Fairown

Fairown's Platform Empowers Merchants to Embrace the Circular Economy

March 2024

Fairown

Consumers like to access the high quality products as they hate the hassle of resell



Merchants struggle on delivering the experience

Confidential. Not allowed to copy without permission.

Fairown

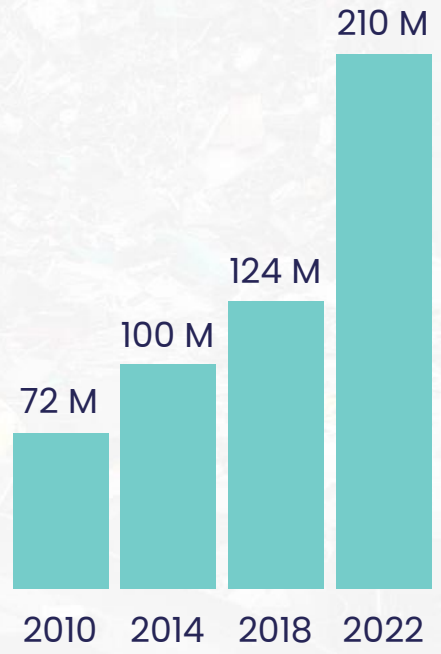
Not reselling products causes Environmental Disaster

Causing loss in value for next user by not handing over the device on time.

Waste generation as over 80% of tech products end up in general waste.

Resource depletion as it takes 80,000 litres of water to produce a smartphone.

210M+ discarded mobile phones in Germany alone



Projected number of discarded mobile and smartphones in German households.

Source - Bitkom Research

Confidential. Not allowed to copy without permission.

Fairown

Second-Hand Marketplaces Rely on Consumer Action And Fail on delivering circular economy

1. **NO** reminder to return the product.
2. **NO** price guarantee.
3. **NO** certainty about the timeline for sales.

ebay

craigslist

Facebook Marketplace

Swappie

Back Market



Confidential. Not allowed to copy without permission.

Fairown

Fairown Incentivises Product Returns at Checkout With a New Kind of Customer Experience





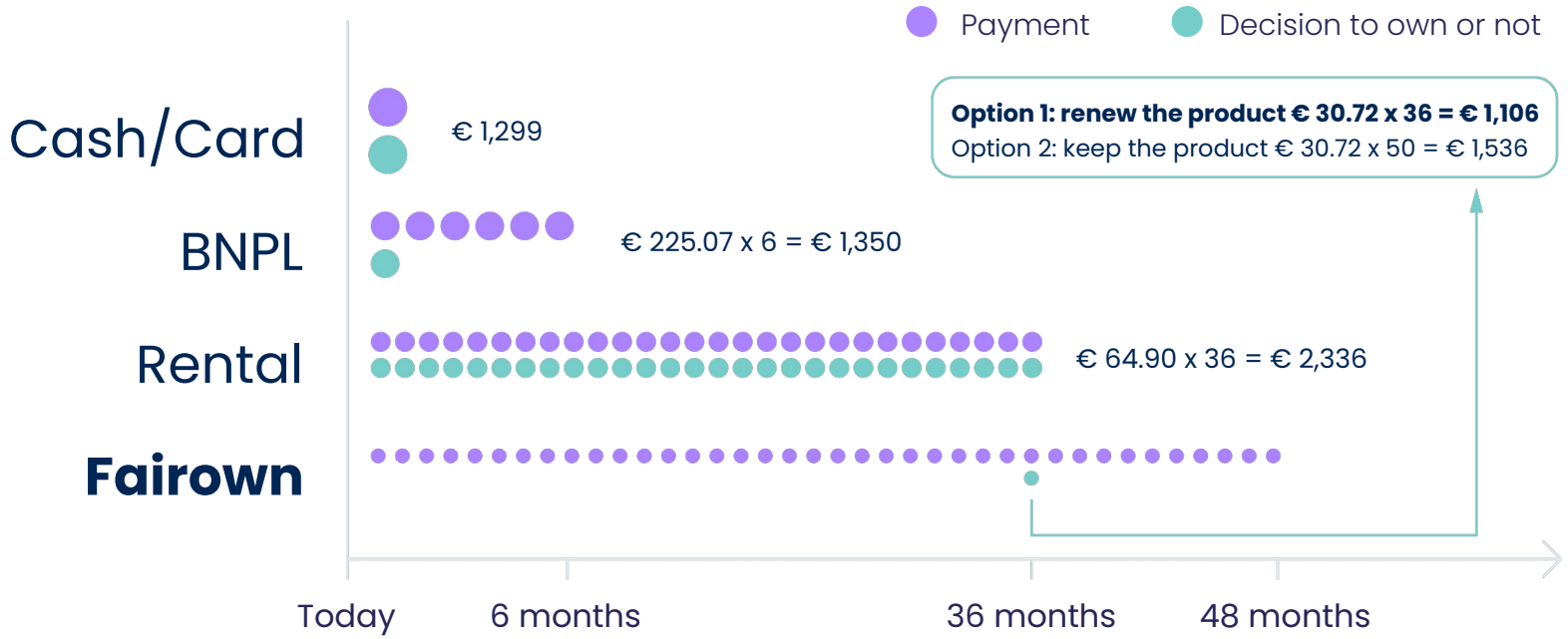
- **Consumers pay only for the used value and save on retail price.**
- **Renewal period is targeted based on useful product life cycle.**
- **Buy-back option is included for a fixed price.**

