



SUSTEIN

Upcycling the unrecyclable

1-Problem A

99% of Healthcare Waste
goes to landfill & Incineration

+60M Tn single-use plastic/year

Construction ↔ Healthcare

1-Problem B

Construction Materials makes 50%
of all extracted resources in Europe

2nd biggest pollutant industry in the world










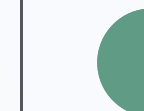














































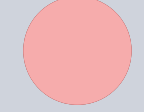





















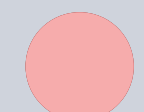
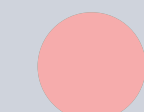















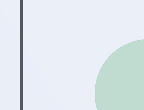




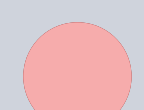





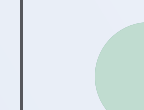
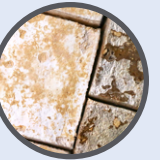









Thermo-Acoustic | Insulation Panel



Acoustic | Insulation Panel



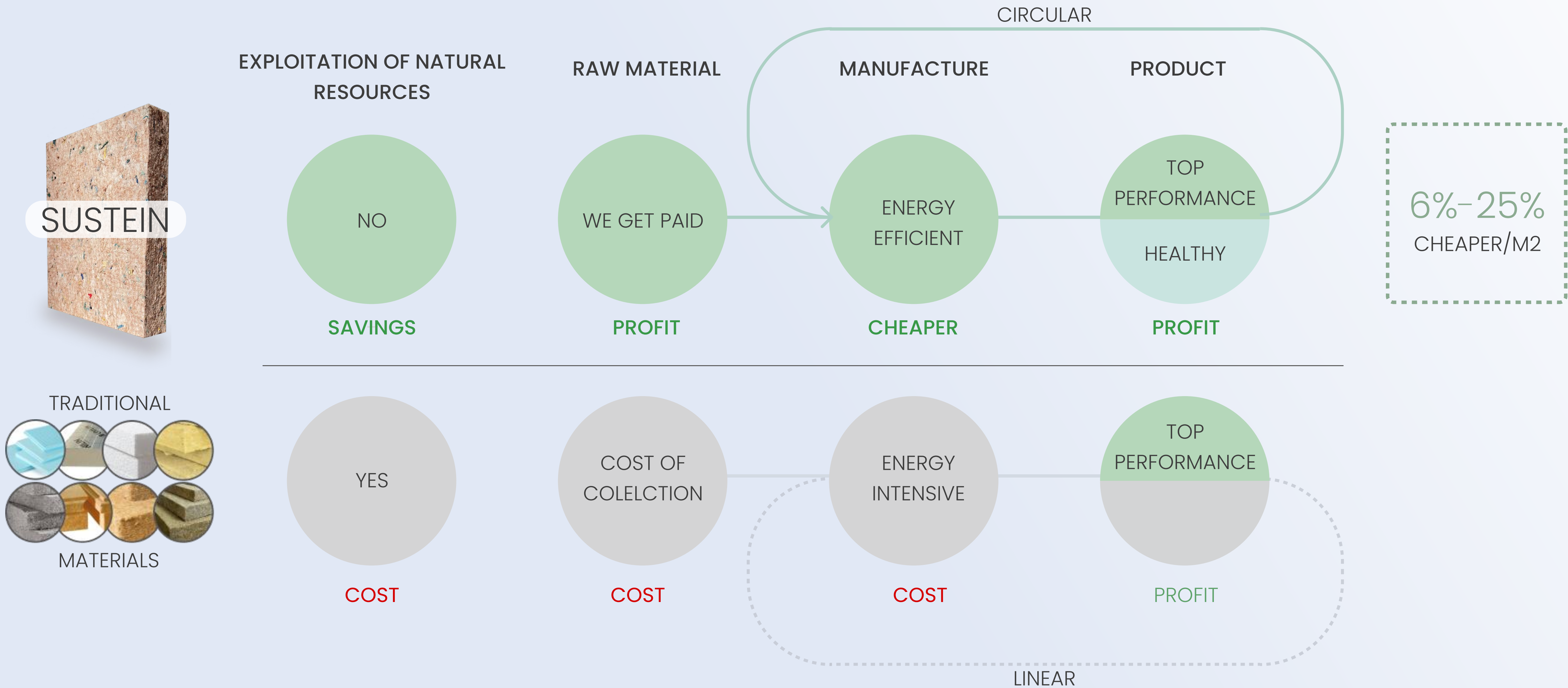
Filling the existing gaps

		RESISTANCE														
		PRODUCT	Conductivity (λ) W/M.K	← MOISTURE	PEST	→ FIRE	RE CYCLED	VOC & HANDLING	RE CYCLABLE	GWP kg/CO2	E.ENERGY W/kg	RESOURCE EFFICIENCY	MARKET SHARE	MARKET VALUE/€		
SUSTEIN			SUSTEIN	0,036												USP
  			Glass Wool	0,035										35%	24.5B	PAIN / OPPORTUNITY
			Stone Wool	0,034										22%	15.4B	
			EPS	0,037										27%	18.9B	
			PIR	0,035										8%	5.6B	
			XPS	0,036										6%	4.2B	
* HONEXT® 			Cellulose	0,039*										1%	700M	
			Wood Fiber	0,041*										<1%	<700M	
			Hemp Fiber	0,049										<1%	<700M	
			Grass Fiber	0,041										<1%	<700M	
BIQHM			Mycellium	0,042*										<1%	<700M	

Thermal Insulator market | Parameters matrix

*Data is based on general information and not specific brand performance | brands and data are not directly related

