

**INDEED**

**We innovate for the circular economy.**



We are a certified B-Corporation adhering to the highest ESG standards and using business as a force for good.



## WHO WE ARE

# We are the global design & innovation firm for a circular economy.

We partner with forward-acting organizations to **design & deliver products, experiences and systems** that eliminate waste, regenerate natural resources, keep materials & products in loops, and help humans to adopt circular business models.

## SOME OF OUR CLIENT PARTNERS



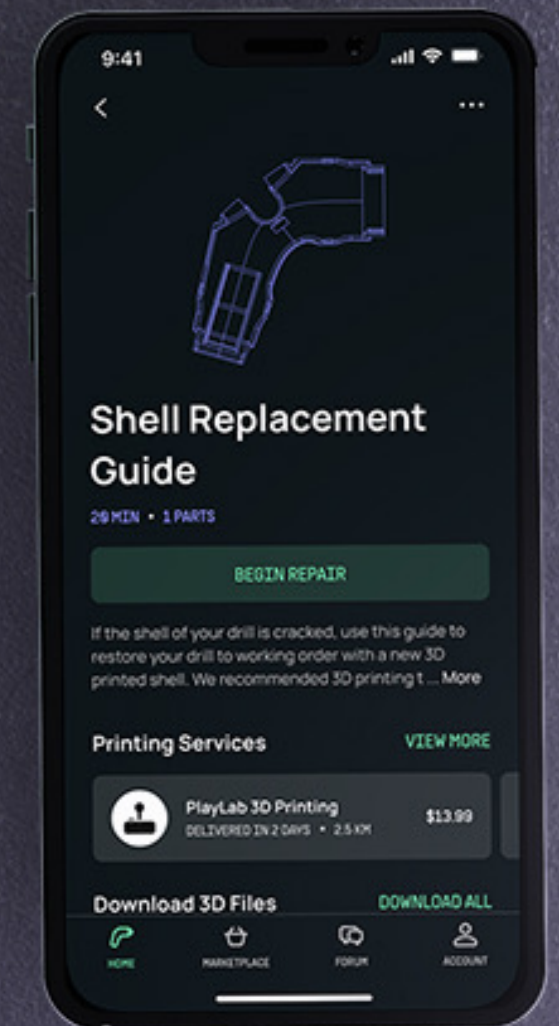
Beiersdorf

BMW  
GROUP

Google

PHILIPS

vitra.



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1

Business strategy for  
net zero

Your company has specific, measurable circular commitments, but a strategic pathway to achieve the commitment is absent.

The fights for recycled input are intensifying;  
how can your company proactively secure future raw material resources?

80%

80% of a product’s or service’s life cycle emissions is determined in the early innovation stage.

2

Play for & beyond  
compliance

EU's eco-design and battery regulations pose substantial risks to your EU operations.

How can your product proactively adapt to meet these evolving regulatory demands?

Should your products prioritize focus on repairability, recyclability, or other circular principles to grow in a circular economy?

2025

The EU has introduced a set of circularity regulations with some set to **take effect as early as 2025**.

3

Secure competitive advantages  
to win

From today’s linear ways of operating, circularity looks very costly.

How can your company not only participate in a circular economy for sustainability and compliance but also lead a profit-generating circular business?

\$4.5 trillion

The circular economy is a **4.5 trillion** opportunity.

