

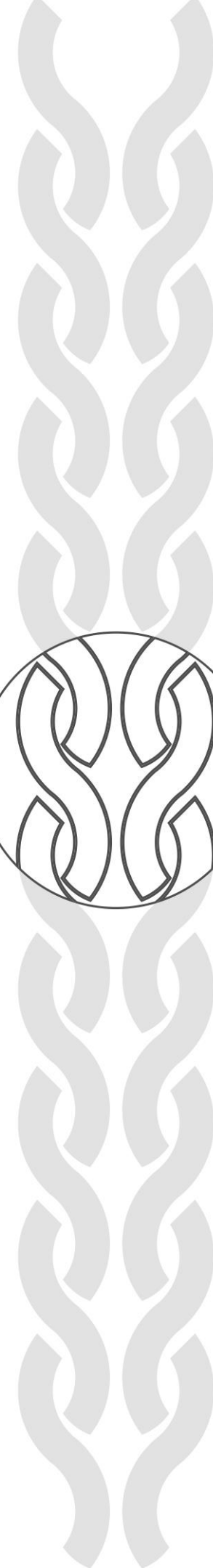
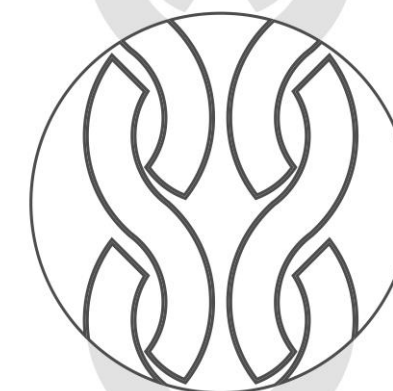


# VALOOPS

DURABILITY CHOICE

Issam LAAROUSSI

30/09/2022





For 600,000 T of textile wastes /year generated in France

- Only 30% are collected.
- 5% are recycled



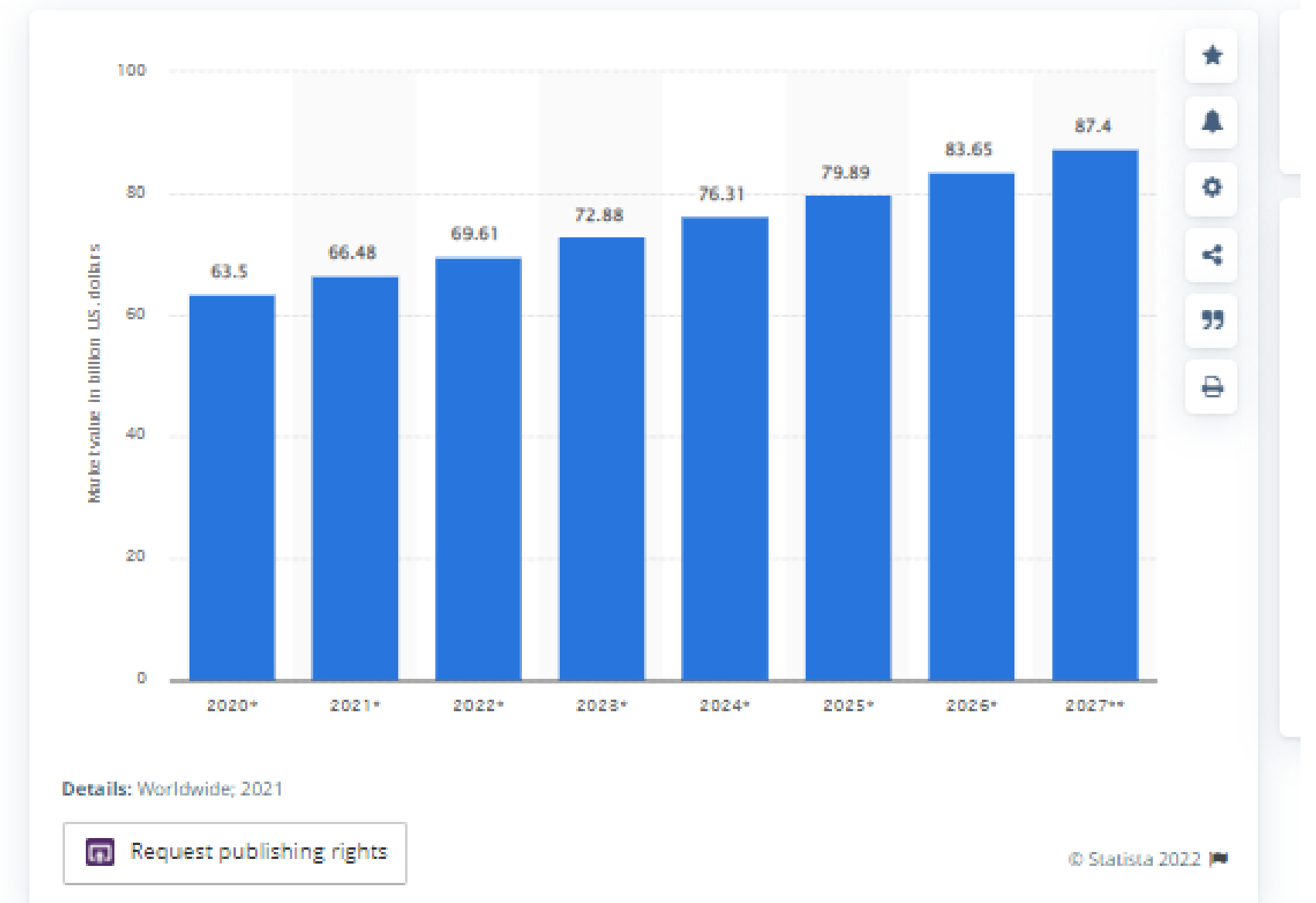
- 12% are sent to Africa.
- Of which 40% is thrown away
- 30,000 T/Year ends up in landfill in Africa and Asia.