Optimal Value chain – Business Model



The only difference is the economy scale

6-Business Model

ECONOMICAL | B2B2B / B2C

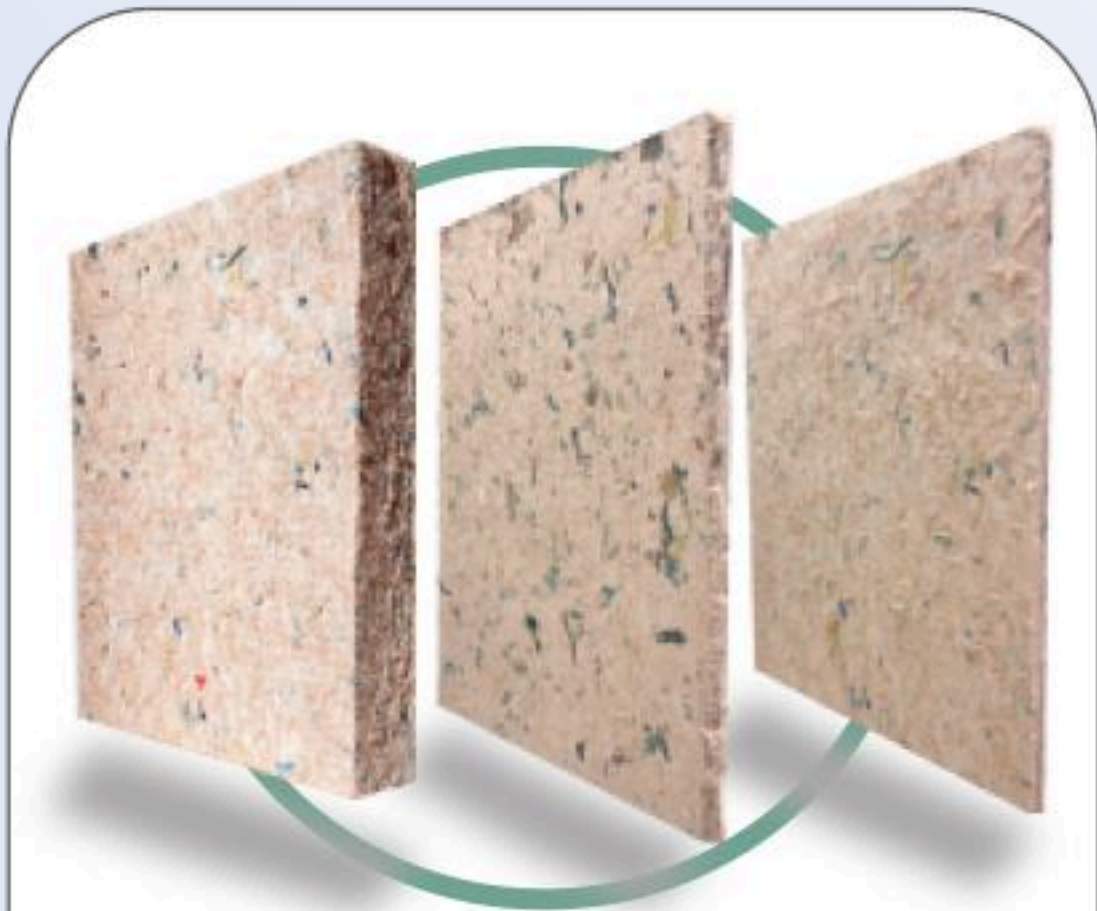
1 Ton



We get paid **120€/ton**
for our raw material

=

400 M2



It costs on avg **1.300€**
to transform

400 M2



We sell it for
2.190€



1 Entity = **6.000 Tons**

GII & G III

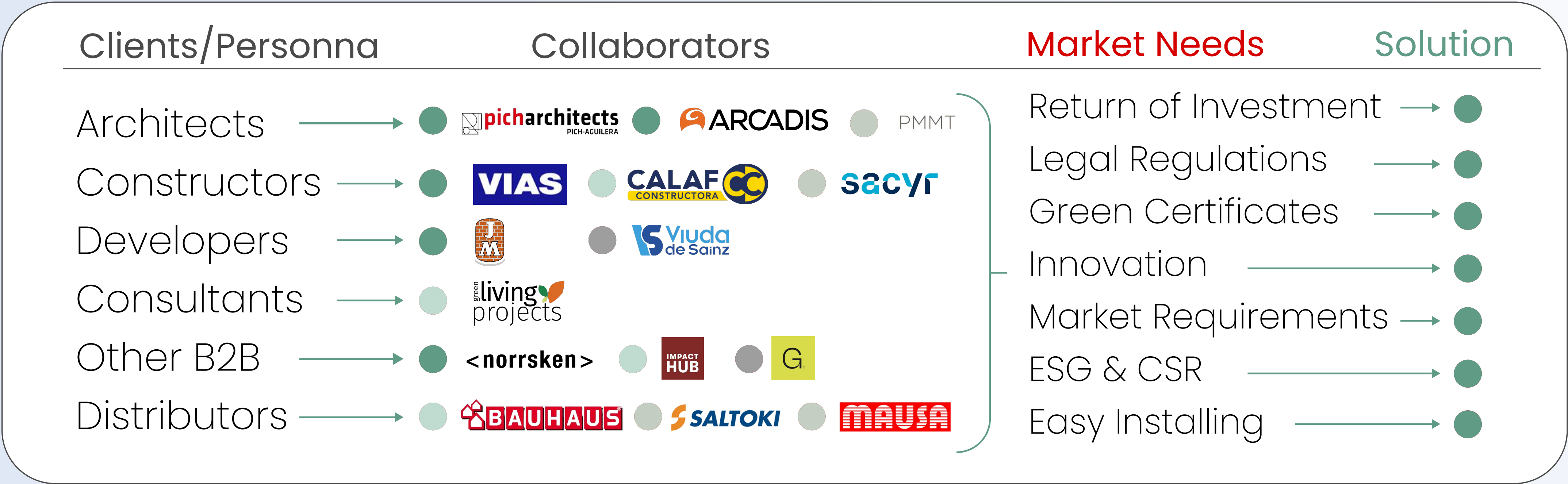
=

2.400.000
M2

12.480.000 €
Potential Revenue

7-Go-To-Market
Strategy

SUSTEIN



Supply chain

~~Import~~ ~~Export~~

Local / Proximity

Quality

Efficient

Traceable

Better Margin

Channels

Installers

Sustainability Dpt.

Innovation Dpt

Designers

Procurement

Licitations

