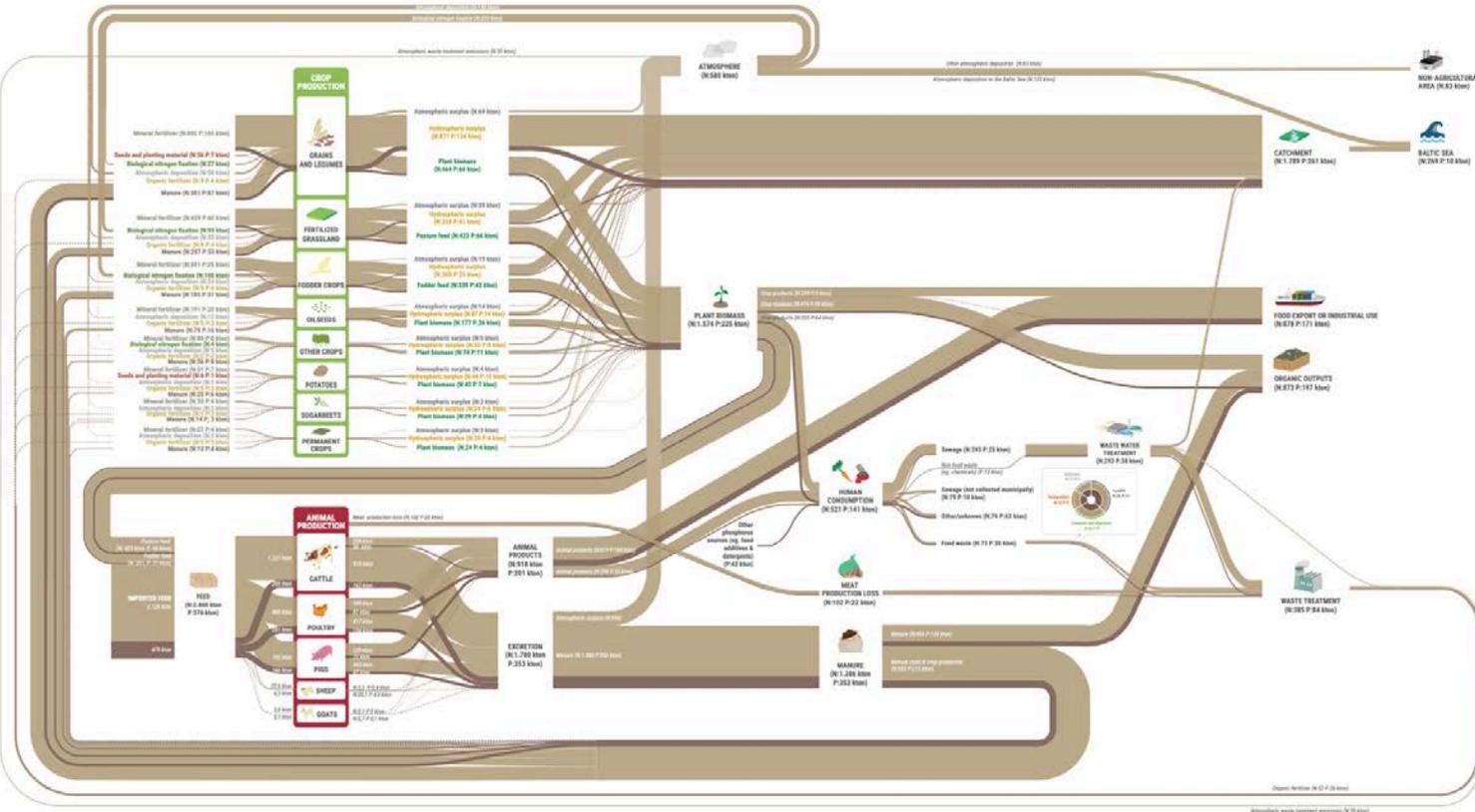
Standardized



The Dayrize Score standardizes the measure of sustainability allowing easy comparison of products across ranges and categories.