Confidential. Not allowed to copy without permission.

Fairown Stands Out as a Checkout Option with the Lowest Cost Of Use to take Circular Economy to masses



MacBook Air 1,299 EUR



Confidential. Not allowed to copy without permission.

Fairown

Value for the Consumer

- **Affordability** through low monthly payments compared to rental.
- **Flexibility** through the option to upgrade or keep the product.
- **Sustainability** through managed renewal process after using the product.



Confidential. Not allowed to copy without permission.

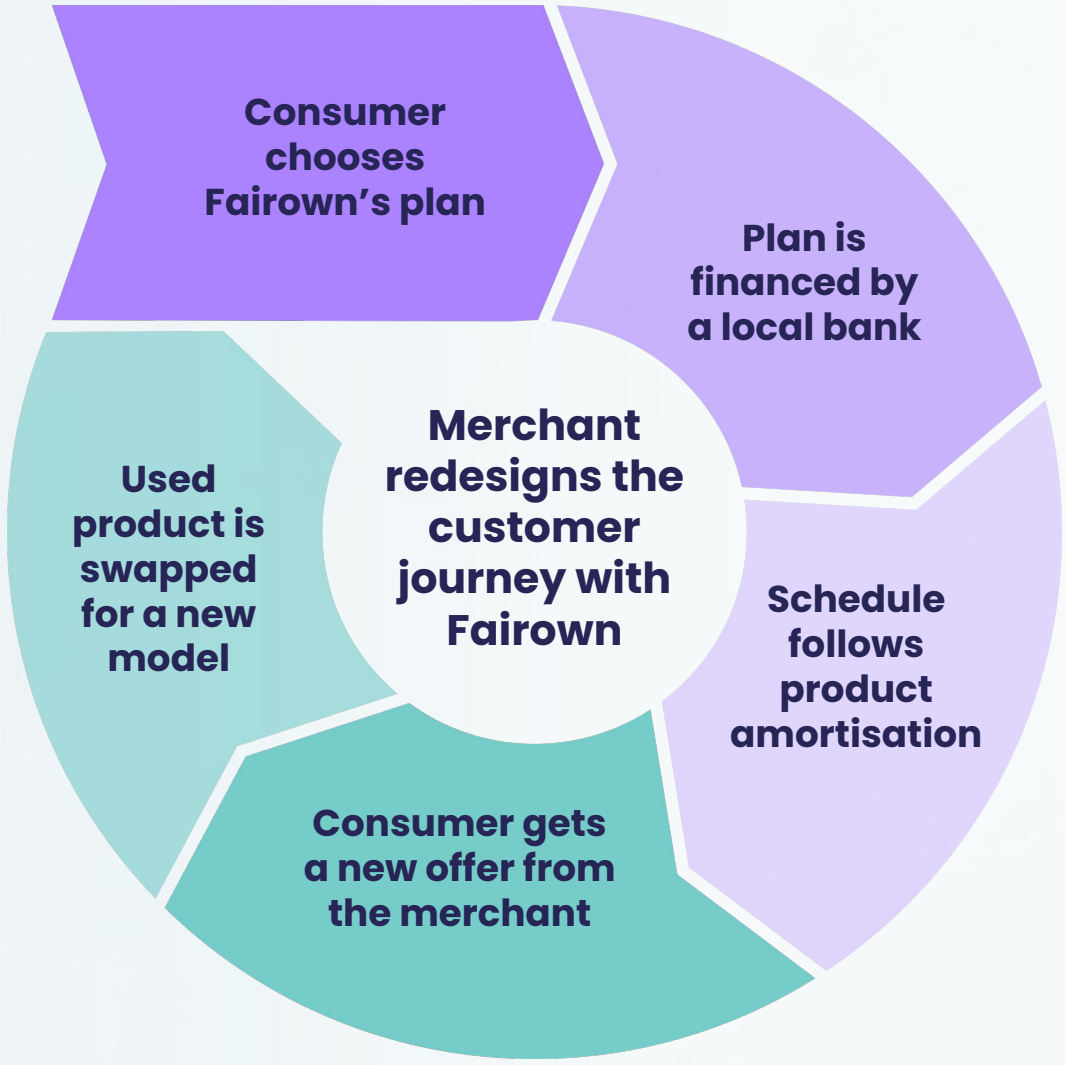
asset finance connect Summer Awards 2022 Winner

