



Hackathon: the circular diaper

Team 8 - Eins, Zwei, Dry

The Circular Diaper



Eins, Zwei, Dry ➔

PROBLEM

Nappy Waste

20 billion diapers

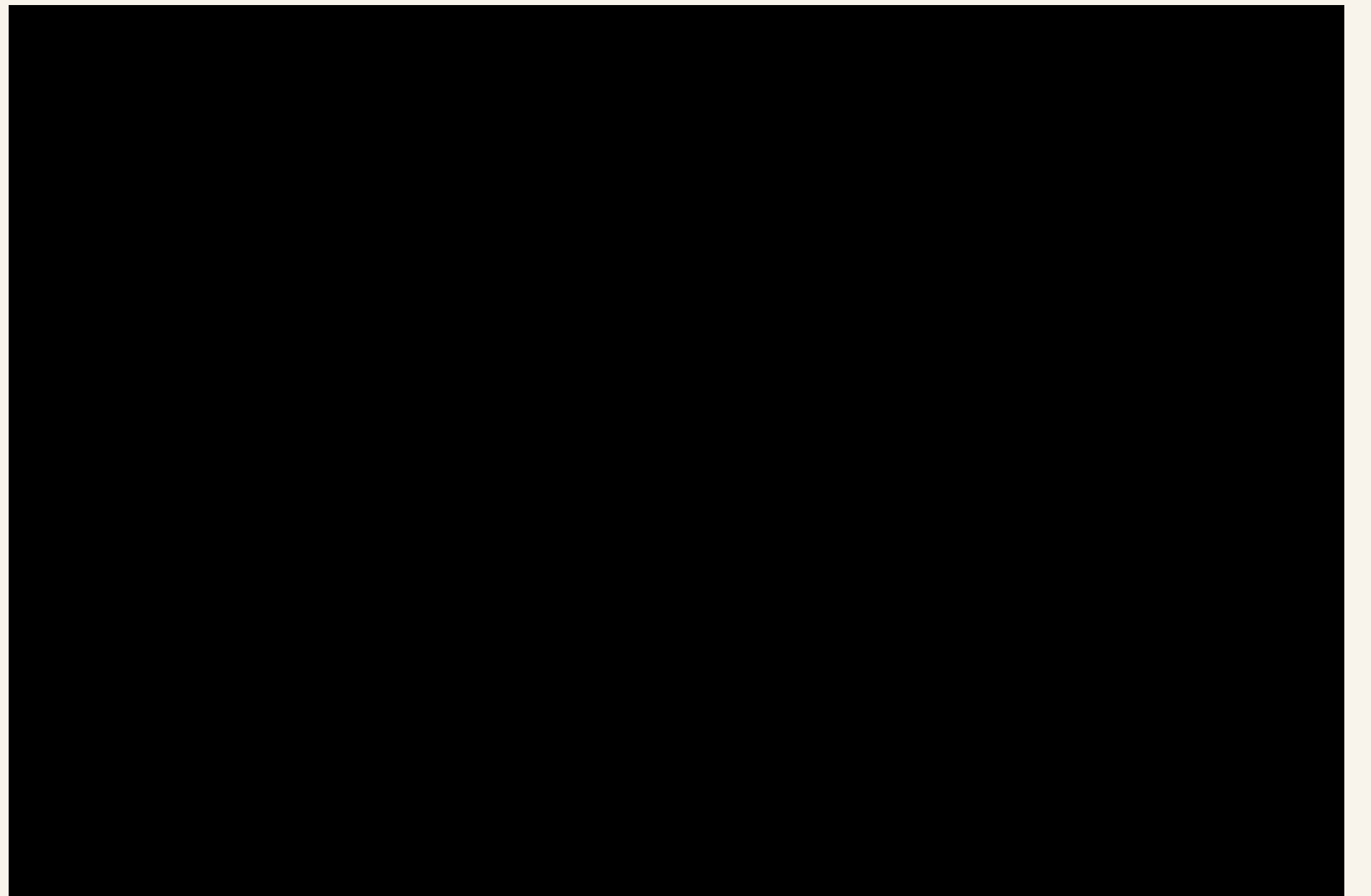
end up in landfills every year

500 years

Before disappearing

Not recycled

Dumped in the wild or incinerated



SOLUTION

1

Order

2

Use

3

Return

4

Recycle

5

Reuse





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Packages and Pricing

Choose the plan that suits you the best

Get one week for free!



