

G\$LD

Make Your Trash, Ca\$h!



Ron Barly



- **Previously Head of Secure and Immune Communication and Computer Systems in the IDF.**
- **Held Senior Executive positions in global technology companies.**
- **Previously Chairman of Board and co-founder of Arilou information technology a global leader in Automotive Cyber Security.**
- **Holds BSc in Electrical Engineering from the Technion Haifa.**
- **MSc in Electrical Engineering from Tel Aviv University and MBA from Tel Aviv University.**



Matan Zayafti Founder & CEO



- **Social Entrepreneur** - Committed to societal and environmental change, dedicated to solutions that enhance well-being and sustainability
- **Strategic Innovator** - Former strategist at Glikman-Shamir-Samsonov, with a strong background in impactful campaign planning
- **Purpose-Driven Leader** - Formerly involved in a program, participated in the IMPACT entrepreneurship club, gaining hands-on exposure to recycling, sustainability, and impact-driven ventures



Shay Blumenfeld Engineering



- **Over 25 years of experience**
- **Multidisciplinary knowledge and experience of the mechanical engineer's field.**
- **Mr. Blumenfeld serves as a consultant for various startup companies** in Israel and holds several executive positions in Israeli startups (COO, CTO, R&D manager).
- **He is able to “Think Outside the Box”,** and 3D cad software expert.



David Yahalomi Recycling and Business Consultant



- **Mr. Yahalomi served as the CEO of the Ministry of Environment (2020-2021)**
- He has an MBA from Reichman University.
- **He has served as a board member of several public and private organizations,** and has held several senior management positions.
- **He has a wealth of experience in implementing long-term strategic plans, and has engaged in environmental projects in the past.**



SeedBiz Group Business, Investors & Entrepreneurs



- **Israel's Leading Startup Growth Partner**
- **Seedbiz's clients access a range of comprehensive support programs including strategic advisory and fundraising to operational excellence and global expansion.**
- **Our expert team and extensive network help founders build, scale, and succeed in highly competitive markets**

Simplifying Recycling for All | Accessible, Profitable, Impactful

GOLD

**GOLD aims to maximize recycling rates and
drive meaningful environmental change**

by bringing rewarding recycling to the public ,
while providing a cost-effective solution for
municipalities and businesses.

The Need for a New Approach in Recycling



Globally, environmental responsibility is a high priority ,
and sustainability investments are soaring .

**Yet, user engagement in recycling is low, and many countries
fail to meet ambitious recycling targets.**

Israel

Recycling rate at
25.6% in 2023
51% of the goal
for 2030

70% of residents
have access to
orange recycling
bins, but only **27%**
use them

USA

Recycling rate at
32% in 2023
of the **50%** target
by 2030

9 of the 10
states with the
highest recycling
rates use Deposit
Return Systems

Global

Over **50%** of investors plan
to boost sustainable
investments, with **70%**
believing strong ESG
practices drive returns

Limitations of Current Solutions



Existing recycling solutions fall short in providing comprehensive, user-friendly options:



Simple Bins

Common but confusing, lacking incentives to motivate users



Partial Recycling Machines

Handle some bottles and packaging but miss many materials



RVMs

Offer some rewards but are limited to shopping centers and public spaces, due to their high costs

Challenges in Scaling Effective Recycling



As recycling efforts grow, existing solutions face significant barriers:

Lack of User Incentives

Simple recycling bins offer little to no rewards, failing to motivate consistent user participation

Limited Accessibility of RVMs

High costs of reward-based recycling machines (RVMs) restrict their availability, limiting widespread access

Limited Material Coverage

Current machines primarily handle bottles and select packaging, leaving many materials unrecycled