OUR PROPRIETARY TECHNOLOGY

LIFE CYCLE ASSESSMENT

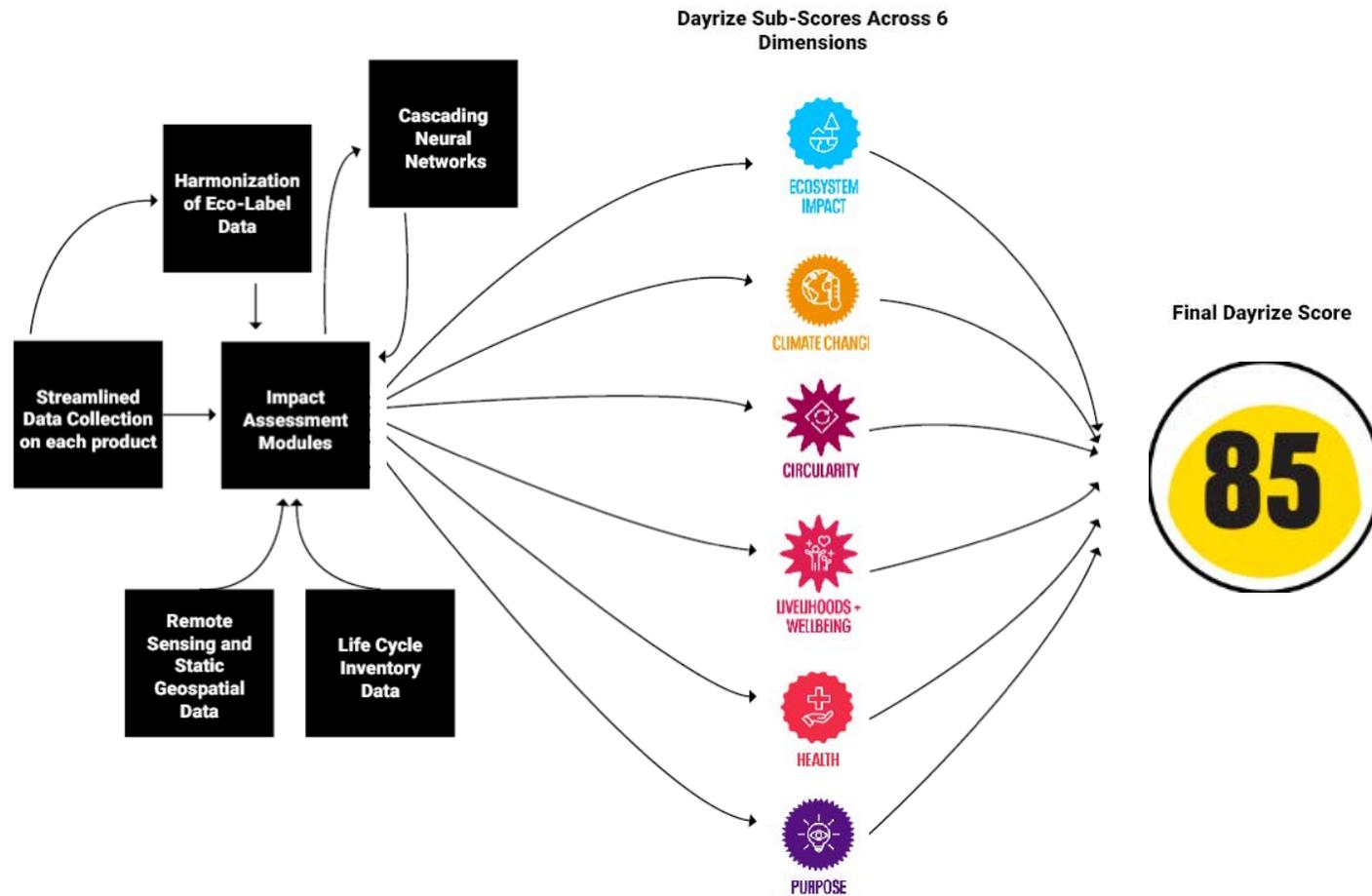


Our proprietary technology has revolutionized how the environmental impact of a product is assessed.

The current industry standard for assessing the environmental impact of a product is a Life Cycle Assessment (LCA). An LCA requires drawing up complex and detailed maps of energy flows (like this one) which takes many months and costs tens of thousands of dollars per product.

The high cost and complexity of an LCA is the reason the vast majority of products have not been assessed.