Events

Distribuitors

Showcases

Grants

Network

Online Platforms

Approach











Offline

78%

Online

22%



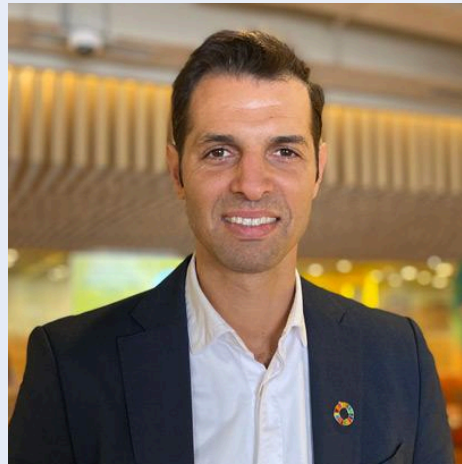







Core

Simón González	Lucía Carazo	Cornelia Klose	Manuel Ormo	Ramón Santiago
				
CEO, Founder & Product	Design & Back Office	Finance & Operations	Supply Chain	Sales Development
				

Consultants

Rafael Guedez	Juan Colmenares	Arturo Barboza	Eduardo Elneser
			
Scientific & Strategic	Commercial & Marketing	Strategy	Finances
			

Advisors

Lisa Steinvinkel	Pablo LaRoche	Leo Gutson	Carlos Beck	Jorge Bohorquez
				
Impact Innovation	Green Architecture	Sustainable Finances	Business Development	Waste Management
				

