

Sellalong™



Sellalong[™]

OUR VISION:

No unused stuff.

OUR MISSION:

End consumer waste by making circularity a part of every purchase.

THE OPPORTUNITY

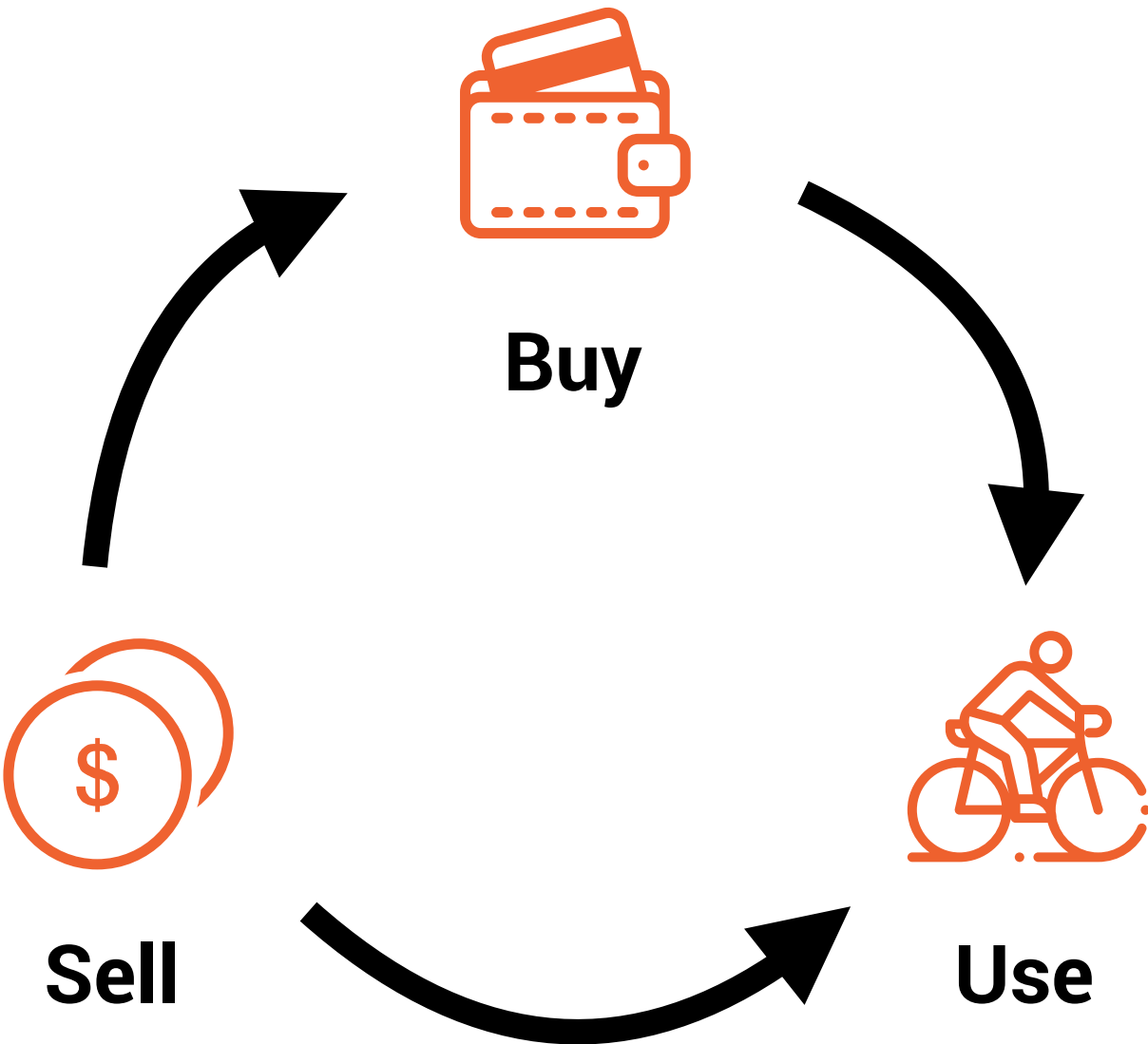
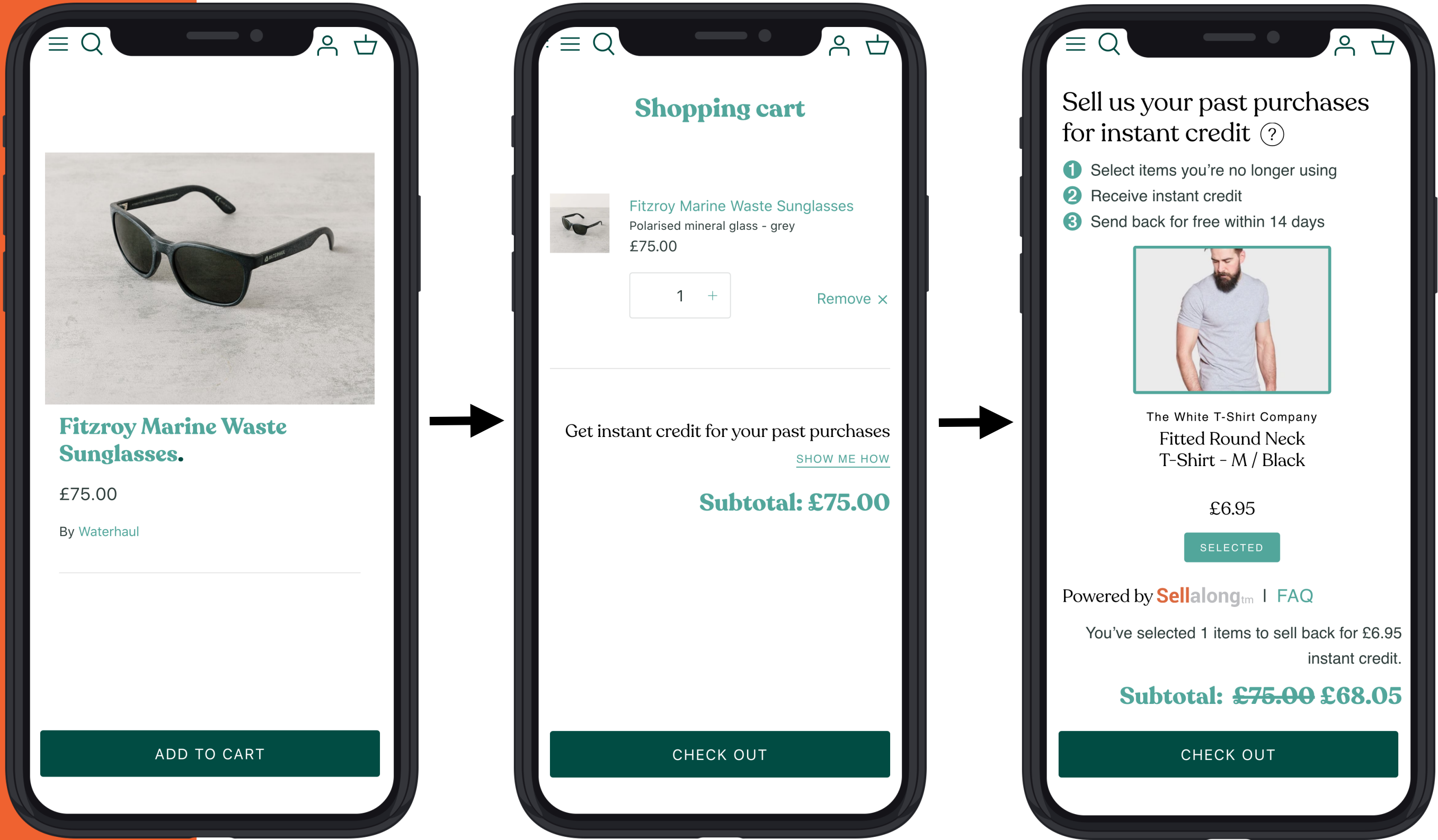
Retail customers hold over \$1 trillion worth of used products, yet retailers reclaim at most 1% of the items they sell.

THE SELLALONG SOLUTION

**Transform retail by integrating
circularity into the point of sale.**

SELLALONG USER EXPERIENCE

Sellalong provides a **unique** experience whereby customers can **instantly sell** their previous purchases, when **buying** something new at checkout.



HOW IT WORKS

6



SCALABILITY



Reclaims **40%** of items sold
Example: **96M of 240M** items/yr from a
single retailer the size of **Nordstrom**

patagonia



1% of items sold

THREDUP

25M items/yr



Incoming: Product, transaction and material data



Outgoing: Age, condition, resale value data



Reporting: Measurable increase in product use

WHAT'S MISSING



Incoming: Product, transaction and **material data**



Outgoing: Age, condition, resale value data



Reporting: Measurable increase in **product use**



WHAT POLICIES WOULD HELP?

Digital passports



Extended producer responsibility



National program for measuring product use



Sellalong™

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