OUR PROPRIETARY TECHNOLOGY



The Dayrize Sustainability Assessment Tool (DSAT) rapidly and robustly assesses the environmental impact of any product in minutes instead of months.

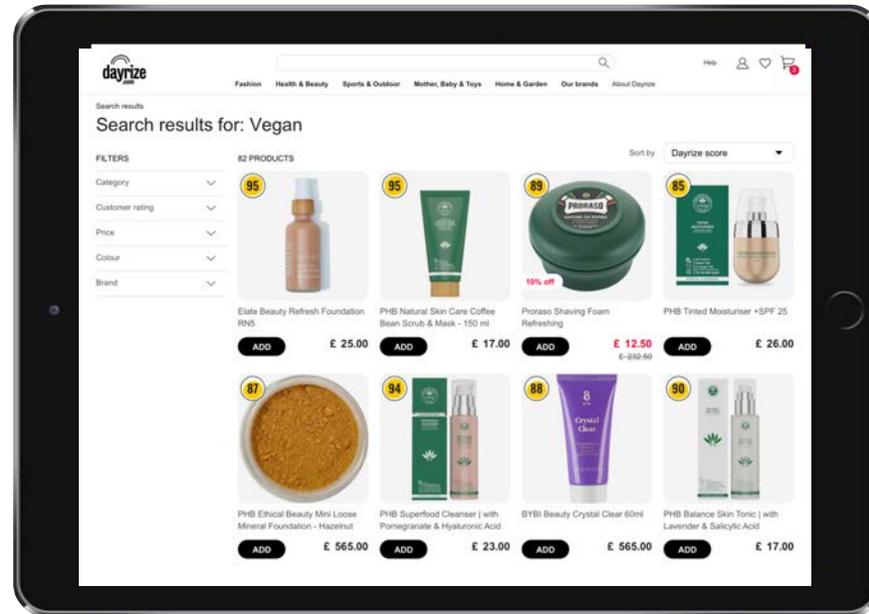
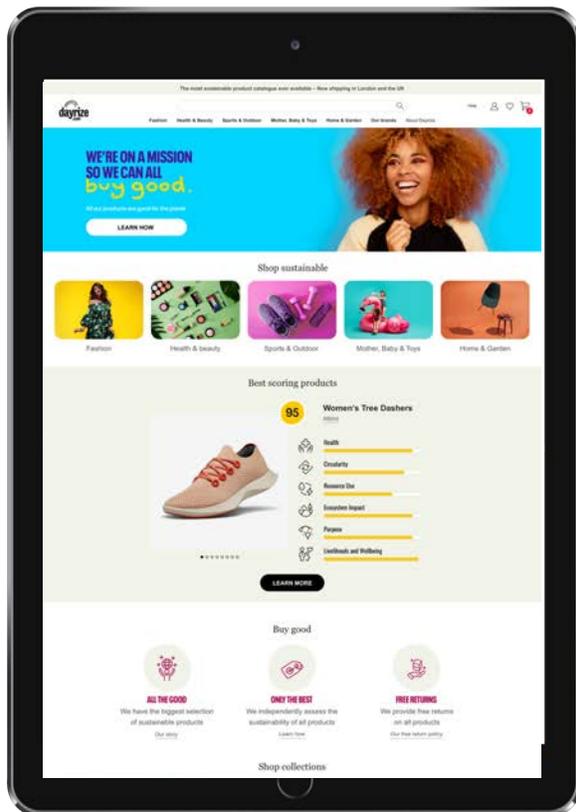
DSAT is made up of several different components, starting with a streamlined data collection system.

The tool analyses material data and sourcing locations in combination with external datasets to calculate each product's performance across **six dimensions of sustainability**.

Meanwhile, a series of **machine learning algorithms** and **cascading neural networks** fill any remaining data gaps and allow the system to continuously improve.

It's a **highly complex** and **new application of technology**, but the output for consumers is simple: a single meaningful number they can understand. We call this the **Dayrize Score**.

DAYRIZE.COM MARKETPLACE



The simplicity of the Dayrize Score enables consumers to **easily compare the sustainability of all products** on the Dayrize platform.