AWARDS



Sustainability & Circular Economy



1st Place
Raíz Program



Regenerative Housing



Startup World Cup Iberia
Finalist 2024



Winner – Smart Building Competition



Environmental StartUp of the year



Finalist



Innovation Plus Award



Best StartUp Construction Tech LaSalle Technova



Winner of Smart Builder TOMORROW BUILDING



1st Place Winner



Finalist



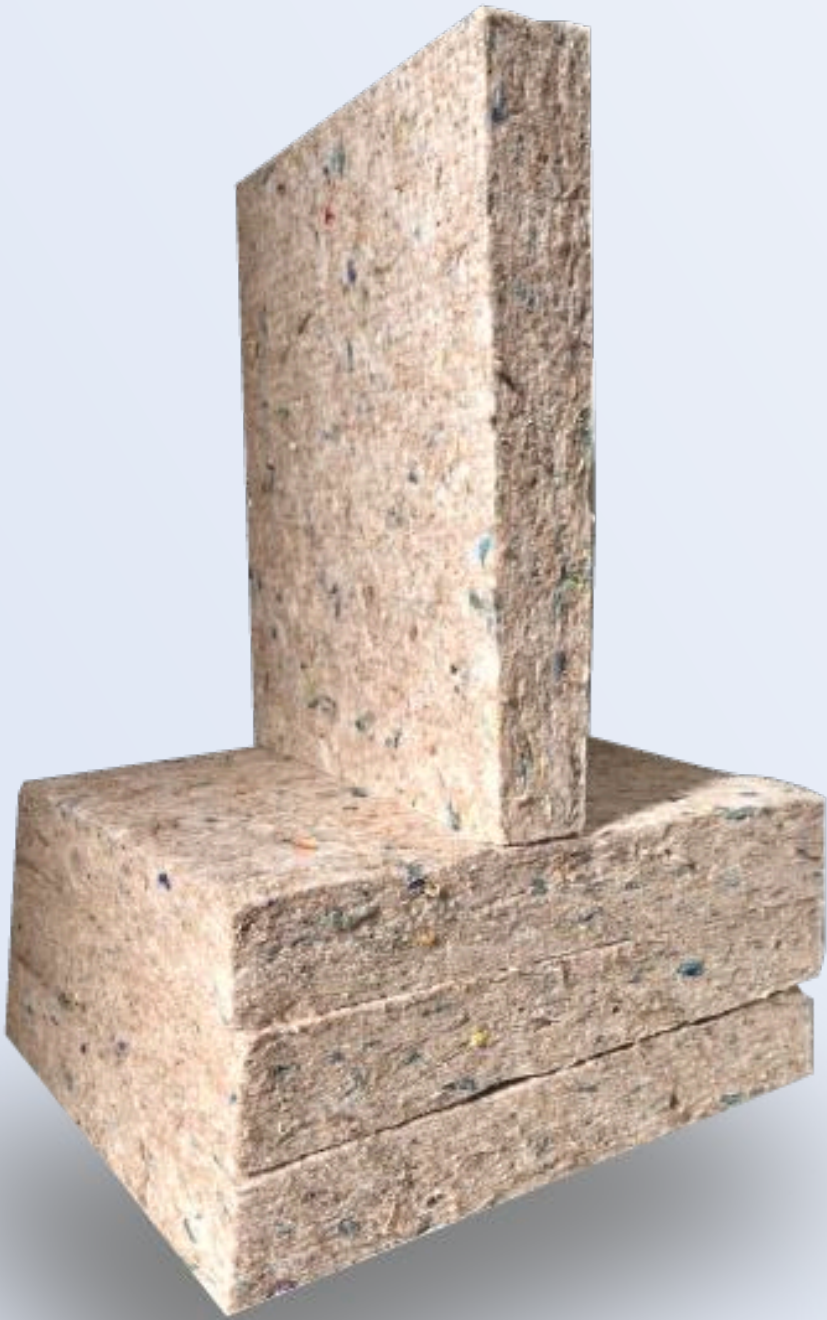
ESG 2022 Spain Finalist



1st Place: Best StartUp The District & LaSalle Technova

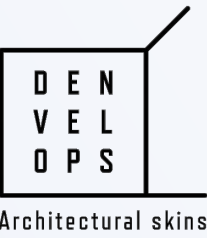


Impact Leader The Next Big Thing



1st Reycling method for HCW
16.000€ Revenue
1.800 KG HCW Upcycled
2 products on the market
700M2 Commercialized

NEXT PROJECTS



Book Publication

ALLIES



SUSTEIN

Creators of the
first circular economy
around healthcare waste

www.susteinmaterial.com
info@susteinmaterial.com