

RECONO.ME

Rethinking Electronics Recycling

Founder / CEO: Nick Rawkins

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We are living in the most materially rich society in global history.

We have light-years more possessions per average family than any preceding society

– Life at Home in the Twenty-First Century, a 10-year study of 32 ordinary Californian middle-class families

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Pre-industrial revolution, material goods were expensive and scarce.

In 1750, a shirt cost £2000.

-Eve Fisher (historian)

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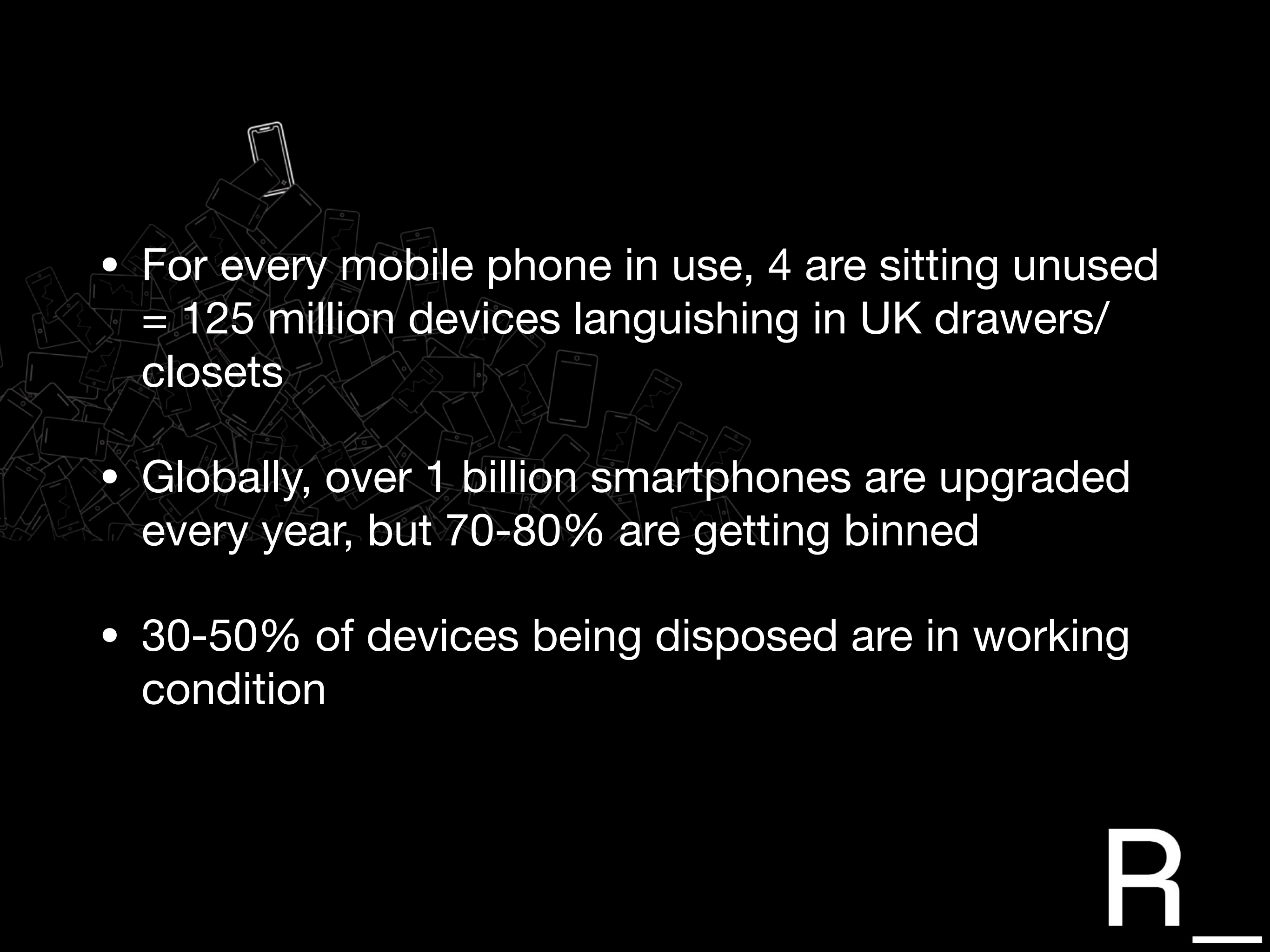
Today

- #1: Our drive to produce more, cheaper goods is straining our natural resources
- #2: We struggle to find space and ways to dispose of these items