help save the planet

Double



Diapers and baby products for 2 toddlers

Home delivery and waste pick up

Co2 Neutral

€179

per month

Free 7 day trial

Standard



Diapers and baby products for one toddler

Home delivery and waste pick up

Co2 Neutral

€99

per month

Free 7 day trial

Tripple



Diapers and baby products for one toddler

Home delivery and waste pick up

Co2 Neutral

€259

per month

Free 7 day trial

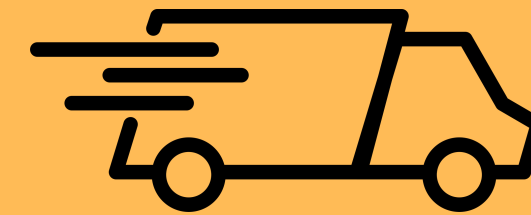
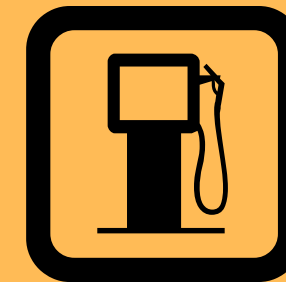
Delivery & Collection

OPTION A Delivery & Collection by Partners



Short-Term

OPTION B Delivery & Collection by diaper company



Long-Term

RECYCLING OPTIONS - THE LOOP



Used Diapers



Diaper Waste



Organic Waste

Non-Woven Fabric
≈ 10%

Cellulose ≈ 50%
Recoverable ≈ 22,5%

• Bio-plastic

• Masks



3M



• Bio-butanol Fuel



bp

DU PONT



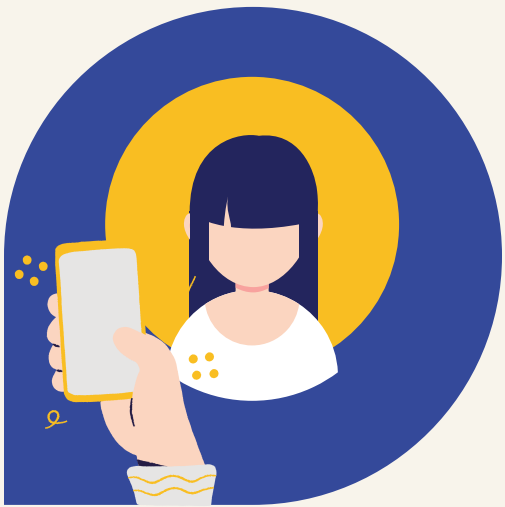
Can be used
for Delivery



Sustainable
Packaging Bags

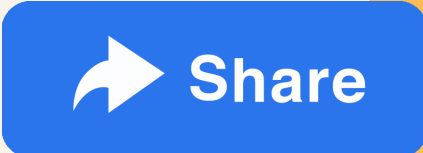


CUSTOMER JOURNEY



2 Consideration

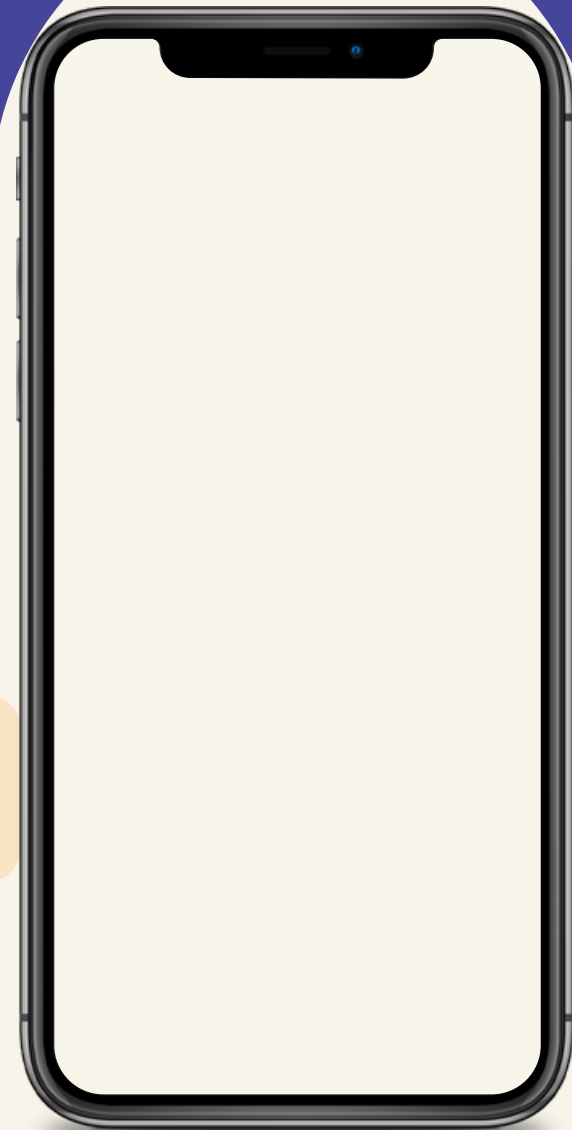
4 Loyalty



1 Discovery

3 Purchase

5 Sharing



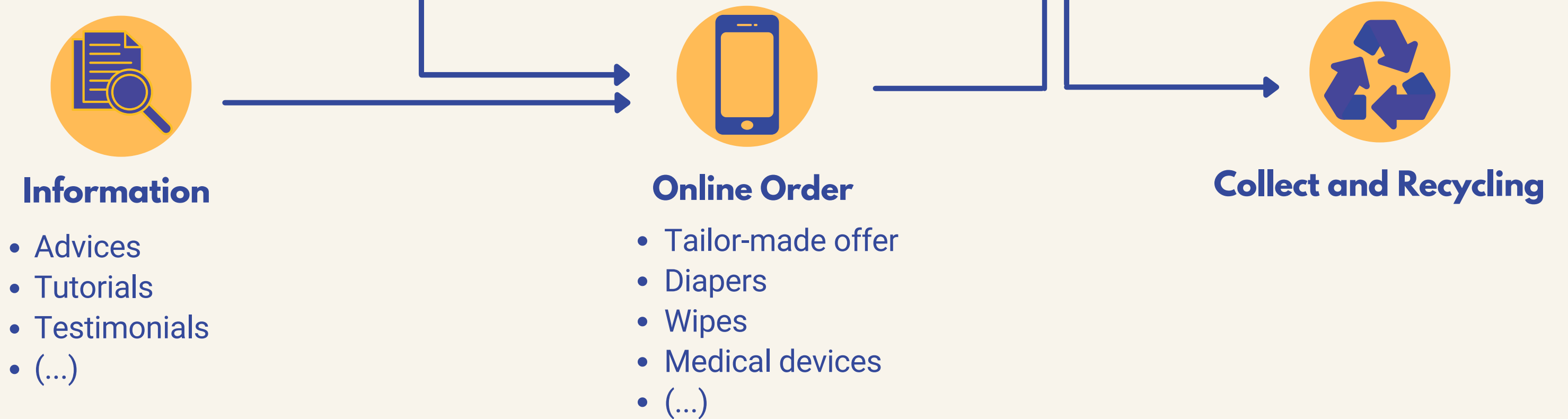
Business model

A value proposition designed to meet the needs of young parents

Old Business model



