



# FILLCHECK

**EMPOWERING WASTE MANAGEMENT WITH  
SMART SENSORS**

BY EUROPAPA

# TEAM



## **Modesta Miškinytė**

3 years experience of  
Communication

## **Šarūnė Širvaitytė**

3 years experience of Graphic  
Design  
3 years of experience of Digital  
Marketing

## **Viltė Našlėnaitė**

3 years experience of Digital  
marketing

## **Urtė Juškėnaitė**

3 years experience of  
Communication and digital  
marketing

## **Nojus Jurkevičius**

3 years experience of Digital  
marketing

# PROBLEM



At present, in various urban areas, waste containers become overloaded, and garbage ends up on the streets or in the surroundings.

Market size: 55k. trash containers in Lithuania

# SOLUTION



Sensors with software designed to inform waste collection and disposal companies when the containers they manage become full.



# BUSINESS MODEL



FOR MAXIMUM REVENUE OF 15%

$$\text{Minimum price per user} = \frac{\text{Total amount}}{\text{Number of users}}$$
$$\text{Minimum price per user} = \frac{€92,000}{10} = €9,200$$

-We provide service work subscription based model

-Price depends on sensors order quantity

# HOW IT WORKS

A distance sensor would be attached to the top of the waste container, scanning the level of trash in the bin. This information would be converted into a percentage representation and sent to clients in real-time.



**LANDING PAGE**



**LINK**

# COMPETITORS ANALYSIS

				
Revenue	-	<\$5 M	\$2,3 M	\$2 M
Communication through website	YES	YES	YES	YES
Phone communication	YES	YES	YES	YES
Communication through email	YES	YES	YES	YES
Route navigation	YES	NO	YES	NO
Waste management level	YES	NO	NO	NO
Software	YES	YES	YES	YES



# **INVESTMENT OPPORTUNITY**



**213.000 EUR**

**IN THE NEXT TWO YEARS WE PLAN TO**



**CREATE A WORKING PROTOTYPE**

**PLAN COMMUNICATION AND MARKETING  
STRATEGIES**

**START DISTRIBUTION**



**THANKS  
FOR LISTENING**

