goodbag
better world

goodbag

Presentation for Retail

Climate change and plastic pollution are global challenges.

Every year **our planet is getting hotter** while **over one trillion plastic bags** are **used for less than 20 minutes.**

Eco-Conscious Consumer

How can I make a difference?

As individuals we often feel that we can't solve these problems because our actions do not make a visible difference.

Project Manager

How can my company become more sustainable?

Consumers worldwide want to see actions and expect companies to become part of the solutions by reducing their negative impact.

We enable companies to protect the environment together with their customers while making everyones impact visible.

Creating Experiences

Our products create unique experiences for users.

Real-time Feedback

We enable users to receive real-time feedback about the created impact.

Rewarding Actions

For every action we provide a reward in the real or virtual world.

goodbag is a **smart reusable shopping bag** that connects with the **goodbag app,** lets users **track their impact** and rewards them for reusing their bag.

goodbag
for a better world

1.000.000.000.000
plastic bags polute our planet

Download on the
App Store

GET IT ON
Google Play

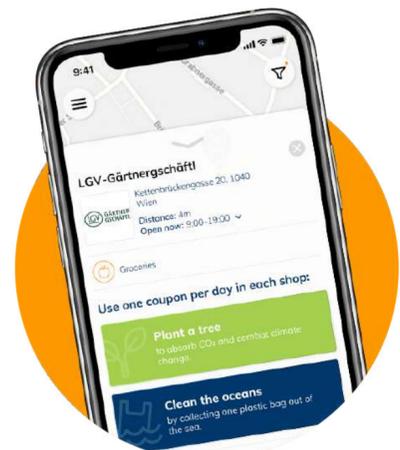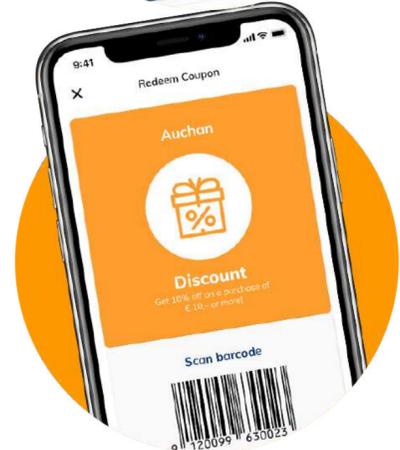**Watch video**

Plant trees or collect plastic waste

Every time customers shop with goodbag they can plant trees against climate change or collect plastic waste out of the ocean.

Receive discounts and save money

For making the right choice to bring their own bag users receive exclusive discounts in selected stores that save them money.

Track impact and see it grow

Users track their impact in real-time and earn achievements. In the goodbag app they see how often they reused their bag, how many trees they have planted and how much plastic was collected.

How it works

1

Go shopping with your goodbag

All the users need to do is go shopping with their goodbag. In the goodbag app the users can find all shops and available rewards on an interactive map.

2

## Choose a reward in the goodbag app

In the shop they open up the goodbag app and choose between the rewards of planting a tree, collecting plastic waste out of the ocean or receiving a discount.