While the Dayrize.com platform provides a **premium and aspirational shopping experience**, making shopping for sustainable products effortless and enjoyable.

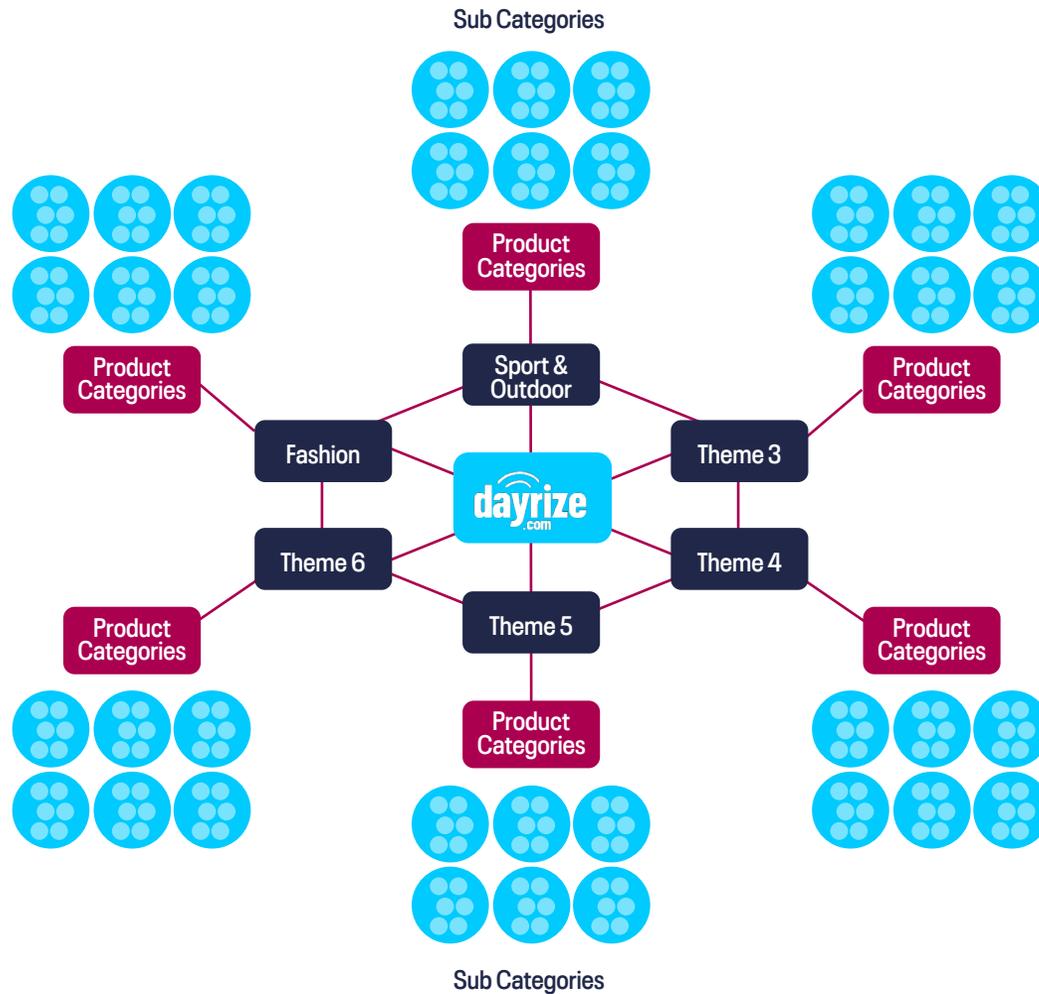
Watch the video:

<https://www.youtube.com/watch?v=Ph7ffWbqHxM>

DAYRIZE.COM'S MARKET POSITIONING, LARGE PRODUCT ASSORTMENT AND BRANDING WILL ATTRACT A BROADER CONSUMER



A SOPHISTICATED ORGANIC SEARCH STRATEGY DELIVERS COST-EFFECTIVE AND SCALABLE WEBSITE TRAFFIC

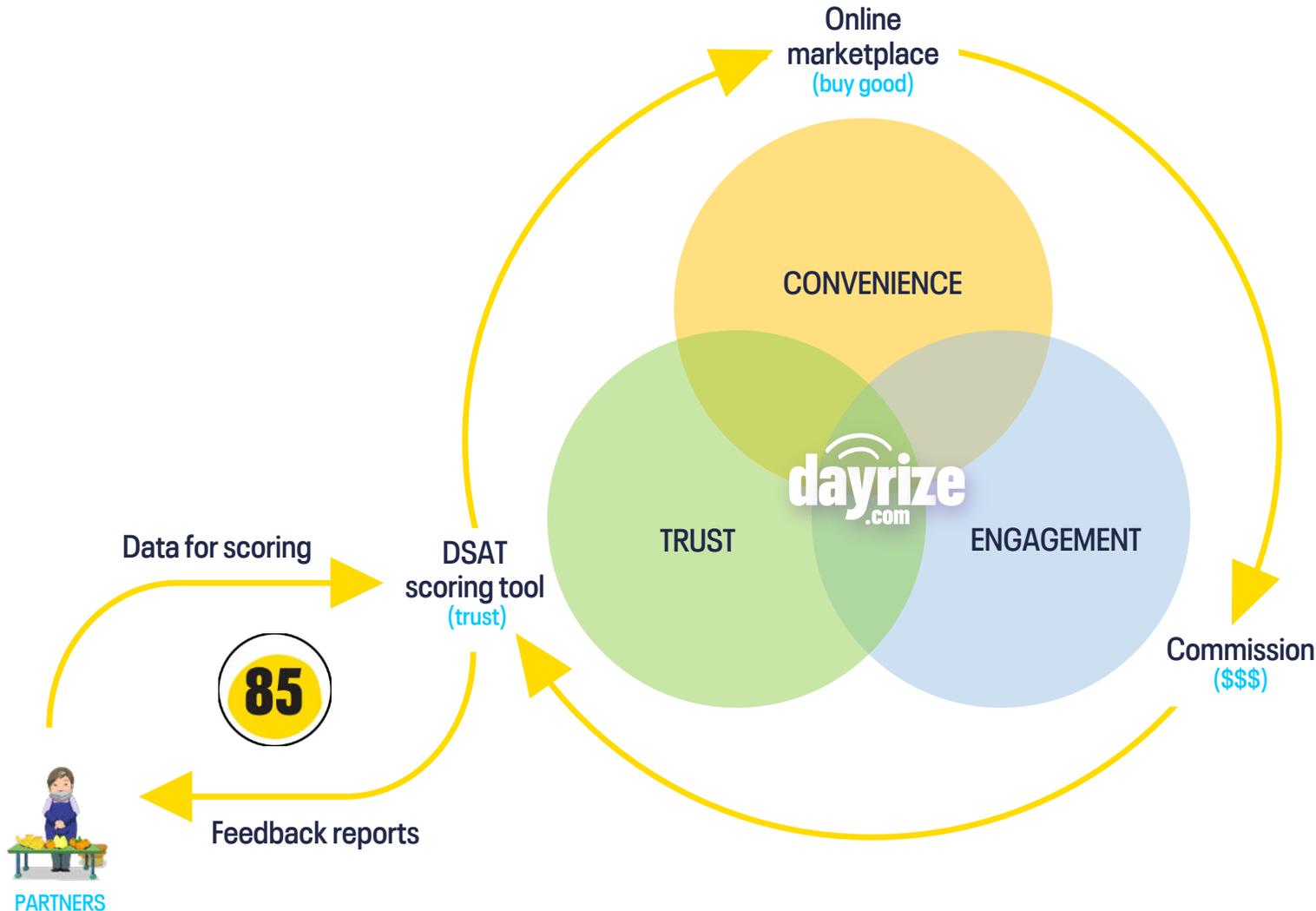


Extensive **key word research** has revealed a significant volume of **organic search entries** that can be leveraged through a **landing page content strategy**, delivering a **high volume of indexed pages** on search engines.

We have invested in **superior site infrastructure** to drive strong **organic search** results, targeting the **mid to long-tail** of search volume. Our **product catalogue** has been reverse-engineered from consumer **key word searches** to ensure our SEO rankings are **optimized**.