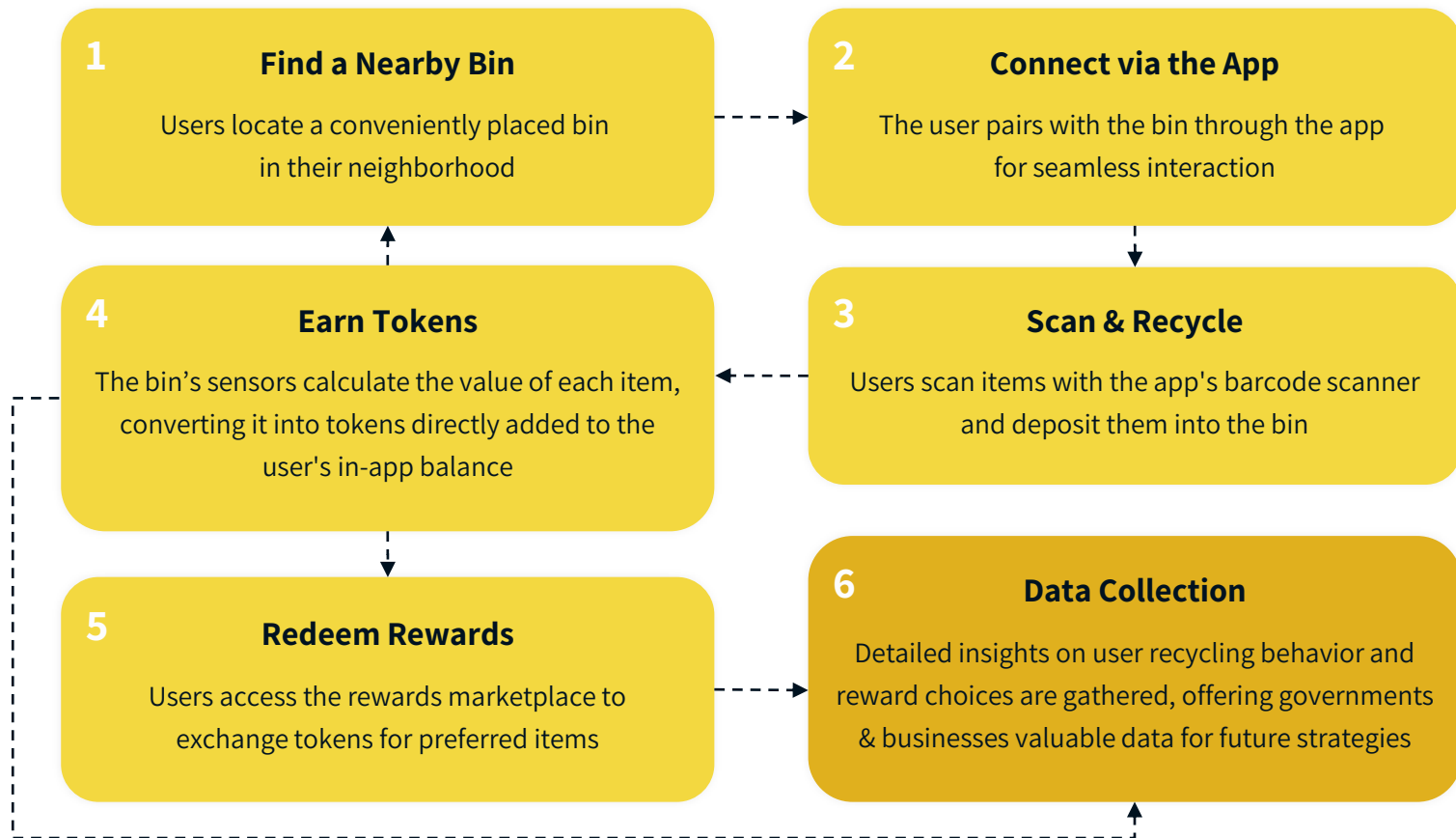
Confusing Public Messaging

Poorly executed awareness campaigns create confusion, making recycling processes unclear and unengaging

A smart IoT-enabled recycle bin machine accessible to every resident,
allowing the recycling of various materials & earning in-app tokens
that can be exchanged for preferred rewards

boosting motivation and recycling rates

The GOLD User Journey



Appendix

Data Visualization in the Recycling Platform



How Does the Information Appear to Each Company?

The platform provides a detailed view of recycling data, classified by various parameters:

Search by Bin Number:

	מספר פח	תכולת הפח	שם הלקוח	שם המוצר	עיר	רחוב	זמן
1	1R	23%	מתן זייפתי	שוקולית	רמת גן	אסף	13:51

Search by Customer Name/Number:

	שם הלקוח	שם המוצר	עיר	רחוב	זמן	מספר פח	תכולת הפח
1	מתן זייפתי	שוקולית	רמת גן	אסף	13:51	R1	23%

Search by Product Name:

	שם המוצר	שם הלקוח	עיר	רחוב	זמן	מספר פח	תכולת הפח
1	שוקולית	מתן זייפתי	רמת גן	המלכים	13:51	R1	23%

Search by City/Location :

	עיר	רחוב	מספר פח	תכולת הפח	שם הלקוח	שם המוצר	זמן
1	רמת גן	המלכים	R1	23%	מתן זייפתי	שוקולית	13:51

Distinctive Advantages

GOLD

GOLD



Affordable & Scalable RVM

Enables widespread deployment
in neighborhoods



Supports a Wide Range of Recyclables

Bottles, Cardboard, Plastic, and Glass



Data-Rich Insights (B2B & B2G)