## Value of the denim jeans market worldwide from 2020 to 2027 (in billion U.S. dollars)



# Solutions

Material ValDenim®



## Durable material

A material that resists use for an average of 15 years of use, a replacement for wood with an average lifespan of 5 years



## Low footprint material

Exclusive use of recycled materials.  
Control of the manufacturing circuit  
Manufacturing with green energy.



## Weather proof material

Rot-proof and water proof, resist to low and high temperatures and UV, dimensional stability.

# L'offre de Valoops



Lames de terrasses  VALDECK

To equip terraces and balconies



Palissades Valfence

To equip gardens



Bardage Valclad

To equip facades



# Decking profiles



A 40 m2 terrace  
It is the equivalent of

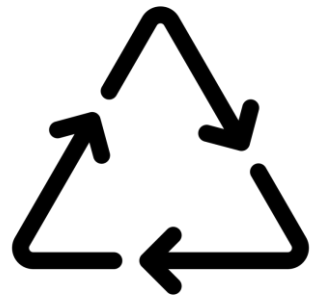
**300 kg of used clothes**



**400 kg of plastic  
waste from the  
building**



# L'Éthos de Valoops



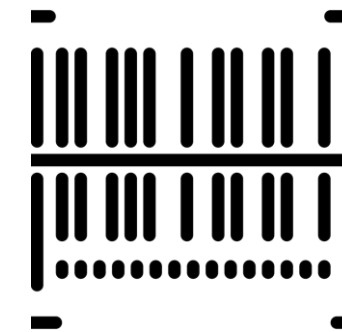
## Recycled products

Recycled products to equip the interior and exterior of houses.



## LCA for every product

Each product will be provided with a life cycle analysis measuring the carbon footprint and confirming the recyclability of the product.