3

Scan your goodbag to activate the reward

To activate a reward the users need to be in the shop and hold their phone close to the goodbag logo to verify that they brought their goodbag.
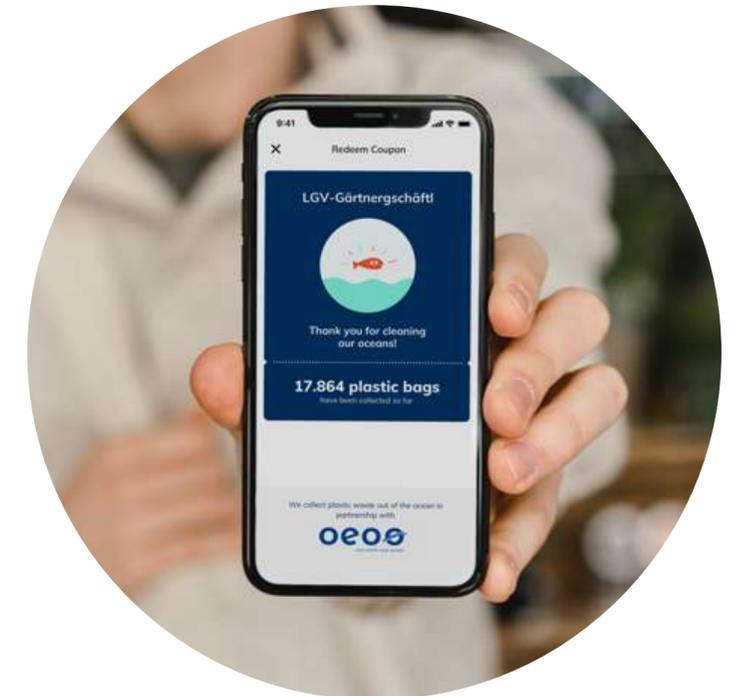
4

Receive and redeem your reward

The reward is activated and displayed on the users phone immediately. If the reward is a discount it can be redeemed directly in the store.

Join the goodbag system and start benefiting today.

We offer you a new way to interact with your customers.

Win New Customers

With goodbag you offer consumers an incentive to visit your stores. Especially for young and environmental aware customers goodbag can significantly influence the decision where they shop.

Communicate Sustainability

goodbag enables you to communicate your corporate social responsibility (CSR) in a truly interactive way through a unique customer experience where customers and your brand are doing good together.

Increase Customer Loyalty

Customer loyalty is all about building relationships. goodbag allows you to differentiate yourself from competitors by allowing customers to plant trees or collect plastic waste every time they use a goodbag in your stores.

Why customers love goodbag

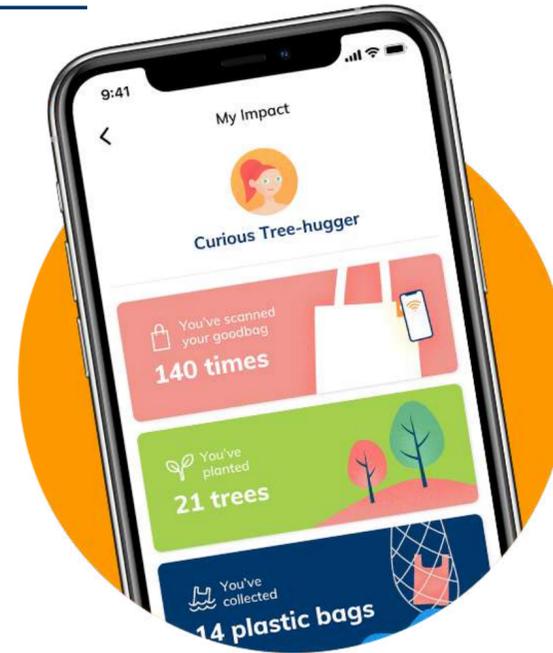goodbag creates a gamified customer experience that makes it fun and rewarding to protect the environment

Support Projects

Customers can choose to do good by supporting various projects every time they shop.*

*You can choose your own projects or select one from our partner NGOs.

See Your Impact Grow

Customers see in real-time how often they reused their bag, which projects they supported and how big their impact has grown.

Save Money

The discount coupons allow customers to save money every time they bring their own bag.**

**Offering discounts is optional.

Combining sustainability and customer experience is a huge opportunity

2017
$ 10,74 bn.

2025
$ 58,23 bn.

Smart Retail Market
will grow with 23,9% CAGR
to $ 58 bn. by 2025

„**89% of (retail) companies are now competing mostly on basis of customer experience.**" *
The need to enhance the **customers' shopping experience** is the key driver for the growth of smart retail.

Sustainability is a mega trend. Consumers are looking for eco-friendly alternatives. To win consumers of the future, brands need to show that they walk the talk.