Home Delivery Business model



FINANCIAL OUTLOOK

Shift to online is a driver for growth

Western Europe Market



In 2020 customers have shifted to buying diapers online



9% of diaper purchases made online

● CAGR: 6.2% vs 1.2% in standard retail



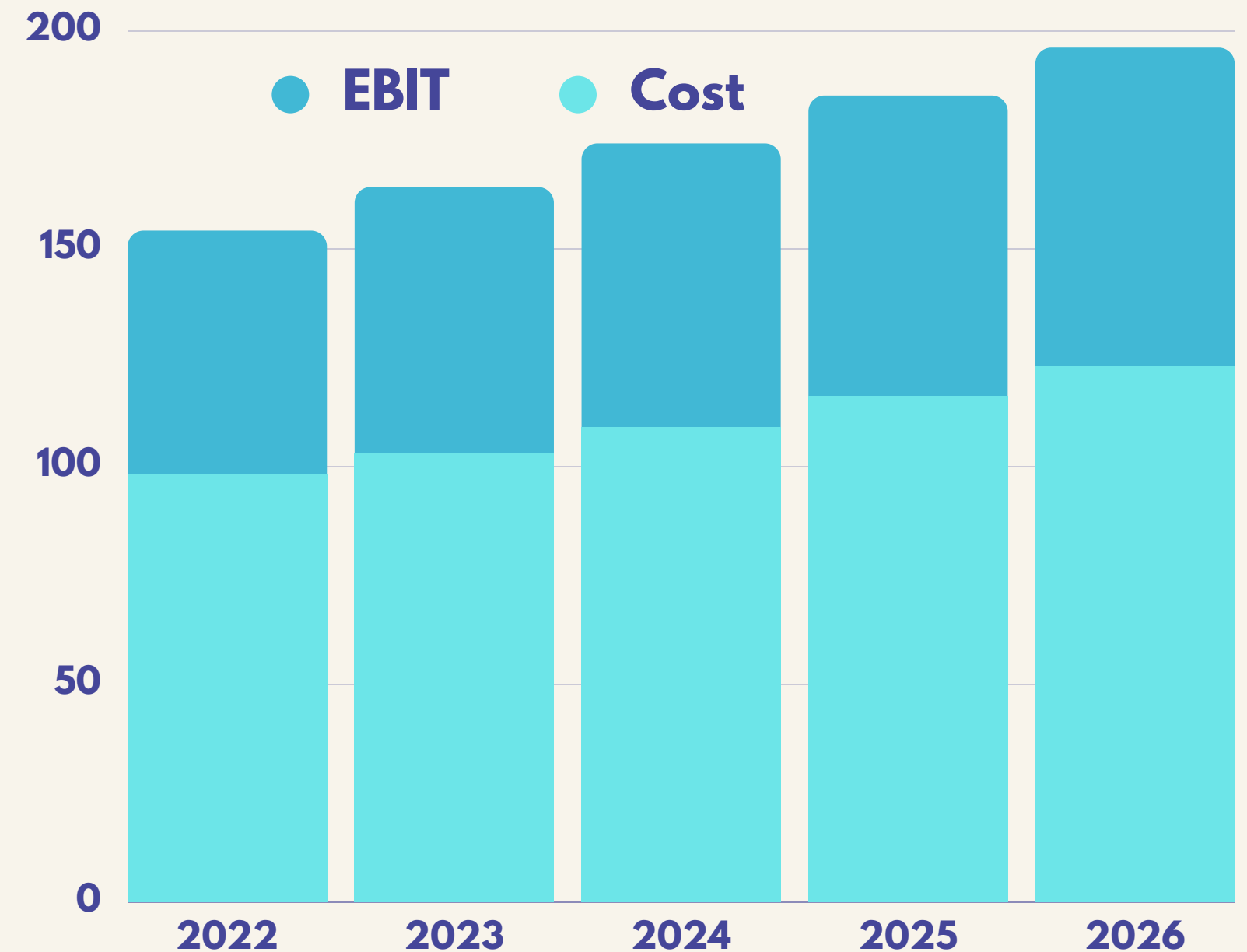
Total Market Size: 5 billion euros



9 million + customers

● Target: 1% of customer segment in Y1

Revenue (in million €)



ASSUMPTIONS

Western Europe Market for Diapers	Calculations	2022	2023	2024	2025	
2021						
Total Population		507				
2020						
Revenue (million)		4995				
P&G Market Share		45.00%				
Overall CAGR%		1.20%				
E-Commerce Market Share		9.00%				
E-Commerce CAGR% for diapers		6.20%				
<i>Source: Euromonitor</i>						
Diaper price monthly per customer						
Pamper's monthly pack		45€				
Assumptions						
Wholesaler margin		50%				
Product cost	40*50%	20€				
Annual spending per customer	45€*12	540€				
#Customers in Europe	4995000000/540	9250000				
Expected Market Penetration #Customers	1% of total with 6.2% CAGR	92500	98235	104325.57	110793.7553	117662.9682

PRICING

Pricing		
Delivery	Fuel + hourly wage = 25€ per hour. 5 deliveries per hour	€20.00
Diaper cost		€22.50
Other products		€15.00
Total Cost		€57.50
Price		€99.00