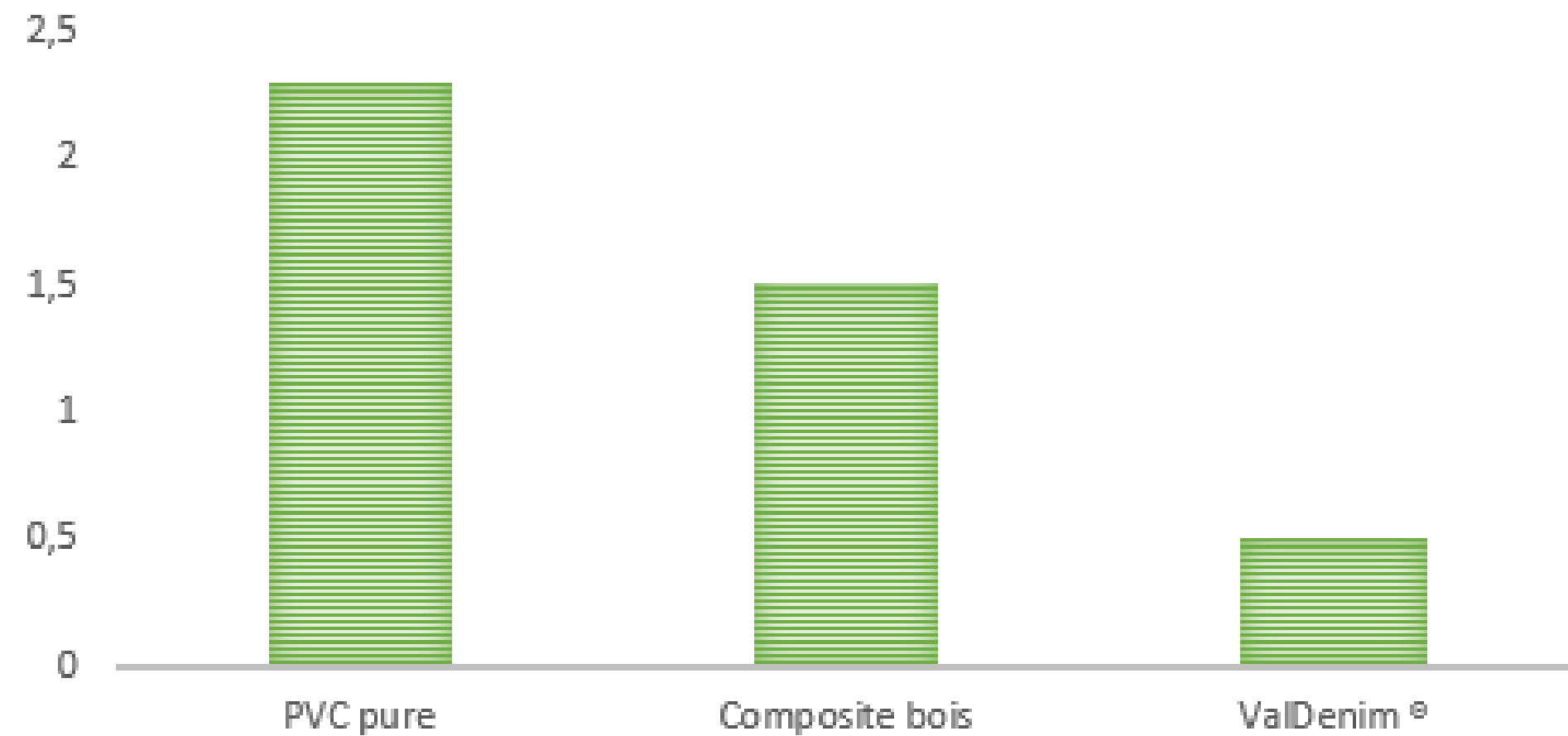
## Traceability of each product

Each product will be provided with traceability, attesting to the origin of the materials and the place of manufacture.

# Carbon footprint

Valoops products

## EMPREINTE CARBONE VALDENIM<sup>®</sup>







## Warranty

Ten years warranty



## Easy to install

Products easy for installation



## Accessible products

Most competitive prices



## Design products

Contemporary design

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## VALOOPS history

2020

EMERGENCE OF IDEA

2021

R&D –POC

2022

PROTOTYPES-MVP-  
FUND RAISE



# Our ADN



Contribute to innovation and the sustainable industry of tomorrow



Contribute to building the sustainable cities of tomorrow



Contribute to the reduction of greenhouse gas emissions Carbon neutral organization and products



Contribute to the reduction of waste production Efficient use of natural resources Carbon neutral organization and products

