



ENDFILLS

Smart Sorting to End Landfills

Business Overview and Product Concept

The Founder

Automotive & aviation technology, AI & sensor fusion, business and product



INDUSTRY & DEFENSE



Dima Caplan

CEO & Founder

Experienced product manager &
multidisciplinary tech leader

EDUCATION



TECHNION



TEL AVIV UNIVERSITY



Executive Summary

Smart waste sorting to solve the global waste crisis



❗ PROBLEM

Inefficient Waste Sorting



- ✗ Drives massive value loss & pollution
- ✗ High labor and equipment costs

🔧 SOLUTION

AI-Powered Smart Sorting



- ✓ High-performance automated sorting
- ✓ Retrofits onto existing belts

📈 OUTCOME

Higher Recovery & Purity



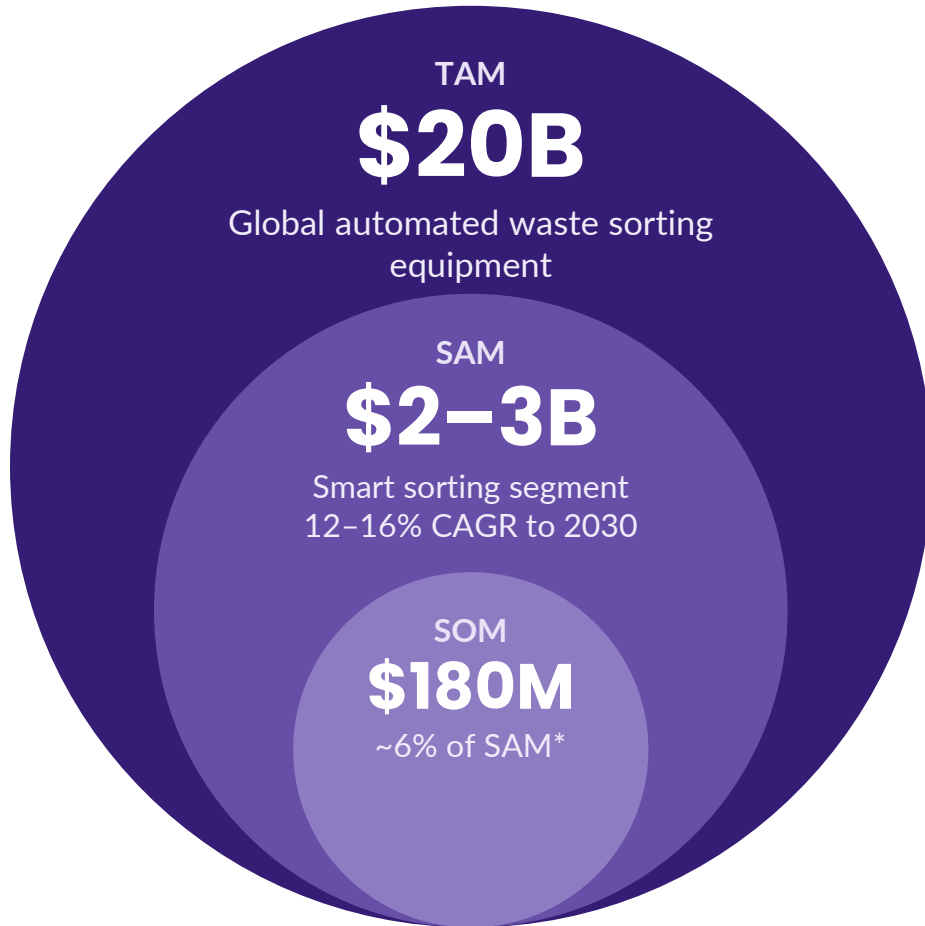
- ✓ Scalable recycling and clean energy
- ✓ Sustainable OpEx and CapEx reduction

BOTTOM LINE

ENDFILLS systems turn mixed waste into recoverable value, on existing sorting lines

Market & Product Portfolio

Sector breakdown and use cases



TAM / SAM / SOM: total, serviceable and obtainable market (USD)

*Excludes the untapped, disruptive potential of on-site sorting units



Commercial On-Site

\$150K

value / yr

Portable units for on-site source sorting

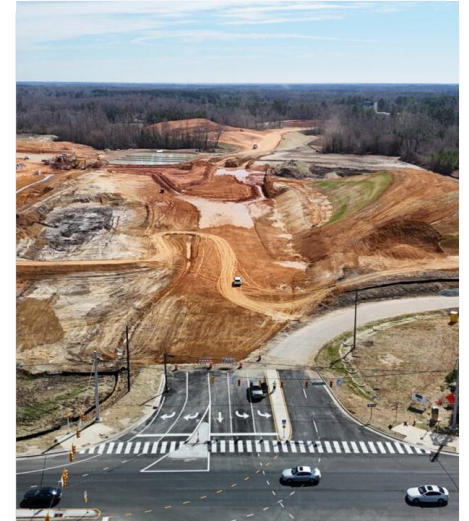


Industrial MRFs

\$12M

value / yr

Belt-integrated modular add-ons for mixed waste streams



Heavy Construction

\$40M

value / project

High-volume sorting for demolition and landfill mining

MVP and Beachhead Market: MRF Can Sorter

Leveraging existing MRF infrastructure for rapid ROI



High-Value Can Recovery, Low CapEx

Recover **\$300K annual value** per site
Targets **deposit cans** lost in residual waste