*Gartner

Partners who already trust us

We have over **1,000 participating stores** in **6 countries** and sold over **160.000 goodbags**

Denner AG* in Switzerland with over **800 stores**

*part of MIGROS Group

Heathrow Airport in the UK with **over 80 millions passengers** per year

Our success story with Denner

- **Launch of the project: March 2020**

- **50,000 goodbags sold in 8 weeks**

- **2nd order of 50,000 bags in May 2020**

- **18,380 Coupons redeemed in 8 weeks**

- **2,500+ App Downloads**

- **12,37% „Power Users"**

- **4,9 ⭐ App Rating**

Fantastic app for a great cause

⭐⭐⭐⭐⭐

25 Jan
Maiiiib

I'm becoming more and more conscious about my shopping behaviour and how it impacts the environment. The goodbag app is an easy and fun way to be just that little bit more sustainable. I love the design of both the app and the bags 🤗 highly recommend!

We offer you fair, simple and transparent pricing.

Join the goodbag platform and start selling our bags in your stores or become a visible sponsor with your brand in the goodbag app.

Software Subscription

For using our service and being part of the goodbag platform we charge a yearly fee. We offer three standard plans (incl. a free basic plan) for SMEs and an enterprise package for larger companies.
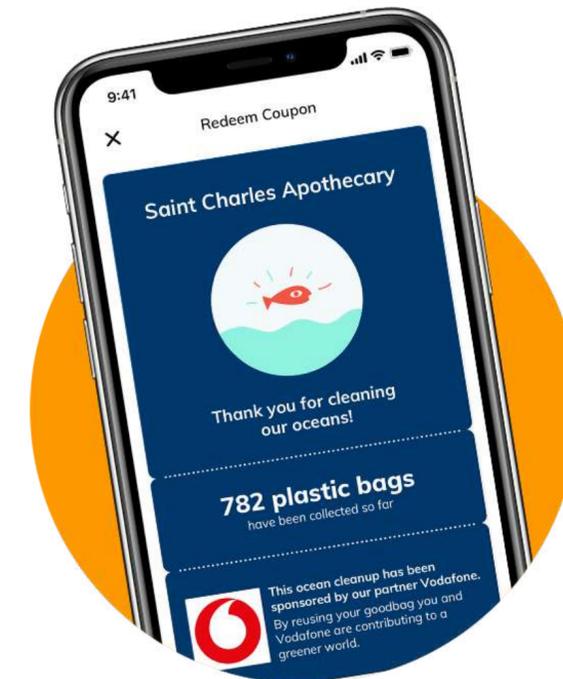
Setup fee:
€ 0–€ 30k (one-time)

Subscription:
€ 0–€ 60k (yearly)

Products and Hardware

We directly sell our high quality bags including our technology so you can immediately start to make a profit by re-selling them. Alternatively we offer NFC chips which can be integrated into any kind of reusable shopping bag.

B2B:
€ 2,00–€ 4,50 / bag
€0,50 / chip

Interactions and Branding

Your company does not own physical stores but you still want to become more sustainable? We got you covered. You now can become a sponsor of the planted trees or collected plastic in the goodbag app.

Sponsoring:
€ 0,01–€ 0,10
/ Interaction

We offer you a customer experience as a service that is tailored to your needs

Works With Any Kind of Bag

You would like to use a specific kind of bag? No problem!
We offer a huge variety of bags or can provide you with our NFC chips that can be integrated into any reusable shopping bag!

Define Your Own Rewards

Decide which rewards you want to offer your customers. Offer various options and let them choose every time they go shopping, or just select one project or discount that customers receive with their goodbag.