# Target Market

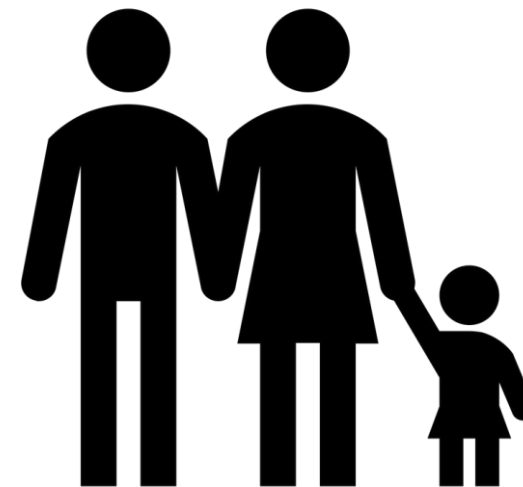


## Professionals

Building professionals  
Landscape specifiers,  
MOs, Architects

Who we serve

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## Households

Individuals through garden  
products



# Target market

6 Mds €

**TAM**

1 Mds €

**SAM**

10 M€

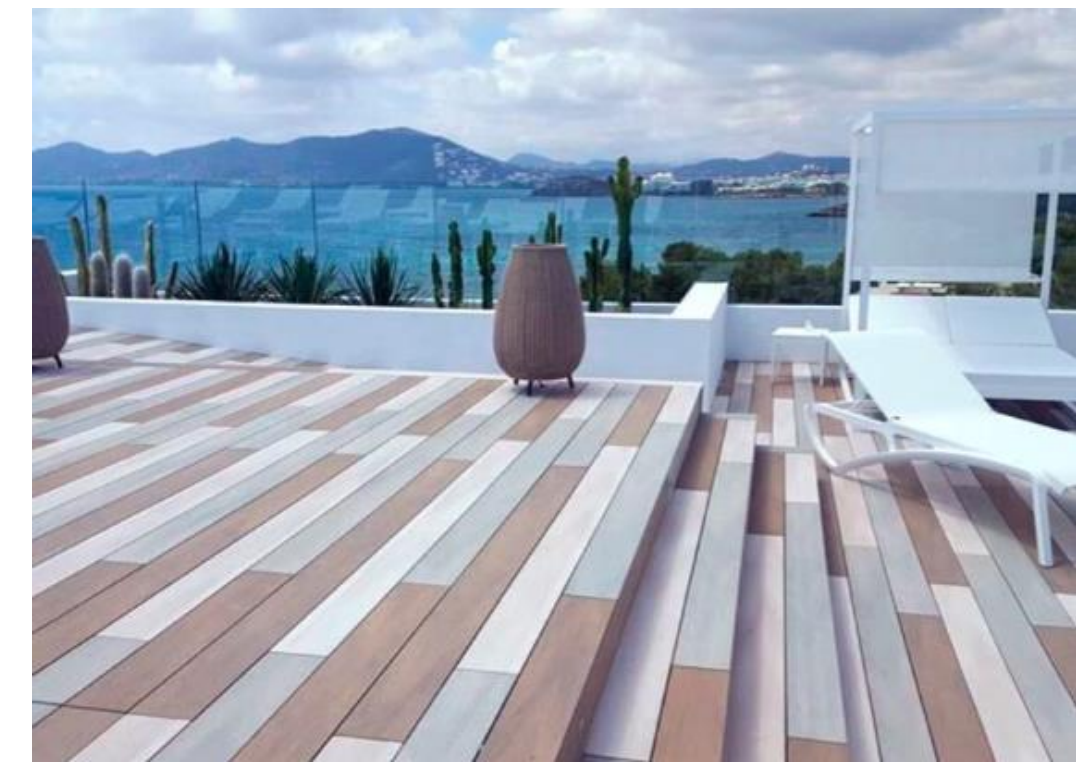
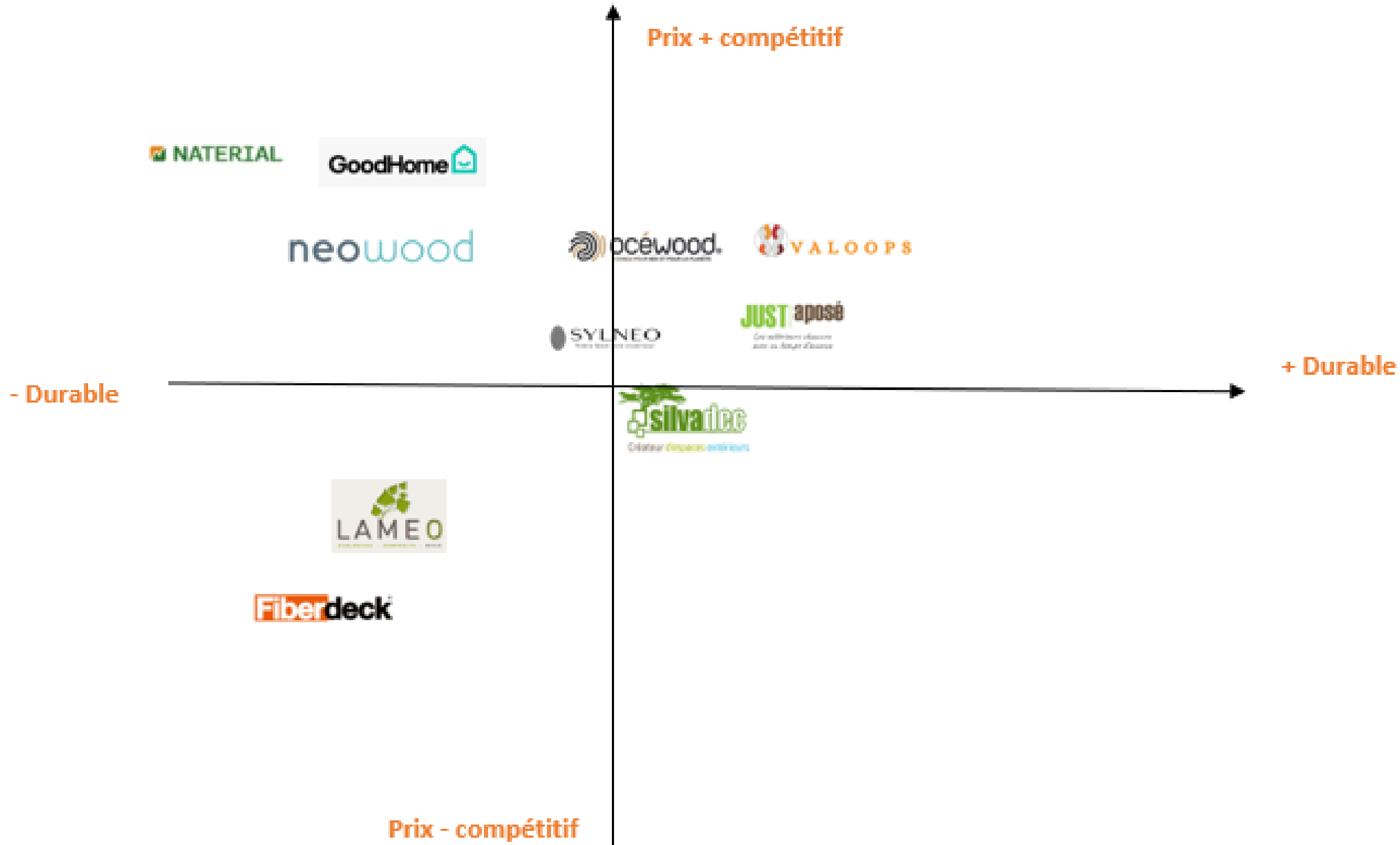
**SOM**

