



Investor deck · Seed / Pre-A

Hooly!

Compliance infrastructure for the new packaging economy

We don't sell smart bins. We sell the physical + digital infrastructure that lets CPG brands and high-traffic locations prove packaging recovery, lower EPR fees and stay compliant with PPWR, CSRD and Simpler Recycling.

149 deployed

83 sold in 2025

33 open opportunities

€2.0M rollout pipeline

Vincenzo Degiacomo · Founder & Head of Product · 2026



A €100M+ smart-bin category is stuck selling a luxury gadget

01

Sold as a gadget, not infrastructure

Everyone says “wow” in the demo; few sign multi-year contracts. The result: eternal pilots, long sales cycles and high churn while cash burns.

02

Legacy players compete on fill-level

Bigbelly, Sensoneo, Ecube sell how full a bin is — a commoditised signal a \$50 ultrasonic sensor delivers. A computer-vision platform is wasted there.

03

Regulation makes it need-to-have

PPWR, EPR eco-modulation and Simpler Recycling turn correct separation into a legal obligation with real fines — a need-to-have, not a nice-to-have. And no one owns the proof layer.

Why now

Five regulations, one obligated market

Separation and proof of packaging recovery move from “nice to have” to legally required — across the EU, UK, Australia and parts of the US.

PPWR — EU Reg. 2025/40

In force 11 Feb 2025; general application 12 Aug 2026. First unified EU framework over the whole packaging lifecycle, with recycling targets to 2040.

EPR eco-modulation

CITEO ~€1.3B/yr (FR, 2024), CONAI ~€0.8–1B (IT), Germany largest EU market. Fees increasingly modulated: bonus for >30% rPET/rPP, malus up to +50% for mixed materials.

CSRD / ESRS E5

Resource-use & circular-economy disclosure becomes mandatory for large corporates — demand for verified waste & recovery metrics.

Simpler Recycling — UK

Mandatory since 31 Mar 2025 for all workplaces ≥10 employees. Penalties from £110 fixed notice up to £5,000+ and enforcement action. Buyer has an allocated budget.

SB 1383 (CA) + 5-state EPR + AU CDS

California, CO, ME, MN, OR replicate the EU pattern; Australia now has nationwide container deposit. Same playbook, staggered timing.

An AI bin that recognises the material and the brand

Hooly! is a vertically-integrated smart collection point. At the moment of disposal, on-device computer vision identifies what is thrown away — not just how full the bin is — generating an auditable record per item: material stream, object, brand and weight.

- 1 Mechanics** In-house designed & manufactured hardware
- 2 Computer vision** Proprietary on-device material + brand recognition
- 3 Data platform** Per-disposal audit trail, dashboards & APIs
- 4 Production** Vertically integrated, controlled supply chain

Product maturity

90%

ready — a defensible, deployed stack, not a prototype

2

form factors in production (Indoor90 + Small)

80%

of disposals correctly sorted into recyclable streams

100%

in-house: mechanics, CV, data & manufacturing



We know **WHAT** is thrown away – not just how full the bin is

Legacy fill-level sensors

Bigbelly · Sensoneo · Ecube Labs

- ✗ Measures only how full a bin is
- ✗ Commoditised — a \$50–150 ultrasonic sensor
- ✗ No material, brand or composition data
- ✗ Sold on price-per-device to facility managers
- ✗ No compliance or EPR value

Hooly! computer vision

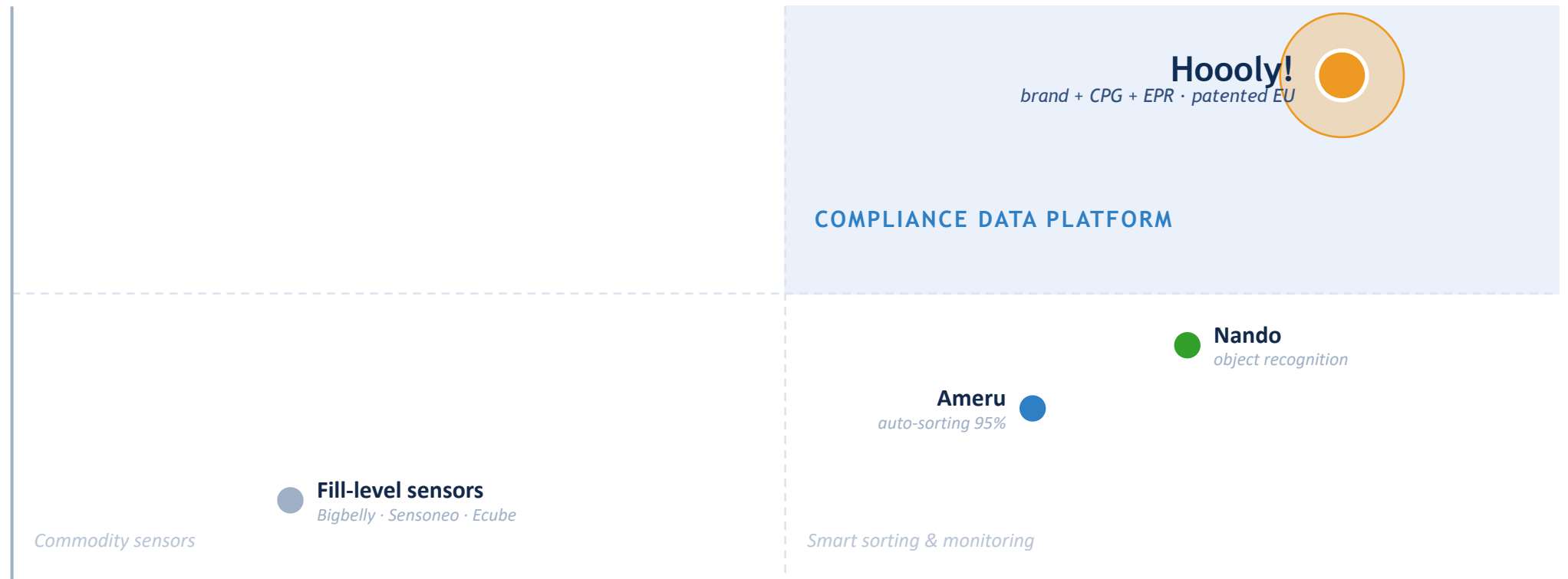
Proprietary, on-device, deployed at scale