Choose Your Own Projects

We work with some of the best NGOs but can integrate any NGO of your choice to ensure you can support the projects that you feel need your support the most.
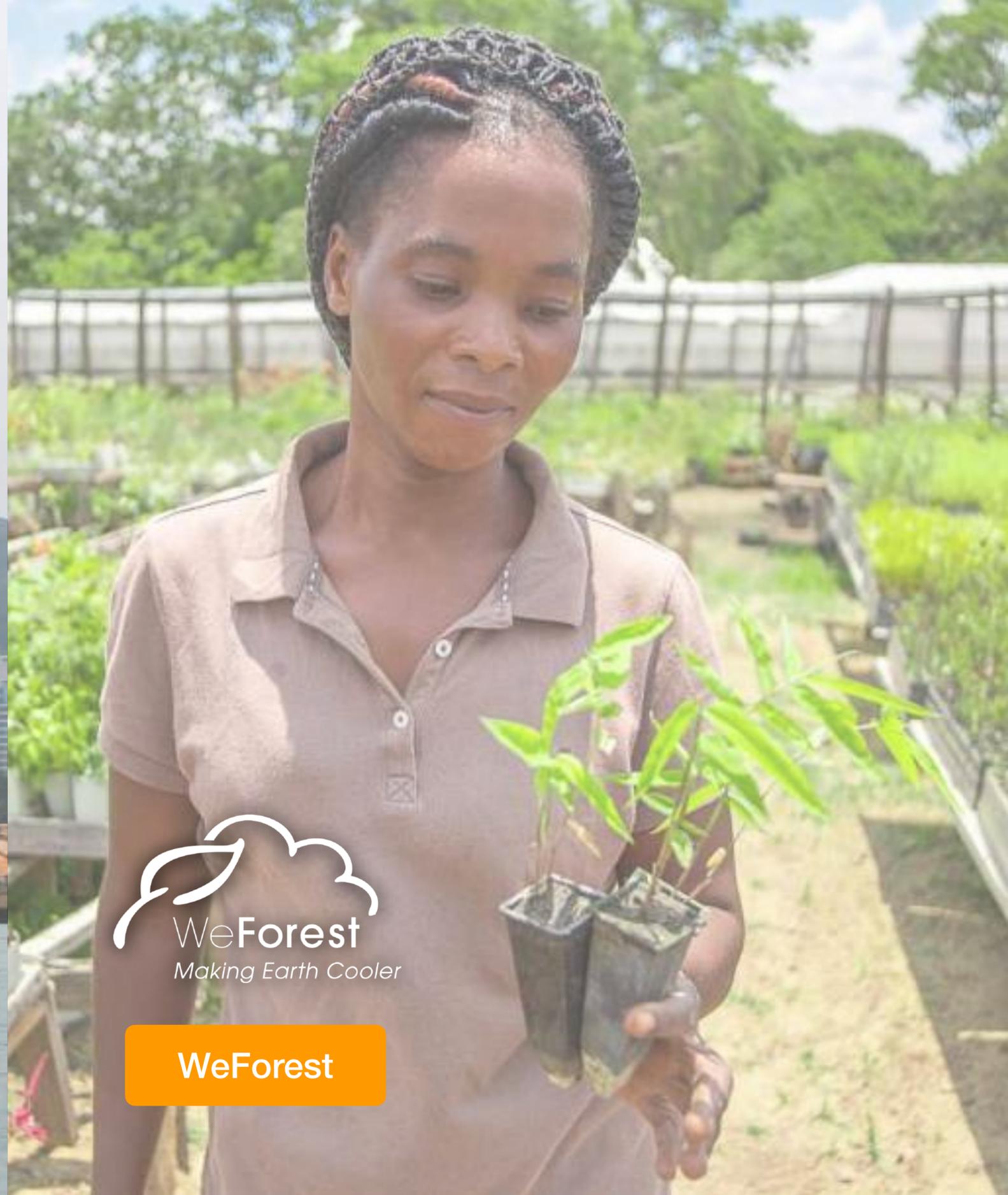
Our Partner NGOs

Every time a goodbag is used in a shop our NGO partners **collect one plastic bag out of the ocean** or **plant a tree**.

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one earth-one ocean

One Earth – One Ocean

WeForest
Making Earth Cooler

WeForest

goodbag
better world

Let's think outside the bag and improve the world we live in.

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