Our  
Scope of Work

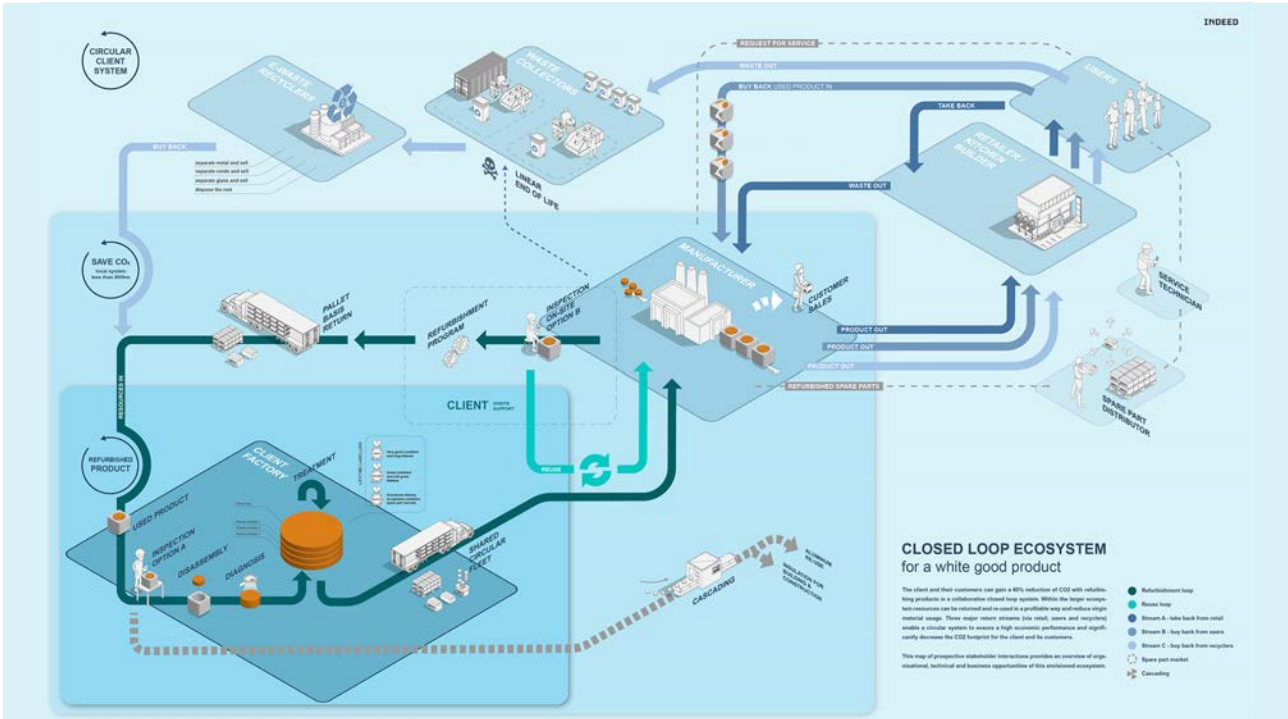
Implement  
circular innovation

Identify Circular Opportunities and develop Circular Products, Packaging, or Services including respective Circular Business Models.