# Our competitors

Competing products	Wood composite products	Wood composite products	Wood composite products	Wood composite products	Linen composite products	Hemp composite products
Market players	SILVADEC	FIBERDECK	LAMEO-NEOWOOD	NATERIAL	OCEPLAST	JUSTAPOSE
Competing offers						



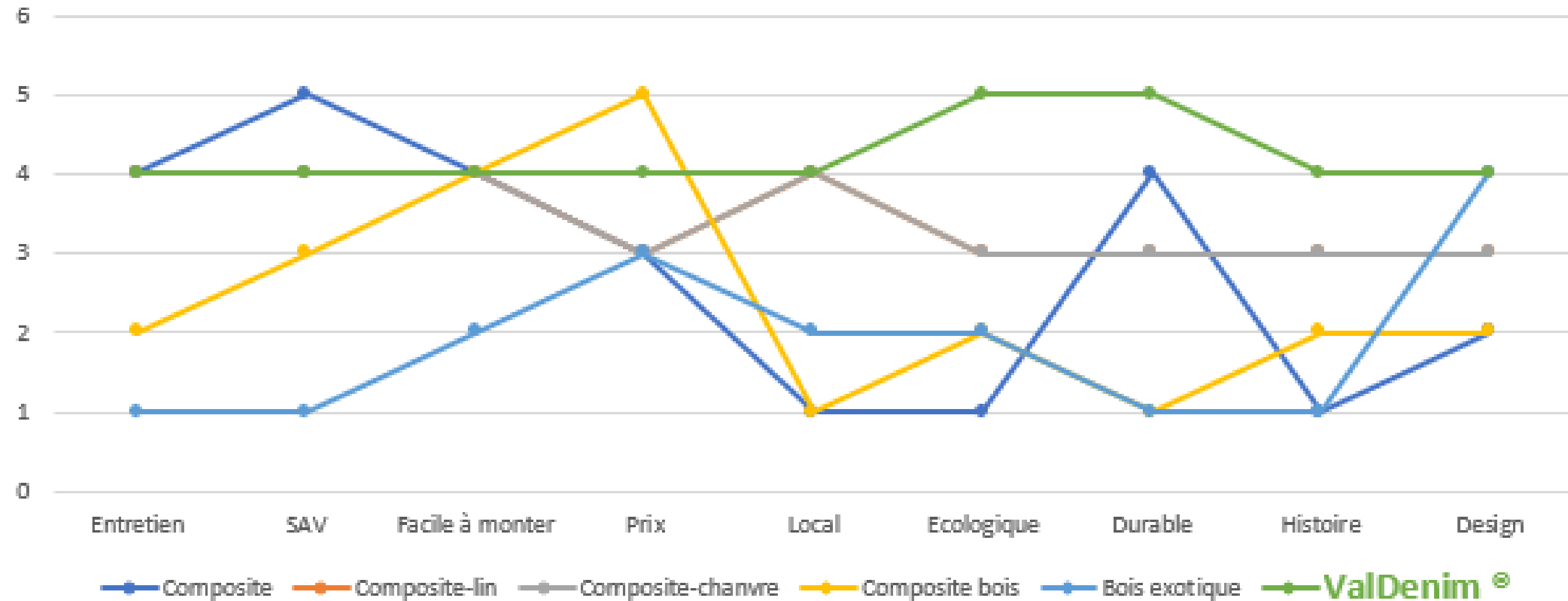
# Our competitors





# Competitive advantages

COURBE DE VALEUR



# Customer approach



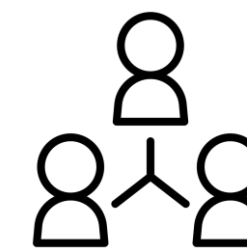
## Loyalty

Have direct contact  
with customers  
Channel E-commerce  