Difference		€41.50
2 baby pack	Price x2 - delivery	€179.00
3 baby pack	Price x3 - 2x delive	€259.00
Avg. Basket	5:2:1 ratio	€139.00
Misc. costs	Handeling etc.	€10

REVENUE STREAM

Investments						
App development	€100,000.00					
	Calculation	2022	2023	2024	2025	2026
Number of customers		92500	98235	104325.57	110793.7553	117662.9682
Cost						
Product	€22.5 x #customers x 12	€24,975,000.00	€26,523,450.00	€28,167,903.90	€29,914,313.94	€31,769,001.41
Delivery	€20 x #customers x 12	€22,200,000.00	€23,576,400.00	€25,038,136.80	€26,590,501.28	€28,239,112.36
App	Investment + maintenance	€1,110,000.00	€12,000.00	€14,000.00	€16,000.00	€18,000.00
Marketing	20-25% of revenue	€38,572,500.00	€40,963,995.00	€43,503,762.69	€46,200,995.98	€49,065,457.73
Misc. cost	€10x#customers x12	€11,100,000.00	€11,788,200.00	€12,519,068.40	€13,295,250.64	€14,119,556.18
Total Cost		€97,957,500.00	€102,864,045.00	€109,242,871.79	€116,017,061.84	€123,211,127.68
Cost % of revenue		63.49%	62.78%	62.78%	62.78%	62.78%
Revenue	#customer x avg. basket x12	€154,290,000.00	€163,855,980.00	€174,015,050.76	€184,803,983.91	€196,261,830.91
EBIT	revenue-cost	€56,332,500.00	€60,991,935.00	€64,772,178.97	€68,786,922.07	€73,050,703.23
EBIT %		36.51%				

**Thank
you!**



Eins, Zwei, Dry