- ✓ Recognises material stream per item
- ✓ Identifies object & brand (e.g. a specific can)
- ✓ Generates an auditable per-disposal record
- ✓ Feeds EPR fee reduction & CSRD disclosure
- ✓ Edge + cloud VLM + human relabel → compounding data moat

We compete on brand data & EPR value – not just sorting

Horizontal: recognition depth (fill-level → per-item + brand). Vertical: compliance & brand value (EPR proof + CPG monetisation).

↑ Compliance & brand value



Recognition depth →

In the field across high-traffic locations



Locations deployed – live sites & pilots

Mix of live deployments and pilots · 10 accounts active today · multi-year conversion underway

Aeroporto di Bologna	SAVE / Venezia	Aeroporto di Pisa	Aeroporto di Firenze	Linate · Malpensa
Budapest Airport	Madrid Airport	Autogrill	Coop	Klepierre
Merlata Bloom	Gran Reno	Google Italia	LinkedIn Dublin	Accenture
Poste Italiane	Camera dei Deputati	Gucci	Hitachi	TeamSystem

POC → paid conversion is already happening

CLOSED IN 2025

83 devices sold across 3 marquee accounts

- ✓ **Aeroporti Toscana**
POC at Pisa & Firenze → rollout of 60 devices
- ✓ **Autogrill**
Bought 7 Indoor + 2 Small · Hooly Small specified in 10+ concession tenders
- ✓ **Coop.fi**
9-month POC (1 unit) → purchased 13 Indoor + 1 Small

PIPELINE 2026

33 active opportunities



€387K weighted by stage

€730K sales scenario

€2.0M full rollout

33 opps across airports, retail/malls and corporate · list price Indoor €3,800 / Small €1,500.

AI classifications growing ~15x in 12 months

Monthly cloud-VLM classifications that produced a material label (excludes empty-bin reads). This long-tail layer is the data that retrains the edge model — the compliance data asset compounding over time.



Every disposal becomes structured compliance data

Two-tier CV engine + data flywheel

EDGE – YOLO26 finetuned

9.4K instant on-device classifications of common items (PET bottles, cups)

CLOUD – VLM fallback

285K classifications of the long tail, each with a reasoning trace

FLYWHEEL – human relabel

Cloud data relabeled → retrains the edge model → accuracy compounds

Material mix (left) is the edge layer. The two engines run in parallel — more devices → more edge-tier cases → a better model.



Two concentric wedges, one device & data platform

PRIMARY · B2B

Obligated locations pay

We sell airports, retail chains, REITs and UK workplaces ≥10 FTE a compliance device that documents conformant separation, creates an audit trail and reduces fine risk (£110 to £5,000+ under Simpler Recycling).

Device + dashboard · compliance, cleaning & branding included

SECONDARY · B2B2B

CPG brands pay – at scale

Unlocks at 2,000+ installed bins: we sell Coca-Cola, Heineken, Nestlé Waters, Ferrarelle, Red Bull a network of co-branded collection points that prove packaging recovery, lower EPR fees and generate verified sustainability claims.

Brand pays the recurring fee · location hosts for free

Revenue layers

Recurring SaaS + device subscription

EPR / compliance reporting

Material-recovery share (phase 2)

Anonymised data-as-a-service (3–5 yr option)



How we make money – hardware + recurring SaaS

Two ways to acquire the device (buy or subscribe), one recurring software layer per location, plus add-ons and service. Recurring, multi-year, expandable.