Existing Operations & Conveyor Belts

Integrates into legacy MRFs with **no line redesign**
Attaches to existing belts with **zero downtime**



Revenue-Share Model

Royalties-based pricing on created value



Validated Demand

Product discovery completed with **3 local MRFs**
MRF operators confirmed a **clear need**

Endfills vs. Competition

How we compare with current solutions



	 ENDFILLS	 TOMRA	 AMP ROBOTICS	ZENROBOTICS A TEREK BRAND	STEINERT 
Perception Tech	Thermal + RGB Fusion	NIR	Vision AI	Multispectral	NIR
Waste Stream	Raw Mixed MSW	Pre-Sorted	Pre-Sorted	Pre-Sorted	Pre-Sorted
Manual Labor	None	Required	Minimal	Required	Required
Black Plastics	✓ High Accuracy	✗ Fails	⊖ Limited	⊖ Limited	✗ Fails
Contamination & Overlap	High Tolerance	Low	Moderate	Moderate	Low
Retrofit	Plug-and-Play Add-on	Full Replacement	Simple	Complex	Full Replacement

Status & Progress

Achievements and ongoing activities



Past Achievements

FOUNDATION

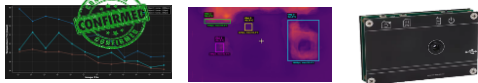


Market Validation

Product discovery with 3 local MRFs
Active EU presence



Technical Validation Tests



Acceleration Programs



ClimAccelerator
POWERED BY ClimateKIC



Ongoing Activities

PRESENT / EXECUTION



Prototype Development

HW/SW PoC built with Afeka students



R&D Outsourcing

Data simulator and robotic mechanism



IP Protection

2 patent applications in preparation



Business Analysis

Market and financial analysis with TAMID



Next Steps

FUTURE / TARGET



MVP Launch

Install the can sorter on one partner
MRF line and prove it in live operation



Industrial Pilots

Scale to 2-3 MRFs to prove repeatability
and unit economics



Team Expansion

Bring on a co-founder and advisors

FUNDING SECURED • NON-DILUTIVE

רשות החדשנות
Israel Innovation
Authority

200K

Tnufa Grant



50K

Sapir College Innovation
Program

THE TEAM • 15+ CONTRIBUTORS

5 Afeka engineering students

2 TAMID business analysis teams

2 outsource engineers (algorithms, robotics)

+ Patent advisor; strategic advisor joining soon



TAMID GROUP
EXPERIENTIAL LEARNING THROUGH BUSINESS SCHOOLS



AFEKA
The Academic College of
Engineering in Tel Aviv

PRE-SEED ROUND • PARTNERSHIPS

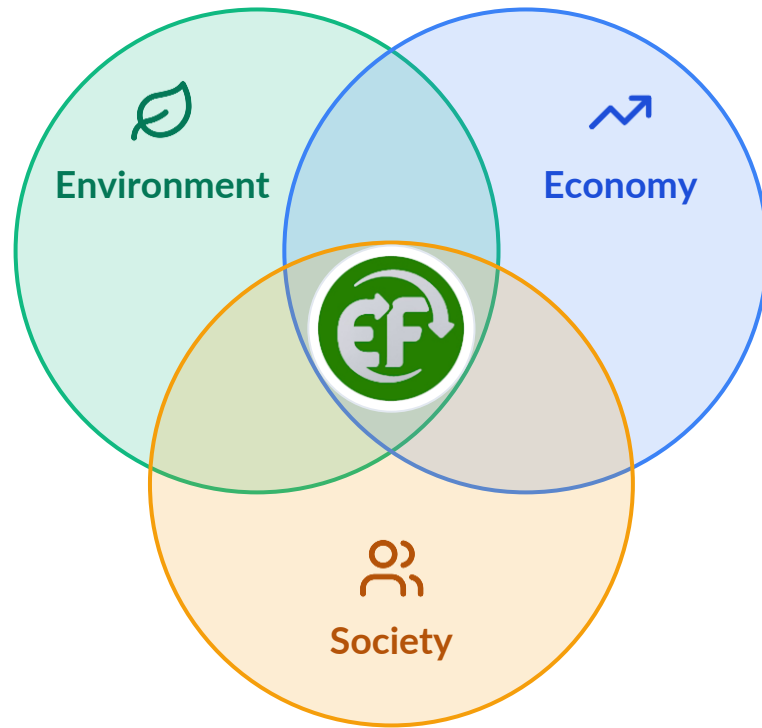
Funding our MVP deployment and industrial
MRF pilots



Seeking strategic and design partners to support
development and productization

Join Us on the Journey to End Landfills

Our ask: join our pre-seed round and help bring smart sorting to industrial MRFs



One solution, triple impact

PRE-SEED ROUND

Help us take smart sorting from MVP to industrial pilots



Investors

Pre-seed co-investment for our MVP and industrial pilots



Strategic partners

Support and sponsor development and productization



Design partners

MRFs ready to pilot the can sorter on live lines



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