Electronics



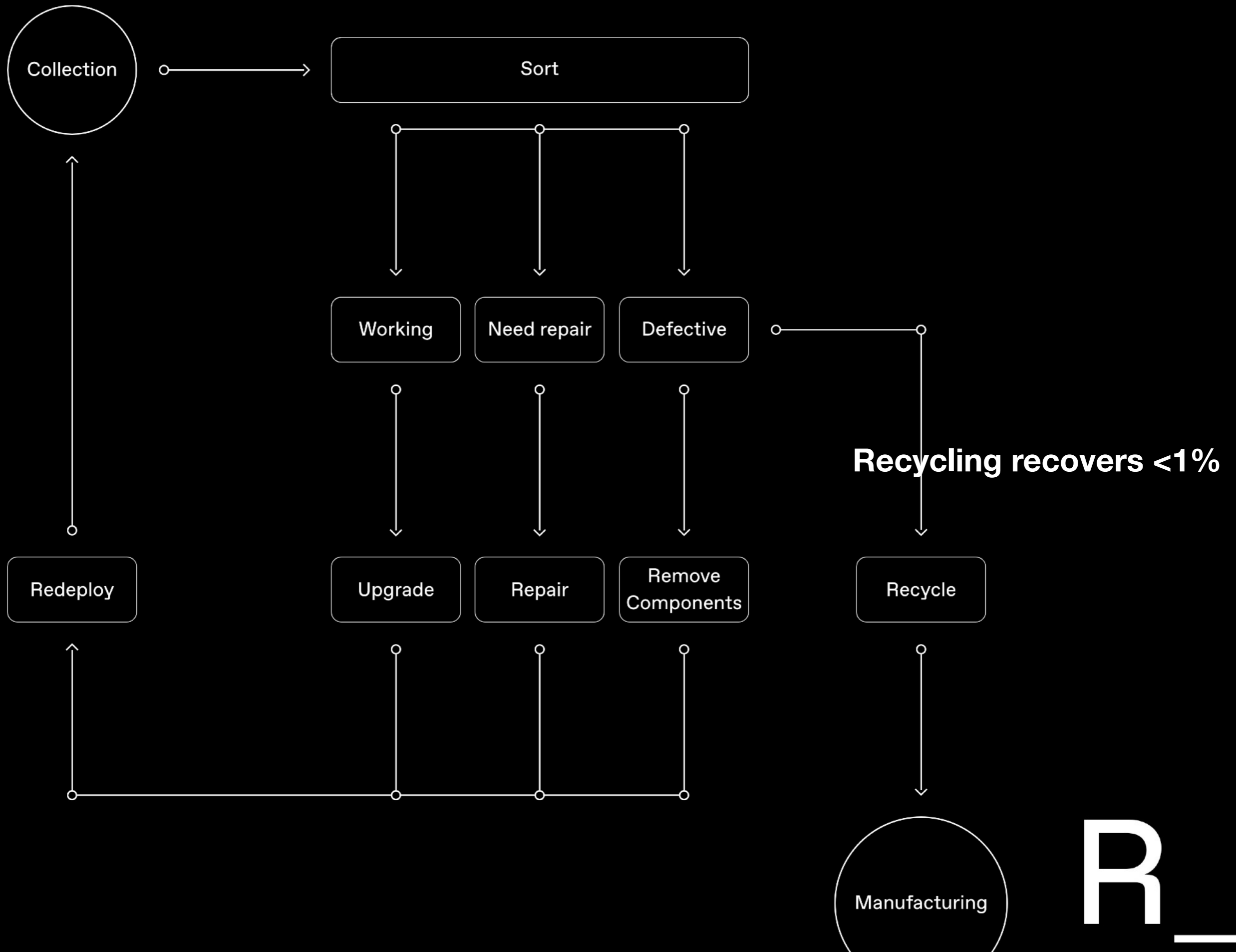
- **Huge existing market:** \$300 billion is being spent globally on upgrading smartphones, and global IT spend is \$3.5trn (UK: £100 billion)
- **Fastest growing segment:** In 2017 140 million refurbished smartphones were sold, 13% YoY growth vs. 3% for overall smartphone market

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- For every mobile phone in use, 4 are sitting unused = 125 million devices languishing in UK drawers/closets
 - Globally, over 1 billion smartphones are upgraded every year, but 70-80% are getting binned
 - 30-50% of devices being disposed are in working condition

The Future

- **Mission: take hassle, cost, and (data security) fear out of dealing with unwanted electronics**
- **RECONO.me optimises flow of devices, redistributing working devices to people who want them**
- **Imagine the future: new devices are made from high quality, remanufactured components**

Reuse unlocks up to 60% of a device's original selling value.



Why RECONO.ME?

- **Convenient** door-step collections for households and businesses
- **Secure data deletion** to build trust
- **Sorting and Repair** is our value-add
- **Sustainability reporting** gives clients data on how they've cut waste and emissions

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