Our focus on SEO will reduce our reliance on expensive **paid media** (SEM, social media, programmatic display) as a traffic driver. Paid media will be used as a **growth accelerator**, and can scale based on **positive ROI**.

BUSINESS MODEL & MARKET TRACTION



Dayrize's business model is based on charging a **flat commission fee** on all products sold by our brand partners on the Dayrize.com platform. Dayrize.com manages the transaction with customers and **brand partners fulfil the orders**.

Dayrize has **soft-launched in the UK** with a limited number of partners to coincide with the annual SXSW tech event, where we are a finalist in the social and cultural category. **The full Dayrize launch will be in April.**

So far we have signed over **150 partners** representing in-excess of **10,000 products** that DSAT is currently scoring.

HELPING BUSINESSES



DAYRIZE REPORT FOR PARTNER X PRODUCT Y

- Dayrize's approach to sustainability
- Your Dayrize Score
- Your Dimension Scores
- Information Sources
- Detailed Dimension Scores
- Feedback

HOW DID YOUR DIMENSIONS SCORE



A HOLISTIC PERSPECTIVE ON SUSTAINABILITY

A truly sustainable product is one that fulfils a meaningful purpose, is designed in a circular manner, is non-hazardous, responsibly sourced, fully recyclable - particularly when concerning scarce raw materials, and either low-impact or regenerative across a range of impact indicators.

Not a unicorn, but still very challenging to get close to scoring 100!



HOW WE GOT TO THESE SCORES

We combined the information that you have provided us with internal and external data sources to come to the dimensions scores

What we asked you for

- Labour Conditions
- Material Use
- Product Specific Environmental Assessments
- Geographical Locations
- Ecolabels and Certifications
- Transportation
- Manufacturing
- Product Attributes

Some of the data sources we've used

- Environmental Impact Profiles
- Labour Conditions (ILO)
- Average Wages (The World Bank)
- Child Labour Risks (Unicef)
- Biodiversity Importance (IUCN)
- Water Risks (World Resources Institute)

YOUR DAYRIZE SCORE

85

CLIMATE CHANGE

85



What is measured:

- Resource extraction
- CO₂ intensity of materials used of product and packaging
- Manufacturing
- Energy use and energy origin
- Distribution
- Distance travelled and transport mode

Strengths

- Use of recycled materials reduces CO₂ footprint
- Insights into your climate impacts

Opportunities for improvement

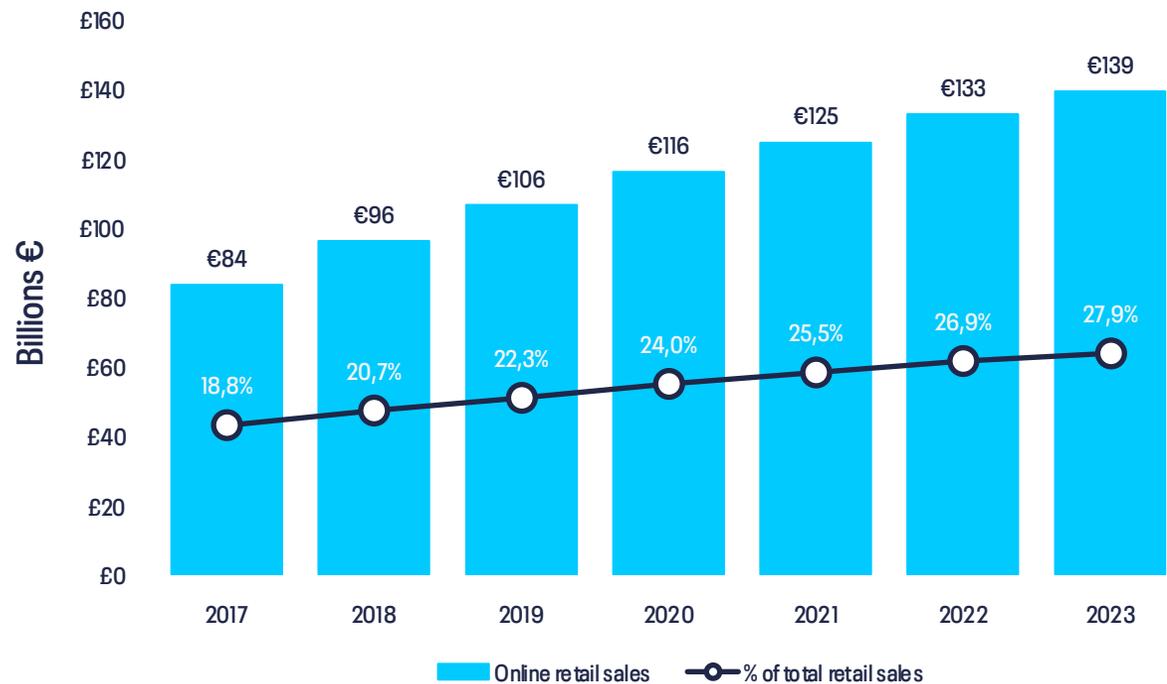
- Cotton production process is relatively CO₂-intensive
- Packaging is relatively heavy per product (300 grams)
- Transportation via airplane has a higher footprint compared to other modes.
- Use renewable electricity