Subscriptions product development

Fairown



Fairown Brings the Process Enabling the Experience of Using



Confidential. Not allowed to copy without permission.

Fairown

Fairown Does the Heavy Lifting by Managing the Entire Process

- local bank financing;
- checkout method;
- **fixing the buyback value;**
- **renewal process.**



Confidential. Not allowed to copy without permission.

Fairown

Value for the Merchant



Attract new customers



Gain recurring sales



Control sales cycle

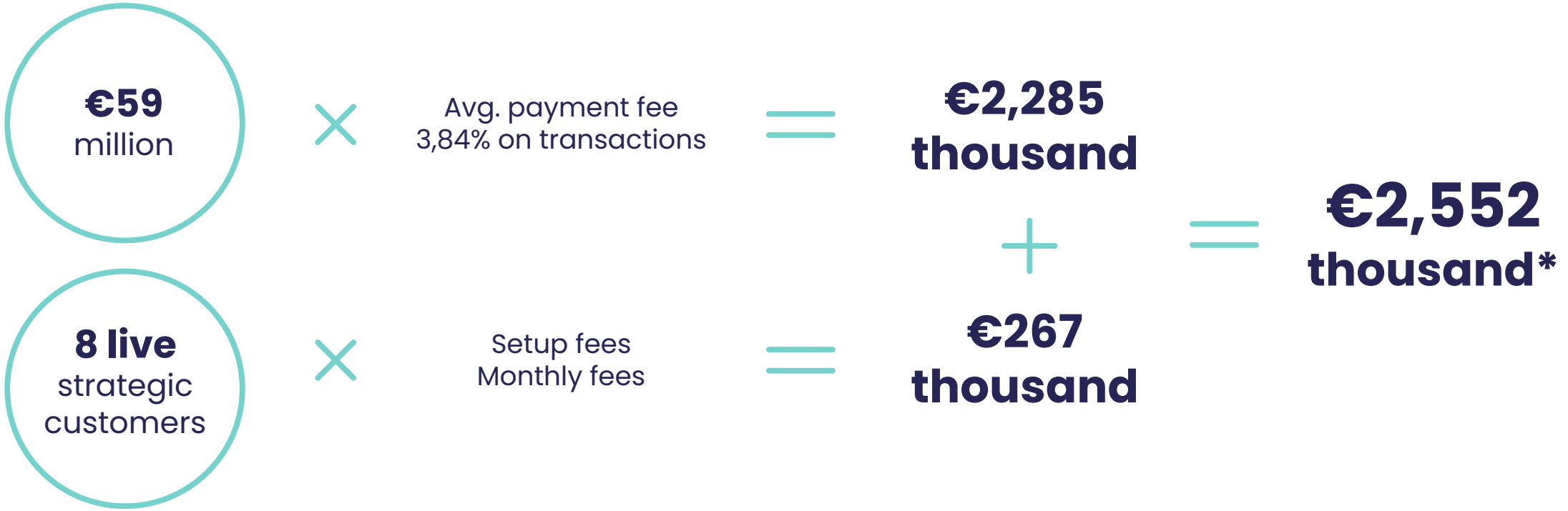


Encourage sustainability

Confidential. Not allowed to copy without permission.

Fairown

Fairown's Business Model Is Driven by Payment Volumes, Has No Credit Risk



Confidential. Not allowed to copy without permission.