Marketplaces



## Events

Be present in trade  
fairs for  
individuals



## Traditional and Digital Marketing

Action on social networks

# Business model

## Products sale

Sale of garden products

## Accessories

Sale of installation accessories

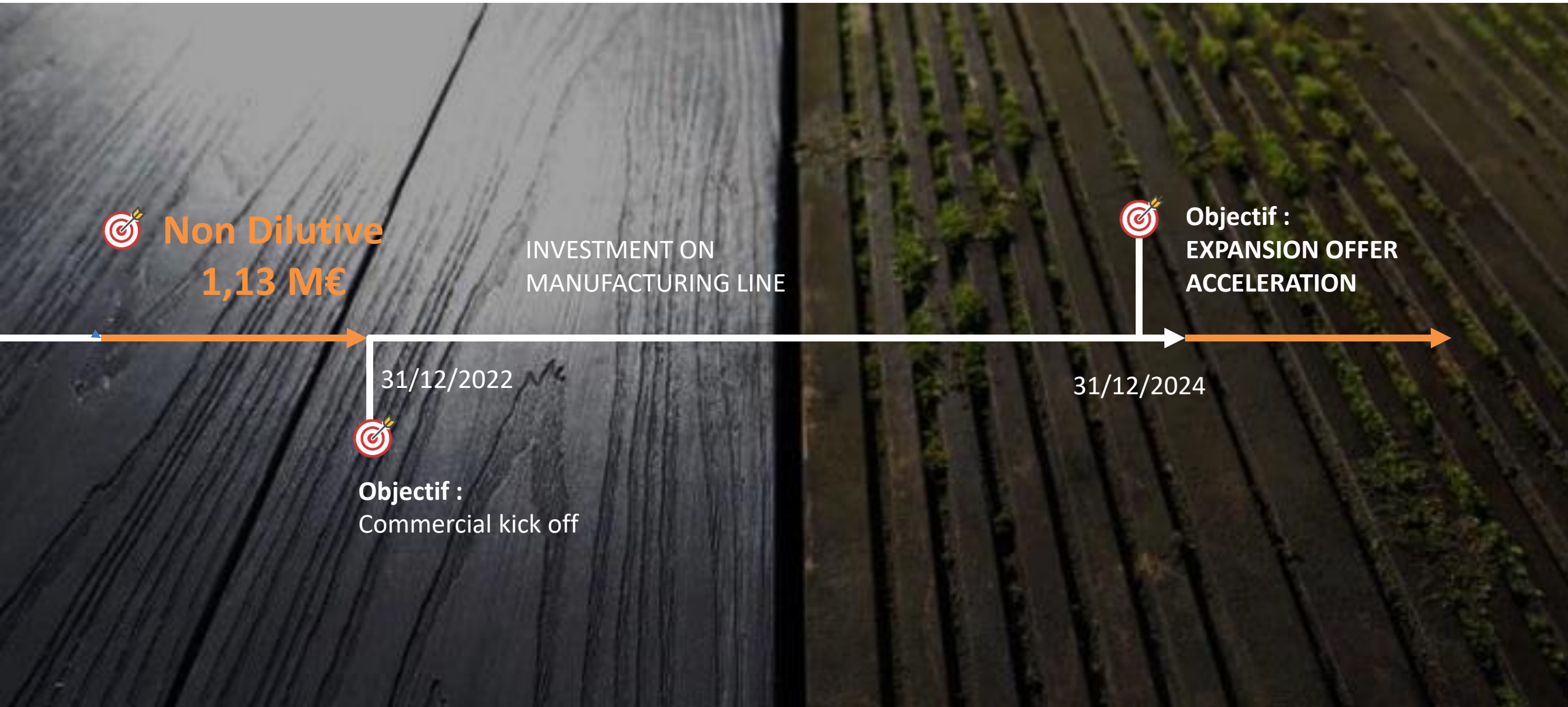
## Pose et SAV

Connection with product installers

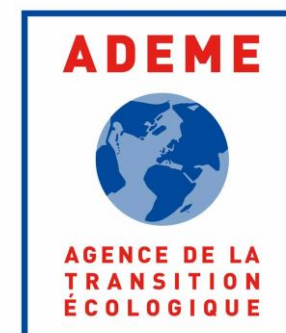
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# RoadMap and Fund raising



We have so far secured €1,042,000 from ADEME and BPI France.