Gather detailed data on user
habits and preference



User-Friendly Integration

Seamlessly connects bins to
the GOALD app



Incentive-Driven Engagement

A rewarding experience through a
token-based system

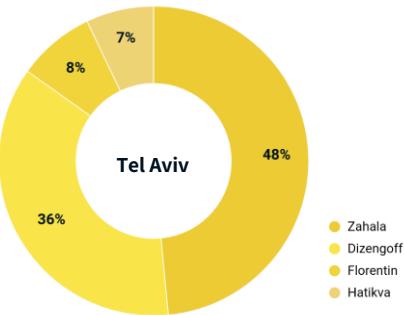
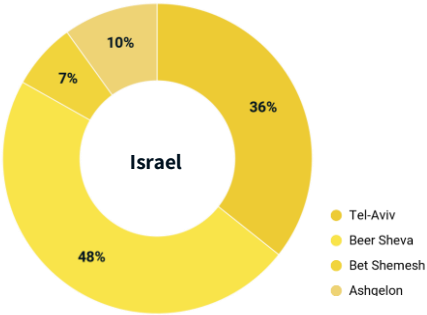
Appendix

Data Visualization in the Recycling Platform



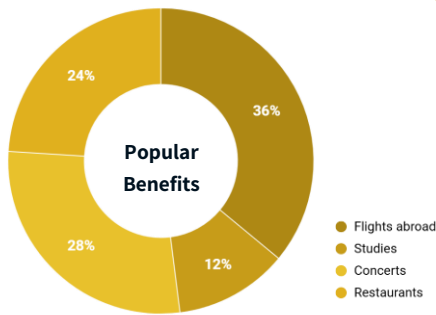
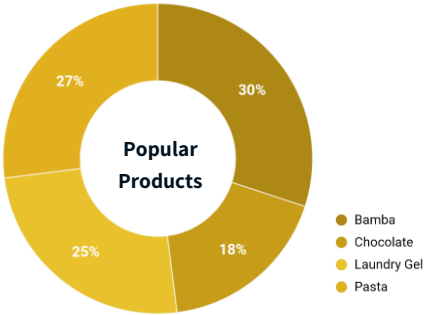
Data Compliance - Recycling Targets

(doohrobhgien /ytiC)



Marketing-Supporting Data

)Product Type / Benefit Type (



Competitive Landscape



	Accessible Everywhere	Recycling a Variety of Materials	Variety of Rewards	Connected App	Business Information Dashboard
	V	V	V	V	V
	V	VX	X	X	VX
	X	VX	VX	X	VX
	X	VX	VX	V	VX
	X	VX	VX	V	VX
	X	VX	VX	V	VX

Why is GOLD Essential Now?



Shift to Strict Regulations

New recycling laws and Extended Producer Responsibility (EPR) mandates globally are increasing the demand for effective recycling solutions

Consumer Awareness and Participation

With growing younger generations consumer awareness about sustainability, engagement in recycling programs is on the rise

Unmet Need for Affordable Solutions

Current recycling RVMs are priced at an average of 12,000\$, making accessibility a challenge

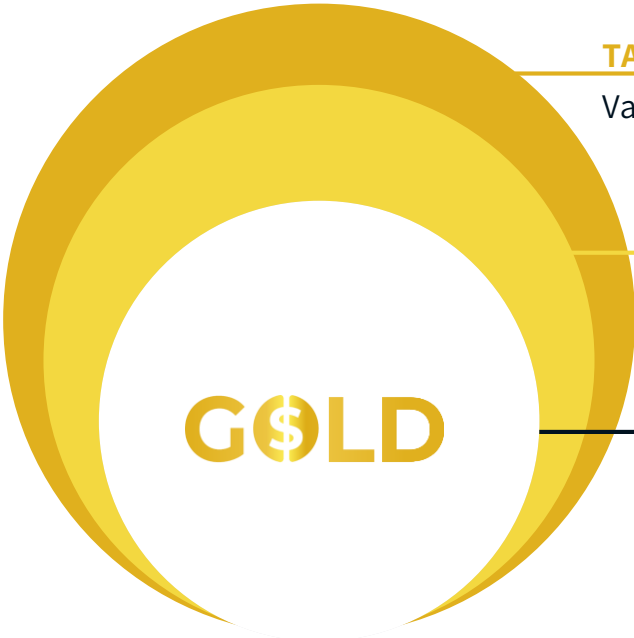
Soaring Investments in ESG Startups

Rising investment in ESG-focused startups reflects a global push toward sustainability

Investment Growth in Recycling Infrastructure

Significant investments in recycling infrastructure, including advanced technologies and public education

Exploring the Opportunity in Advanced Recycle Tech Markets



TAM | eulaV tekram enihcaM gnitroS desaB-rosneS labolG
Value= **4.69\$B** (2024) | Predicted Value (2030) = **6.19B\$** | (CAGR = **5.7%**)

SAM | tekraM enihcaM gnidneV esrever labolG Value
Value = **0.47\$B** (2024) | Predicted Value (20230) = **0.64\$B** | CAGR = **6.2%**

SOM | GOLD's predictive revenue in 5 year forecast (2025-2030)
Value = **60M\$**

*SOM revenue are forecasted based on Israel & USA potential customers only
)Hi-Tech companies, Supermarkets, Malls, Municipalities & Local authorities)

GOLD

Make Your Trash, Ca\$h!