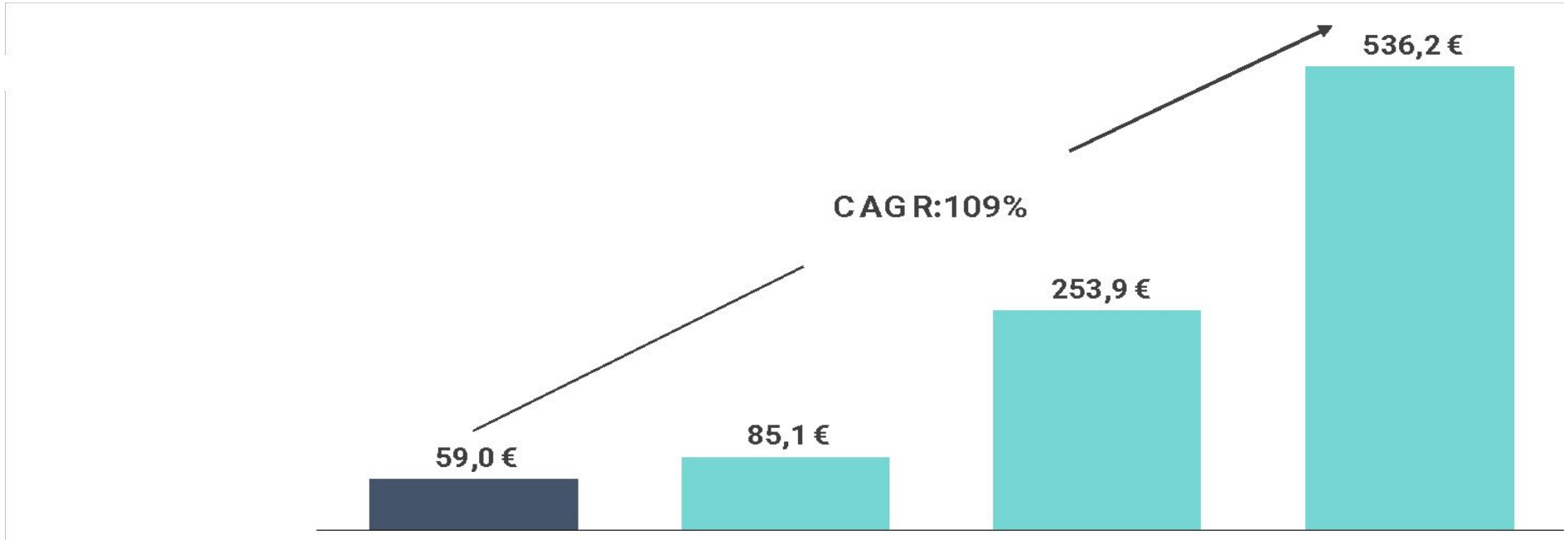
* Source: Data room: Financials, Rolling 12 months

Roadmap

	2020	2021	2022	2023	2024
Strategic customers	STIHL		LG	SAMSUNG	MediaMarkt
Product development	Custom one product solution	Customer basket solution	Standardised one product and bundle solution	Renewal products	Standardised and unified product
Geographic expansion					
Proof Of Concepts in categories	Gardening	Consumer electronics	Energy	Mobility	Other

Confidential. Not allowed to copy without permission.

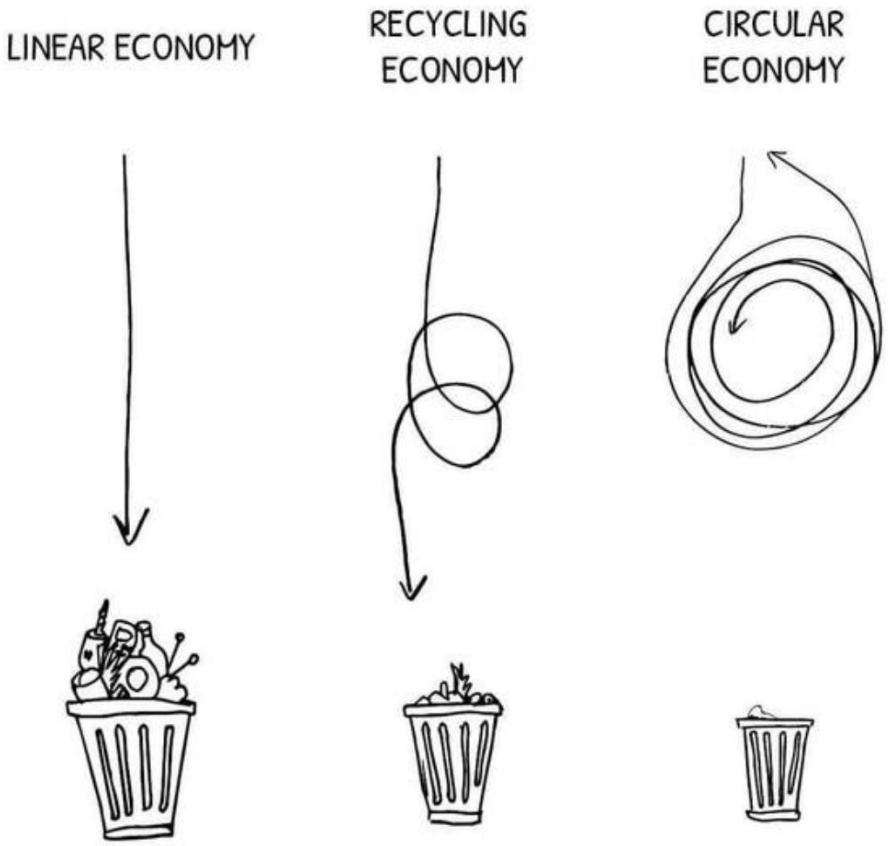
Over half a billion payment volumes by 2026