# Our team



**Issam LAAROUSSI**  
CTO -CFO



**Houda DRIOUICH**  
Supply chain manager



**Ines LARRAMENDY**  
CCO



**Clément JARRY**  
R&D manager

# R&D laboratories



**Certech**  
R&D partner in chemistry

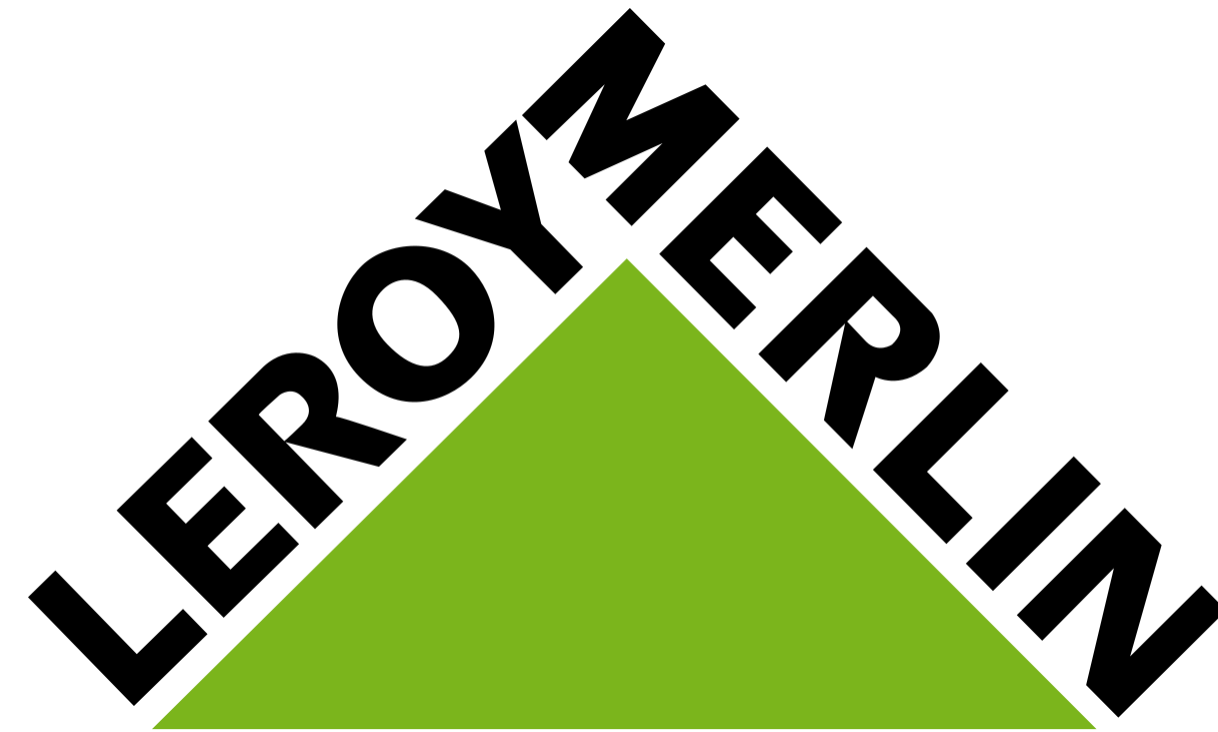
# Ecosystème

## STAKE HOLDERS





# Clients potentiels

 Kingfisher LEROYMERLIN

Key customers interested in our products and wishing to have samples to carry out compliance tests before marketing



# Merci !!

Issam LAAROUSSI  
VALOOPS  
Euratechnologies, Willems  
[issamla@valoops.com](mailto:issamla@valoops.com)

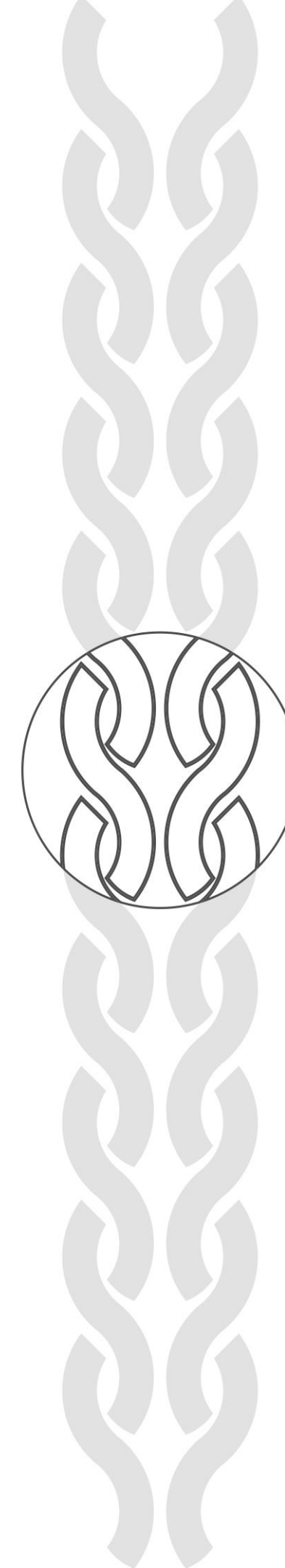


# VALOOPS

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30/09/2022



# Business plan

en euros	2021	2022	2023	2024	2025	2026
Investissements		152 200	1 974 630	2 100	-	-
Variation du B.F.R.	-	2 094	- 82 519	64 608	- 101 204	41 348
Remboursements d'emprunts		19 681	156 414	160 789	213 298	179 817
<b>Total des besoins</b>	<b>-</b>	<b>173 975</b>	<b>2 048 525</b>	<b>227 497</b>	<b>112 094</b>	<b>221 165</b>
Apports en capital		-	1 000 000	-	-	-
Apports en comptes courants		16 000	-	-	-	-
Capacité d'autofinancement	-	- 112 414	854 346	1 189 490	1 905 088	2 600 226
Emprunts		730 000	-	-	-	-
<b>Total des ressources</b>	<b>-</b>	<b>633 586</b>	<b>1 854 346</b>	<b>1 189 490</b>	<b>1 905 088</b>	<b>2 600 226</b>
<b>Solde de trésorerie</b>	<b>5 000</b>	<b>464 611</b>	<b>- 194 179</b>	<b>961 992</b>	<b>1 792 993</b>	<b>2 379 061</b>
<b>TRESORERIE</b>		<b>464 611</b>	<b>270 432</b>	<b>1 232 424</b>	<b>3 025 418</b>	<b>5 404 479</b>