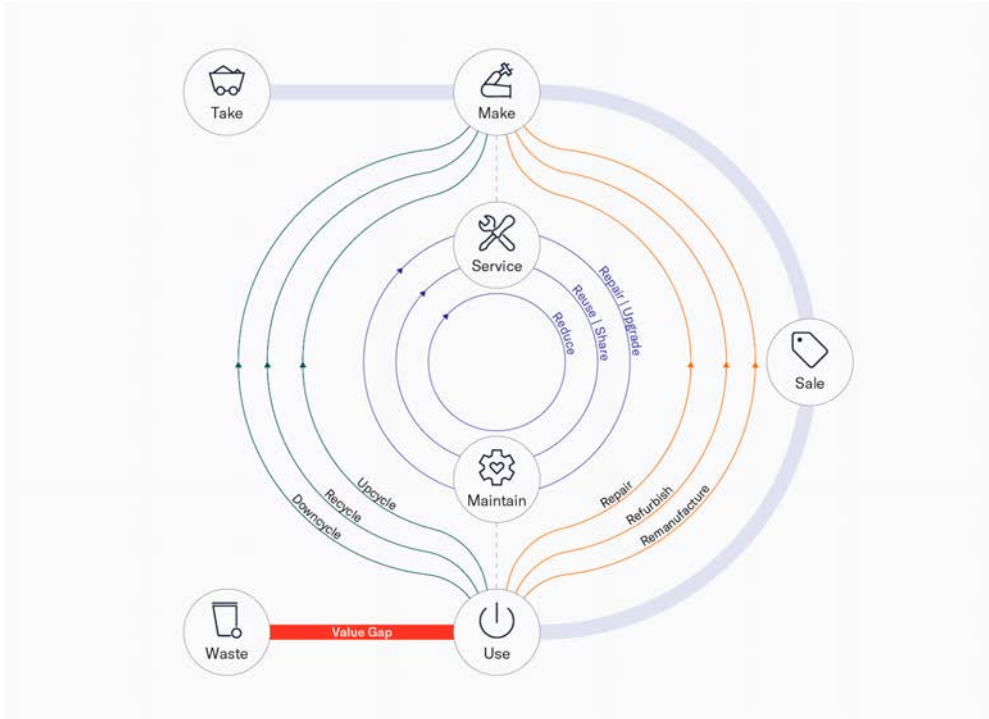
Drive  
circular impact

Develop a tailored strategy and action plan to implement circular practices within any organization.



Advise  
circular transformation

Offer targeted advice to top management and advisory board members, enhancing organizational maturity for circularity.



Your  
Value

Revenue

Generate new revenue streams from Circular Business Models.

Relevance

Enhanced brand reputation & relevance for customers who prioritize sustainability.

Reduction

Measurable reduction of a company's Scope 3 emissions.

Resilience

Sustain / operate with finite resources

Retention

Help to keep top talents eager to contribute to a bright future for both humanity and the planet.



HOW WE KICKSTART YOUR CIRCULAR JOURNEY

With our unique Circular-Transformation-Framework, we apply a multi-disciplinary, systems-level approach to realize any solution, integrating AI, behavioral science, materials science, and engineering.

STEP 1

Identify a Circular Opportunity

In 8 weeks, we uncover untapped potential for circular innovations and identify specific circular opportunities tailored to your business that will increase revenue, save cost, and reduce emissions.

We helped Google identify opportunities to cost-effectively bring back used TVs, lowering their Scope 3 emission.

Google TV

12:30

←

Market

FINANCIAL DISTRICT

CA 94105

\$15-\$20

Pickup

Uber, Lyft, or TaskRabbit

Market

Plastic/Metal Recyclers

Landfill/Incineration

Treatment & Disposal

STEP 2

Prototype a Circular Product, Packaging, or Service

In 9 weeks, utilizing circular principles, we develop a first prototype and test the identified opportunity that minimizes waste, maximizes resource utilization, and enhances overall environmental impacts.

We help HILTI to innovate products for reparability, modularity, and usability.

HILTI VC 40M-XE

Market

Plastic/Metal Recyclers

Landfill/Incineration

Treatment & Disposal

6 |

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Please reach out:

If you are considering moving your business to circularity and need help weighing options and mapping it out.

If you are managing a product that you want to become circular, or to create a circular product from scratch.

If you want to evolve the innovation culture in your company through circular thinking.

If you are running a circular business and you seek to create a new product or service.

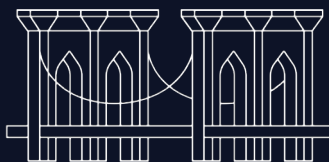


**KAREL J. GOLTA**  
+49 40 284674010  
K.GOLTA@INDEED-INNOVATION.COM

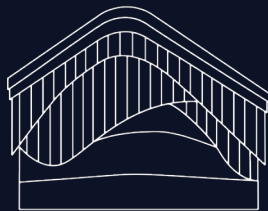
OUR OFFICES



HAMBURG



NEW YORK



SHANGHAI



**By empowering businesses to thrive in a circular economy, we create a bright future for both humanity and the planet.**