# of plans sold	**37,8k**	**60,9k**	**182,9k**	**387,5k**
# of clients live	9	23	49	76

Confidential. Not allowed to copy without permission.

Circular economy is the solution



Confidential. Not allowed to copy without permission.

Fairown provides tools for transition

	Linear economy	Recycling economy	Enabled Circular economy	Fully Circular economy
Consumer	Consumes only new products	Awareness of the electronic waste Issue	Acceptance of utilizing secondhand goods	Requires for more ethically manufactured and recycled goods.
Regulator	Oversees sales transactions	Mandates recycling	Mandatory Extended Producer Responsibility for batteries, packages	Mandatory Extended Producer Responsibility to product lifecycle
Producer	Sole focus is selling new products	Develops capacity for receiving and recycling used items	Producer developing lifecycle control, gains repair and resale expertise	Aligns with new policies; used products becomes primary production material
Fairown		Platform for pilot programs	Market leader on enabling a product as a service	Global infrastructure for circular economy

Confidential. Not allowed to copy without permission.

asset finance connect Summer Awards 2022 Winner

Subscriptions product development

Fairown

Experienced Team Backed by Commerzbank VC



Hendrik Roosna
Founder & CEO

18+ years of expertise in building asset-backed financing businesses, Y Combinator S16 alumnus.



Taivo Türnpu
Co-Founder & CTO

Tech lead with 10+ years of experience in building core systems for fintech companies.



Marko Saul
CFO

Worked with start-ups for over 6 years, helped scale Veriff - now a unicorn company - after series A.



Velipekka Kuoppala
CSO

Go-to-market strategist with 25 years of experience in building B2B sales engines for newly established companies.

Confidential. Not allowed to copy without permission.

Fairown

Join the circular economy!

Get in touch

+372 324 7696
info@fairown.com
fairown.com

Follow us

Confidential. Not allowed to copy without permission.

6. Consumer electronics and appliances is a fundamentally attractive market supported by strong underlying drivers

2x	Forecasted increase in IoT devices (1)	Unprecedented **Speed of Innovation** in industry: New technologies introduced e.g., appliances with IoT, AI etc. (1)
>4y	Avg. time before replacement of new products (2)	Continuous product upgrades with **Technology Improvements**: Product lineups updated and products replaced frequently (2)
3x	Forecasted increase in volume of data (3)	**Digitalisation** of everyday life: From luxury goods historically to everyday necessities today (3)
+7%p/a	Growth forecast global gaming market '22-'27 (4)	Lifestyle trends, e.g., **gaming, health** and **home office** (4)

1. Worldwide 2023 to 2030. 2. 3.9 years average replacement for consumer electronic in Scandinavia in 2023. 3. Volume of data created, captured, copied, and consumed worldwide from 2020-2025. Source: Statista; Euromonitor; Newzoo Gaming Market report

6. Business on re-commerce marketplaces is booming

20x

ReCommerce is growing 20x faster than retail market.

This surge is largely driven by platforms that specialize in selling second-hand, refurbished, and repurposed items

93%

Consumers say that inflation impacts their decision

93% consumers say inflation impacts their decision to buy and sell pre-owned goods with an increasing emphasis on making and saving money, thus **accelerating the growth of ReCommerce**

1. https://www.cbcommerce.eu/blog/2022/12/13/recommerce-marketplaces-are-growing-20-times-faster-than-the-broader-retail-market/

6. Merchants focus on affordability strategy: creating pricing and marketing plans that make their products more accessible to a broader range of customers without compromising on quality or the overall brand value.

Financing — to make it easier for customers to afford their purchases

Trade-in — to encourage customers to purchase new items by allowing them to exchange old products for a discount on new purchases

Forward Trade In — allows customers to agree to trade in their current product at a future date on a preliminarily agreed terms

Double Trade In — to encourage customers to purchase new items by allowing them to exchange old products for a discount on the financing plan that allows customers to agree to trade in their current product at a future date

1. https://www.cbcommerce.eu/blog/2022/12/13/recommerce-marketplaces-are-growing-20-times-faster-than-the-broader-retail-market/