1 Hardware – buy or rent

- ▶ CAPEX (buy): Indoor €3,790 · Small €1,490–1,990
- ▶ OPEX (rent): €52–184 / device / month
- ▶ 24–36-month terms · volume discounts · 30+ on quote

2 Dashboard SaaS – per location

- ▶ €29 · €149 · €349 / mo (Starter · Light · Pro)
- ▶ Recurring MRR — the ARR engine
- ▶ First 3 months free with every device

3 Add-ons & service

- ▶ SMS alerts €4.99 / mo · SIM €100 / yr
- ▶ Pay-per-fix €199+ per on-site fix (from Y2)
- ▶ CPG co-branding wrap — on quote

ARR per location – worked example

5× Indoor on 36-mo OPEX (€645/mo) + Pro dashboard (€349/mo) = **~€11.9K recurring ARR / location**. Device sale adds upfront CAPEX; OPEX + SaaS compound into recurring ARR on 24–36-month contracts.



A growing category sitting on top of multi-billion EPR pools

Smart waste management market (USD)

The real prize: EPR fees brands pay anyway

Approximate annual EPR contributions

~€1.3B / yr

CITEO — France (2024)

~€0.8-1B / yr

CONAI — Italy

Largest EU

Germany — VerpackG dual systems

Fees are increasingly eco-modulated (bonus for >30% recycled content; malus up to +50% for mixed materials). If our bins certify recovery, brands could convert that into savings — pending formal recognition by PROs, a key 90-day validation milestone.

16.3% CAGR (Fortune Business Insights). Smart-bin niche: ~\$111M → \$219M by 2031 (Mordor Intelligence).

Follow the regulation: EU first, then UK, then selective non-EU

0-6 mo

Italy

BEACHHEAD

PPWR + CONAI eco-modulation.
Convert install base into reference.
Target: 2–3 CPG Lols + 1–2 large REIT/
airports.

6-18 mo

France · Germany

EU EXPANSION

CITEO discounts/malus up to 50%;
LUCID register. Target: 5–8 pan-EU
CPG deals; first multi-year contracts.

12-24 mo

United Kingdom

PIGGYBACK

Simpler Recycling mandatory (≥ 10
FTE). Beachhead on retail chains &
workplaces.

18-36 mo

Australia · US (CA)

SELECTIVE

Nationwide CDS in AU; SB 1383 + 5-
state EPR. Targeted pilots, no mass
expansion.



Four 90-day experiments before we scale the narrative

1

Quote-and-close test on 3 EU airports

Go / no-go: Compliance bundle converts $\geq 2x$ & prices $\geq 1.5x$

2

Conditional sell to IT CPG brands (Lols)

Go / no-go: ≥ 3 Lols signed in 60 days \rightarrow B2B2B confirmed

3

Real eco-modulation calc with CONAI/CITEO

Go / no-go: Saving $\geq \text{€}0.05$ / tracked unit \rightarrow CPG economics work

4

30 interviews: CPG sustainability & procurement

Go / no-go: $\geq 60\%$ identify a clear budget \rightarrow buyer found

Decision rule

$\geq 3 / 4$ green raise Seed/Pre-A on this narrative $2 / 4$ pivot to pure compliance wedge, re-pitch in 6 mo $\leq 1 / 4$ rethink GTM (tech & install base remain solid)

The KPIs the board reviews monthly

Commercial

- ARR contracted, split by wedge (brand vs location)
- Pilot → multi-year conversion $\geq 40\%$ @ 12 mo
- Net revenue retention $\geq 110\%$
- CAC payback ≤ 18 months

Product & market

- Active CPG brands with ≥ 1 co-branded point
- Active locations on compliance dashboard
- Tonnes of packaging tracked / year
- CV accuracy $\geq 95\%$ material, $\geq 90\%$ brand

Positioning

- % inbound for “compliance” vs “gadget”
- Mentions in client CSRD / compliance plans
- Presence in qualifying RFP short-lists

A vertically-integrated team and a live pipeline

Team

Vincenzo Degiacomo

Founder & Head of Product — product, vision & GTM

Capabilities built in-house

Mechanics & hardware — Design + manufacturing under one roof

Computer vision & data — Proprietary material + brand recognition

Production & deployment — Controlled supply chain, 149 units in field

2026 pipeline scenarios (€M)

83 devices sold in 2025 (3 accounts)

33 open opportunities in pipeline

EU-first IT beachhead, then FR/DE/UK

List price Indoor €3,800 / Small €1,500, weighted by stage. Recurring SaaS additional.



Hooly!

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Vincenzo Degiacomo · Founder & Head of Product, Ganiga

The ask

Raising a Seed / Pre-A round

€3M target



€1.5M already secured · 50% of round · €1.5M open

Closing the round to fund the 90-day validation plan and the 100 → 1,000 device industrialisation.

~40%

GTM & validation (BDR, EU airport + CPG pilots)

~35%

Industrialisation & supply chain (scale to 1,000 units)

~25%

CV / data platform & compliance reporting engine