For every scored product, an automated **in-depth feedback report** is produced and sent to brand partners, zooming into all the sustainability dimensions, **explaining the product's performance** and improvement areas.

By providing information for partners to **improve the sustainability of their products** as well as making it easy for consumers to compare and buy products, Dayrize will create a **virtuous cycle of improved sustainability** that will revolutionise the way the world shops.

AFTER LAUNCHING IN THE UK, DAYRIZE WILL QUICKLY EXPAND ACROSS WESTERN EUROPE

As the **largest ecommerce market** in Europe with a steep demand in **sustainable products**, we selected the UK as our launch market



eMarketer, May 2019

Once Dayrize is established in the UK we will launch in other European markets



Ecommerce Europe: Ecommerce Region Report, Statista, July 2020

WE HAVE AMBITIOUS PLANS TO ENHANCE AND GROW DAYRIZE.COM

		2021				2022				2023			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
CATEGORY		Home	Mother & Baby	Sports & Outdoors	Food & Beverage		Garden			Pets	Furniture	Electronics	
GROGRAPHY						Germany	France	Benelux		Scandinavia			Spain/Italy/US
DSAT		Water and Carbon Savings	Land savings	Cloning V2			Integration of Survey into Partner Portal	Cross-platform integration with other partners (eg. HIGG)		Introduce annual review of survey			
		Add health dimension	Auto-identification of incorrect answer	Further Eco Label scrapping			Partner score reporting dashboard	Machine learning enhancement of scoring					
		Spot checks/audit internal	Automated partner recommendations to improve score	Survey question alignment				Integration of real-time data via remote sensing					
		Spot checks /audit 3rd party		Automated score feedback reports				Integration of blockchain					
	Evaluate accuracy of carbon vs. full LCA												
BUSINESS			Partner and Customer community portal for dialogue	Delivery option based on environmental impact	Planetary budget gamification	Brand level badges	Cross border trade (UK/EU)	C2C Marketplace		Subscriptions (Monetizing the Dayrize Score)		B2B Partner Marketplace	
				Optimizing tertiary packaging	Returnable packaging	Partnership with carbon offsetting apps							

DAYRIZE IS LED BY AN EXPERIENCED FOUNDERS TEAM WITH DIVERSE AND COMPLIMENTARY SKILLSETS



Vincent Hoogduijn

Chief Executive Officer

Vincent has 20+ years experience starting and growing a diverse collection of international ecommerce brands, in both developing and more mature markets Europe, the Middle East and Africa. A linguist by education, he also holds an MBA from RSM Erasmus University.



Eva Gladek

Chief Sustainability Officer

Eva is a leader in the field of Industrial Ecology and has advised hundreds of organisations and industry leads on their sustainability strategies. She has built over a dozen successful companies in the sustainability sector.



Bart Nollen

Strategy & Business Development

Bart is an impact entrepreneur who has worked, travelled and lived all over the world. His focus has been on delivering projects that deliver social and environmental benefits as well as attractive risk-adjusted financial returns in the circular economy.



Austin Simms

Chief Operating Officer

Austin has over 20 years experiencing working in executive positions for major global brands such as NIKE, Philips, TomTom and Brooks Running. He also has experience as a successful entrepreneur, having started and sold multiple businesses.